



Towards A Smart Community – The Role of the ICT Industry

Date: 17 April 2014, Thursday Venue: Conventional Hall 301, Persada Johor International Convention Centre

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| 8.30 am | Registration |
| 9.30 am | Welcoming Remarks <i>Tuan Haji Ramlee Bin Jaafar , Executive Director of MSC Cyberport Sdn. Bhd.</i> |
| 9.40 am | Opening Address <i>Encik Safuan Yusof, Chief Information Officer , Iskandar Regional Development Authority (IRDA)</i> |
| 9.50 am | Iskandar Malaysia Smart City Development <i>Encik Safuan Yusof, Chief Information Officer, Iskandar Regional Development Authority (IRDA)</i> |
| 10.20am | Innovate. Transform. Grow - IBM Global Entrepreneur Program <i>Melonie Sta Maria, Marketing Manager, Ecosystem Development, IBM Malaysia</i> |
| 10.50 am | Coffee Break |
| 11.15 am | Building smart communities : Connect, Inform, Inspire <i>Mr. Johnson Lai, Google Business Group Manager – Johor Bahru Chapter</i> |
| 11.45 am | Intellectual Property Strategies for Internet Entrepreneurs: From IP Protection to IP Monetization <i>Mr. Lok Choon Hong, Director of Pintas IP Group Sdn Bhd</i> |
| 12.15 pm | Conducive and competitive business environment for ICT industry <i>Mr. Jayaraman Subramanian, Digital Enablement Division, Multimedia Development Corporation Sdn. Bhd.</i> |
| 12.45 pm | Questions & Answers |
| 1.00 pm | Lunch & Networking |

In conjunction with

