

**MALAYSIA SMART CITIES
ALLIANCE ASSOCIATION (MSCA)
SMART CITIES NETWORKING & TALK SERIES**

*Future of Malaysia Cities:
A metamorphosis in action*



5 JULY 2022
TUESDAY



10:00 - 12:30
AM PM

RSVP
Scan the QR Code Virtual



CONTACT US:

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Mrs. Fatin (asmida@might.org.my/012 5456504)



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Many people live in cities because of growing urbanization. Over half of the world's population now lives in cities, and these cities play an important role in the global economy and social life. At the same time, the digital revolution is creating a hyper-connected and collaborative society. People are becoming more connected and collaborating, transforming their relationships with each other.

Cities that are smart will grow out of the current economic and environmental trends. What supports the smart city concept is what promotes sustainability, safety, security, convenience, affordability, quality, and social justice for all people. A smart city in emerging and developing countries is sustainable because it is a city that is good for its residents and the people in which it is built. Green cities and communities can create more wealth and provide better jobs by building smarter infrastructure, consuming less energy, and generating more value from waste. It is important to manage the waste properly and consume less, and to offer adequate services.

We are seeing a big transformation (metamorphosis) of cities when adopting digital technology. This metamorphosis is the theme for this event whereby how technology like AR, VR, Blockchain, and the new concept of Metaverse City.

We might be seeing the possibility of a total digital twin of a city whereby all interactions can be done in this Metaverse while in parallel the physical world of cities is embracing the digital revolution. What's not possible or slow in the physical world can be done totally in the cyberworld.

Kuching Mayor, Yang Berbahagia Datuk Haji Junaidi Bin Haji Reduan will discuss the city's future as the capital and largest city in Sarawak. Kuching is also the state's economic centre and the seat of the Sarawak state government. The Commission of the City of Kuching North (DBKU) won the Sarawak's Chief Minister's Environmental Award (CMEA) 2020-2021 and other recognised awards such as Asian Clean Tourist City Standards Award, Regional Directors Recognition Award in the 9th Global Alliance for Healthy City Conference (Virtual), Hong Kong, and Par Excellence for the virtual presentation titled Projek Penutup Parit Mudah Laras during the 46th International Convention on Quality Control Circle (ICQCC) in Hyderabad, India (2021). The success of DBKU demonstrates the organization's ability, with the support of the citizens of Kuching, to govern and shape their city into a truly dynamic and resilient city. DBKU has identified three key components that will form the foundation of the state's digital transformation over the next five years which are Smart City, Service Delivery, and Innovative Digital Solutions.

While Jacob Issac, Managing Director of Fusionex Group, will talk on Metamorphosis Cities for Malaysian Tourists. The tourism industry needed a significant change to build a more substantial impact on potential tourists. The technological advancement of virtual reality tourism and augmented reality are the tourism industry's premium future. Technological development significantly inspires many fields and commercial sectors beyond the post-COVID-19 era. Thus, virtual spaces must develop more features and value additions to achieve tourist satisfaction in the future.



SPEAKER



YBHG. DATU HAJI JUNAIDI BIN HAJI REDUAN
Mayor of Kuching North

YBhg. Datu Junaidi Reduan was conferred as the seventh Mayor of the Kuching North City Commission on 1st September 2019. Born on 12th September 1958, YBhg Datu holds a Degree in Bachelor of Social Science (Economics) (Hons) from Universiti Sains Malaysia, Pulau Pinang.

YBhg Datu's career in the Sarawak Civil Service started from the early 1980s serving in the District and Divisional level as Assistant Secretary, District Administrative Officer and Divisional Resident.

He then served in the Sarawak State Financial Secretary Office as Director of Procurement, Director of Budget and finally as Deputy State Financial Secretary before his appointment as Mayor in 2019.



MR. JACOB ISAAC
Managing Director, Fusionex Group

Mr. Jacob Isaac is the Managing Director of Fusionex Group. An established multi-award-winning data technology leader specializing in Analytics, Big Data Management, IR 4.0, Internet of Things, Machine Learning and Artificial Intelligence. Jacob has over a decade of expertise implementing corporate software. He has managed and participated in Big Data, Analytics, AI, Trade Facilitation, and IR 4.0 projects involving enormous volumes of company data from multiple sources to provide in-depth analysis of data and trends for customers across sectors.

Jacob has extensive technical and subject understanding in manufacturing, market research, finance, and asset management. The US, UK, France, Holland, Australia, Hong Kong, Malaysia, Singapore, and Australia have all successfully executed and led initiatives under his leadership. Jacob is frequently invited to speak at conferences and forums by organisations such as Gartner, Alibaba, General Electric, UOB Bank, ACCA, Lazada, The Star, Digital News Asia, MDEC, FMM, and PIKOM.





PROGRAMME

5 JULY 2022 (TUESDAY)

- 10:00am - 10:05am **WELCOMING REMARK BY**
YBrs. Dr. Raslan Ahmad, FASc
Chairman of Malaysia Smart Cities Alliance Association (MSCA)
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- 10:05am - 10:15am **OPENING REMARK BY**
YB Datuk Haji Ahmad Amzad Bin Hashim
Deputy Minister of Science, Technology and Innovation
-
- 10:15am - 10:30am **DOCUMENT EXCHANGE CEREMONY:-**
1. Collaboration Agreement between Malaysia Smart Cities Alliance Association (MSCA) and Malaysian Research for Technology and Innovation (MRANTI) on NTIS Smart Cities Sandbox
 2. Memorandum of Understanding between Malaysia Smart Cities Alliance Association (MSCA) and Melaka ICT Holdings Sdn Bhd (MICTH) on Realisation Smart Melaka Blueprint 2035
 3. Memorandum of Understanding between Malaysia Smart Cities Alliance Association (MSCA) and Hatten Group on Collaboration for Smart Cities Initiatives
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- 10:30am - 12:30pm **Smart Cities Talk on Future of Malaysia Cities: A metamorphosis in action**
1. Sharing Session by YBhg. Datu Haji Junaidi bin Haji Reduan Kuching North City Commission Mayor on *"Future of Kuching Cities"*
 2. Sharing Session by Mr. Jacob Isaac
Managing Director, Fusionex Group on *"Metamorphosis Cities for Malaysian Tourist"*
- Q&A Session**
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- 12:30pm **End**

ABOUT THE ORGANISER



MSCA

Malaysia Smart Cities Alliance Association (MSCA) is a platform established for the council members to deliberate on Smart City's issues and challenges and create opportunities for networking among the stakeholders. MSCA consists of cross-sector participation from the government and its agencies, smart cities services and solution providers, industry players, and academia. Thus, forming a new structure comprising founding members, innovators, and funders governed by the strategic objectives, with specific roles and responsibilities for the members.