



# Navigating The AI Landscape

Empowering SMEs for Success

## AI Awareness Seminar 2023

23<sup>rd</sup> January 2024    Petaling Jaya, Malaysia

Organized by  **AI Factory**  
EDUCATE. ENGAGE. ENGINEER

AI Factory Sdn Bhd  
Level 2 Fastspace, Jalan Kampung Lalang, Educity Hub, Educity @ Iskandar  
79250 Iskandar Puteri, Johor, Malaysia

## ABOUT THE SEMINAR

### Seminar Background and Objectives

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, enabling these machines to perform tasks such as learning, reasoning, problem-solving and decision-making, that typically require a human intelligence to accomplish.

With such a phenomenal rate of growth and development, the current AI Landscape is a dynamic and rapidly evolving field that encompasses a wide range of technologies and apps. Characterized by its interdisciplinary nature, with contributions from computer science, mathematics, neuroscience, and many other fields, the AI Landscape continues to expand, providing opportunities and challenges in various domains and opening new possibilities for innovation and automation in the industry.

The AI Awareness Seminar is a half day event which aims to help its delegates navigate through this new and exciting AI Landscape by creating a general awareness of AI and showcasing its myriad of applications in the industry today.

### Who Should Attend?

The AI Awareness Seminar is for C-Level and Upper Management executives to gain a better understanding of what AI is all about, its various industrial applications and how AI can be implemented successfully in their organizations.

The speakers for the AI Seminar are experienced industrial practitioners and qualified AI experts.

### What Is Covered?

The topics covered in the seminar include general awareness of artificial intelligence, AI applications, solutions and case studies, and an AI transformation roadmap for small and medium enterprises.

Participants of the seminar will gain a much deeper understanding of what AI is and how it can be used to improve productivity and profitability in their own companies.



### About AI Factory

AI Factory was formed with the vision of educating business owners on the reality of Artificial Intelligence in our world, of engaging with companies on key AI strategies and techniques, and of engineering AI solutions in local enterprises to increase overall profitability and productivity.



## SEMINAR AGENDA

The AI Awareness Seminar is a half day event that starts around 1.00pm and concludes around 6.00pm in the afternoon. During the Seminar, there will also be ample opportunities for networking among the delegates and any exhibitors showcasing their products and solutions.

12.30pm – 1.00pm	Registration and Reception Lunch
1.00pm – 1.20pm	Opening Keynote by Chairperson Dato' Ramesh Ramasamy, Director and CEO, AI Factory Sdn. Bhd.
1.20pm – 2.00pm	Session 1 <b>Navigating the AI Landscape</b> Mr Leslie Goh, Founder and Director, Justcomz International Pte. Ltd. <ul style="list-style-type: none"><li>• a brief overview of the history of Artificial Intelligence</li><li>• what is and is not considered AI</li><li>• debunking the myths around AI</li><li>• the six facets of Artificial Intelligence</li><li>• about Generative Artificial Intelligence and its use cases</li></ul>
2.00pm – 2.40pm	Session 2 <b>AI in the Industry: Use Cases and Applications</b> Invited Speaker - Mr Francis Tan, Chief Technology Officer, DentX Pte. Ltd. <ul style="list-style-type: none"><li>• discover the latest trends in AI in different industry sectors</li><li>• industry case studies and successful AI implementations</li><li>• how AI affected the profitability and overall productivity of the companies that implemented the AI solutions</li></ul>
2.40pm – 3.10pm	Session 3 <b>AI Readiness and Transformation: Is Your Company Ready?</b> Mr Leslie Goh, Founder and Director, Justcomz International Pte. Ltd. <ul style="list-style-type: none"><li>• an introduction to the AI Transformation Roadmap</li><li>• the different stages of the roadmap, where is your company at now?</li><li>• starting with Digital Transformation, is your company digitised?</li><li>• a practical case study on digital and AI transformation and how it can happen in your company</li></ul>
3.10pm – 3.30pm	Tea Break and Networking Session

3.30pm – 4.15pm

Session 4

**AIM to Start AI Journey**

Mr Babu Reddy, Invited Expert Speaker

- understanding digital transformation
- the “Wheel of Digital Transformation” Framework
- demystifying digital transformation and how it works

4.15pm – 4.45pm

Session 5

**AI Ethics and Governance**

Mr Leslie Goh, Founder and Director, Justcomz International Pte. Ltd.

