

MSCA SMART CITIES NETWORKING AND TALK SERIES:

"ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) & INTELLECTUAL PROPERTY (IP) FOR SMART CITIES"



30th MAY 2023
2:00 PM - 5:00 PM

**MIGHT PARTNERSHIP HUB,
CYBERJAYA**



The newest UNEP Emissions Gap Report (EGR) 2022 states that the international community will likely fail to fulfil the Paris Agreement emissions reduction objectives required to limit global warming to 1.5°C due to insufficient policy-making and slow implementation of remedies. However, the Global Risk Report 2022 lists crises in livelihood and the disintegration of social cohesiveness as two of the top four threats that humanity faces in the next five years. Cities, which are home to about 60% of the world's population, account for 2/3 of global energy consumption and emit more than 70% of global emissions. In addition, rising urbanisation rates indicate that cities will play an increasingly important part in solving environmental and socioeconomic problems. Cities must take immediate measures to solve these global issues at home.

As the number and population of cities continue to rise, Environmental, social, and governance (ESG) policies have gained traction. The World Bank predicts that by 2045, half of the world's population will live in cities. Companies anticipate smart cities to be drivers of sustainable growth as technological progress has accelerated the process of digitalisation. Because of the challenges posed by climate change, ESG has emerged as an essential tool for boosting municipal planning, accountability, and citizen participation through data and technology. For a low-carbon society and the introduction of sustainable practices throughout the value chain, combating climate change has become an absolute necessity.

ESG are becoming increasingly important to many businesses to improve the world and guarantee longevity. Futures are moulded by Intellectual Property (IP). If used properly, it can also hasten ESG objectives. There is much more that IP can provide in protecting the environment and climate than just cutting-edge energy technologies and biodegradable polymers. There are several ways the IP system can be directed to fulfil the ESG goals pointing the way forward. While green patents play a crucial part in this effort, they are not the only option. Thus, IP should be a top priority in your ESG targets. Let's hear what the expert says about implementing IP for smart cities.



MALAYSIA SMART CITIES ALLIANCE ASSOCIATION

PROGRAMME

2:00pm

Arrival and Registration

2:15pm

Welcoming Remarks by

Ts. Dr. Raslan Ahmad, FASc
Chairman

Malaysia Smart Cities Alliance Association (MSCA)

2:30pm

The Interplay between IP Law, Sustainability and ESG by

Johnson Kong, Board Member, IIPCC.org

3:10pm

ESG Decarbonisation Alignment by

Dr. Mohd Hafiz bin Ibrahim, P.Eng.

Acting Managing Director, Cyberview Sdn. Bhd.

3:50pm

Automating ESG and Carbon Emission Management by

Lee Siong Wei

Chief Executive Officer, Pantas Software Sdn Bhd

4:30pm

Q&A Session

5:00pm

Networking & Refreshment

**For any further information/inquiries,
please contact:**

MSCA Secretariat
info@malaysiasca.org
012-5496504

To register, scan the QR Code



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FEATURED SPEAKERS



MR. JOHNSON KONG
Board Member
IIPCC.org

Mr. Kong is a co-founder and board member of the International Intellectual Property Commercialization Council (IIPCC), a global non-profit, apolitical, impartial NGO supporting innovation, intellectual property, entrepreneurial ecosystem, and IP commercialization. UN-accredited WIPO Permanent Observer IIPCC. Globally, IIPCC promotes and educates on intellectual property, innovation, entrepreneurship, IP best practises and standards, and a social network that encourages "knowledge is for the betterment of humanity" and commerce.

Mr. Kong was executive vice president and worldwide director of a Fortune 500 and government-focused IP consultancy and proprietary data firm in New York before joining IIPCC.org. He specialises in trade secrets. Since its inception, Mr. Kong has earned Intellectual Asset Management (IAM)'s "IAM Strategy 300" and "The World's Leading IP Strategists" awards.

Mr. Kong co-chaired and spoke at several official IP, commerce, and innovation events, including the Salzburg Global Seminar, IPBC events worldwide, APEC's APFF, Business of IP Asia Forum, Brand Protection Conference, and national IP offices. He addresses universities and R&D institutions globally. Mr. Kong is a "serial entrepreneur" in numerous areas with over eleven productive firms. He also chairs "venture capital" firms, social enterprises, enterprise solutions providers, and technology companies.



DR. MOHD HAFIZ IBRAHIM, P.Eng.
Acting Managing Director
Cyberview Sdn. Bhd.

Dr. Mohd Hafiz Ibrahim is a Registered Professional Engineer with the Board of Engineers Malaysia (P. Eng), a registered Electrical Engineer under the Energy Commission of Malaysia and serves as President of the Malaysia District Cooling Association (MDCA). He obtained his Master of Business Administration with a specialisation in Entrepreneurship from Asia e University (AeU) in 2012 followed with doctorate in Business Administration from Asia e University in 2017.

He started his career as an engineer where he served at the Tanjung Bin 3 x 700MW Power Plant Project under Rangkaian Positive Sdn Bhd, involved in the Engineering, Construction and Project Management of the project. He was then involved with the Operation and Maintenance of the plant under Teknik Janakuasa Sdn Bhd before taking on a lead role as Manager, Technical & Commercial, in charge of Business and Project Development for the Ventures 1 (SEA) Division for the Malakoff Corporation.



MR. LEE SIONG WEI
Chief Executive Officer
Pantas Software Sdn. Bhd.

Mr. Lee is the CEO and Co-Founder of a climate startup that provides customised end-to-end carbon management software to companies. He also serves as the Chairman of the Carbon Accounting Risk Committee of the Risk and Insurance Management Association of Singapore (RIMAS). Mr Lee has conducted several sessions on the risks and benefits of carbon accounting within the region and has been featured in local and international newspapers to share his insights on the growing climate industry.

Before his current role, Mr Lee was the CEO and Co-Founder of Pyxis, a consumer behavior analytics firm that uses alternative data and AI to generate actionable insights for leading management consultancies, private equity firms, institutional investors, and corporations. Prior to founding Pyxis, Mr Lee spent six years at Fore Research & Management, a multi-strategy hedge fund based in New York, managing approximately US\$3 billion in assets.



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To know more about MSCA, visit malaysiasca.org
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