- ethical concerns on using AI
- generative AI and its impact on society
- job displacement and employee concerns
- bias and discrimination in AI learning models
- AI responsibility and accountability

4.45pm – 5.10pm

**Question and Answer Panel**

All speakers

A panel hosted by our AI speakers to answer questions from the audience about Artificial Intelligence.

5.10pm – 5.15pm

Closing Address

Dato’ Ramesh Ramasamy, Director and CEO, AI Factory Sdn. Bhd.

5.15pm

End Session and Networking

## SEMINAR VENUE

Our Seminar will be held at the **One World Hotel** in Petaling Jaya, Malaysia. The address and details of the venue are given below.



### **One World Hotel**

First Avenue, Bandar Utama City Centre  
47800 Petaling Jaya, Selangor, Malaysia

W: <https://www.oneworldhotel.com.my/>

E: [enquiry@oneworldhotel.com.my](mailto:enquiry@oneworldhotel.com.my)

P: +60 3 7681 1111

- One World Hotel is adjacent to 1 Utama Shopping Centre, a 20 minute drive from downtown Kuala Lumpur and a 45 minute drive from Kuala Lumpur International Airport (KLIA).
- The hotel has direct access to the Bandar Utama MRT Station which connects to KL Sentral, Little India and Chinatown.
- There are ample parking spaces in the hotel carpark if you are driving. Please validate your parking tickets at the validation machine in the hotel. Parking is at MYR 7.00 for the duration of the Seminar.

## SPEAKERS' PROFILE

The speakers for the AI Awareness Seminar are industry experts and qualified AI practitioners and academics.



### **Dato' Ramesh Ramasamy**

*Director and CEO, AI Factory Sdn. Bhd.*

Dato' Ramasamy Ramesh is a serial entrepreneur and has a passion for launching start-ups especially in the Oil & Gas, Marine and Infrastructure sectors. With over 3 decades of experience in international business, he has been the driving force behind numerous successful ventures in the Southeast Asian region and globally as well.

Notably, he co-founded Technofibre Pte. Ltd. Singapore in 1993 which expanded its operations to over 30 countries and became a global leader in the maintenance of lifeboats and davit systems for the shipping, oil & gas, cruise, and navies.

Dato' R. Ramesh also co-founded Singapore's first lifeboat manufacturing company, Vanguard Composite Engineering Pte. Ltd. Singapore in the early 2000s with a manufacturing facility in Nantong, China.

His leadership and strategic acumen have led to remarkable growth in various organizations. He is also recognized for his philanthropic efforts and contributions to various social causes, particularly in the education of under privileged youths.



### **Leslie Goh**

*BEng (ECE), MTech (Int. Sys.), ACTA*

*Founder and Chief Technology Officer, Justcomz (International) Pte. Ltd.*

*Managing Director, AMS Co. Ltd.*

*Director and AI Consultant, AI Factory Sdn. Bhd.*

Leslie Goh has over 20 years of experience as a web application architect, designer and developer. He specializes in building custom software solutions for enterprises and helps companies step into the future by integrating technologies to automate and digitally transform their business processes.

In the area of Artificial Intelligence, Leslie specializes in Natural Language (NLP), Machine Learning and Robotic Process Automation (RPA), as well as Big Data and Data Analytics.

As a software architect and developer, Leslie is proficient in many different programming languages and is knowledgeable in multiple technology stacks, frameworks, and platforms. While most people believe that software developers make poor trainers, Leslie is a certified trainer and assessor in Singapore and holds the internationally recognized Advanced Certificate in Training and Assessment (ACTA) from the Singapore Institute for Adult Learning (IAL).

Leslie is an alumnus from the National University of Singapore (NUS) and holds a Master of Technology Degree in Intelligent Systems (Machine Learning, Artificial Intelligence) from the university.



### **Francis Tan**

BSc(Hons), MSc, MBA, MTech (Int. Sys.)

*Chief Technology Officer, DentX Pte. Ltd.*  
*Independent Non-Executive Director, Etiqa Insurance Pte Ltd*  
*Advisor, Consultant and Speaker, AI Factory Sdn. Bhd.*

Francis has more than 20 years of IT experience and is a key business partner to many businesses. He is currently the co-founder of and adviser to businesses in healthcare, digital and AI field. He also serves on the board of Etiqa Insurance Pte Ltd.

In recent time, Francis has consulted for and provided strategic IT leadership to Manulife Singapore, Manulife Financial Advisers Pte Ltd, and Biofourmis Pte Ltd. Armed with a unique blend of business acumen and strategic vision, Francis's career has taken him from being a biomedical researcher to helping senior IT leadership roles in various MNCs such as HSBC Insurance, Chubb Pacific Underwriting Management Services, AXA Life, Great Eastern Life Assurance and Kelly Services – a global HR recruitment company.

During his earlier tenure as the Regional Chief Information Officer for Chubb and Kelly Services, Francis had proven his leadership capability in operations management as well as in large-scale project and program management.

Francis, a Singapore citizen, was trained in Auckland, New Zealand and practiced as a biochemist/molecular biologist in Toronto, Canada before joining the IT industry. He did his graduate studies under the supervision of Dr. Victor Ling – the discoverer of the multidrug resistance (MDR) gene, at the Ontario Cancer Institute/Princess Margaret Hospital in Toronto and went on to further his research work on drug resistance in human tumour cells at Dr. Mark Minden laboratory at the same institute. It was Francis's passion in both medical research and technology that led him to undertake and complete his Master of Technology in Intelligent Systems at the NUS Institute of Systems Science. Francis also received his Master of Business Administration from the Schulich School of Business at York University in Toronto, Canada.



### **Babu Reddy**

Invited Guest Speaker

Babu, a Digital Transformation pioneer, has a remarkable record of successfully leading automation and Digital Transformation initiatives across diverse industries, incorporating technology, innovation, and human-centric values.

Babu possesses extensive experience in spearheading numerous digital transformation endeavours for organizations spanning diverse industries such as Hospitality, Engineering, BFSI, and more. His remarkable track record is a testament to his skill in seamlessly integrating technological advancements, process reengineering, a growth-oriented mindset, and effective delivery approaches, all while prioritizing the human element in achieving digital transformation objectives.

In addition to his professional accomplishments, Babu is the founder of Startup Agile, and he remains actively engaged in the agile, startup, and innovation communities. He regularly hosts public seminars and workshops through his community platform, Startup Agile Group, contributing his expertise and knowledge to benefit a wider audience.



## REGISTRATION

Registration to our Seminars is always through the Eventbrite platform. The link to this upcoming seminar is given below:

<https://www.eventbrite.com.au/e/781207963047>

Our AI Seminar is conducted at least once a month in Singapore, Johore Bahru, Kuala Lumpur or Penang. For additional enquiries, please contact AI Factory through any of the channels given below:



**AI Factory Sdn Bhd**

Level 2 Fastspace, Jalan Kampung Lalang  
Educity Hub, Educity @ Iskandar  
79250 Iskandar Puteri, Johor, Malaysia

**Website**

<https://www.aifactory.my>

**Email**

[register@aifactory.my](mailto:register@aifactory.my)

**Phone** (during office hours)

+60 16-902 8865