

DAY 1

Wednesday

16 OCTOBER 2024

VENUE: Grand Ballroom, Level 3, East Wing & Conference Hall 1-3, Level 3, West Wing

Exhibition 10.00 am - 6.00 pm

VENUE: Plenary Theatre, Level 3

Semiconductor Innovation 10.00 am - 5.00 pm

Session 1
Unlocking the Potential: Malaysia's IC Design Industry and Its Impact on Southeast Asia 10.00 am - 11.00 am

Session 2
Powering the Future: Breakthroughs at the Convergence of AI and Semiconductors 11.00 am - 12.00 pm

Session 3
Transforming Semiconductor Design: The Role of EDA and IP in the AI Era 12.00 pm - 1.00 pm

Session 4
Navigating Investment Opportunities in Malaysia's Semiconductor Industry within the Asia-Pacific 2.00 pm - 2.30 pm

OPENING CEREMONY OF SDEC 2024: SEMICONDUCTOR INNOVATION 2.30 pm - 3.30 pm

Session 5
Establishing a Resilient Semiconductor Test & Assembly Supply Chain in Southeast Asia 3.15 pm - 4.00 pm

Session 6
Cultivating Semiconductor Talent in Malaysia: Bridging Education, Industry, and Technology 4.00 pm - 5.00 pm

DAY 2

Thursday

17 OCTOBER 2024

VENUE: Grand Ballroom, Level 3, East Wing & Conference Hall 1-3, Level 3, West Wing

Exhibition 10.00 am - 6.00 pm

VENUE: Plenary Theatre, Level 3

Gen AI Innovations 10.00 am - 5.00 pm

OPENING CEREMONY FOR GEN AI INNOVATION 10.00 am - 11.00 am

Session 1 11.00 am - 11.30 am

Battle of the AI Minds: A Global Talent Competition

Keynote Session: 11.30 am - 12.00 pm

The Future of Fully Self-Driving Cars: Navigating Policy, Technology, and Consumer Adoption

Keynote Session: 12.00 pm - 12.15 pm

Powering the Robotics Revolution with AI

Session 2 12.15 pm - 1.00 pm

Generative AI Development and Deployment in Cloud

Session 3 2.00 pm - 2.45 pm

The Impact of AI on Industries: A Deep Dive

Session 4 2.45 pm - 3.30 pm

Driving SME Growth with AI

Session 5 3.30 pm - 4.15 pm

Leveraging AI for Advanced Healthcare Solutions

Session 6 4.15 pm - 5.00 pm

Building Smart Mobility Ecosystem with AI



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SDEC 2024
Programme

DAY 3

Friday

18 OCTOBER 2024

VENUE: Grand Ballroom, Level 3, East Wing & Conference Hall 1-3, Level 3, West Wing

Exhibition

10.00 am - 6.00 pm

VENUE: Plenary Theatre, Level 3

TikTok Shop SME Digitalisation Conference: Innovation Strategies for Growth

10.00 am - 5.00 pm

Keynote Session:

TikTok Shop shoppertainment: Leading the Global E-commerce Trend Wave

10.15 am - 11.00 am

Session 1

TikTok Shop in Malaysia: Unleashing Business Growth and Positive Social Impact

11.10 am - 12.00 pm

Keynote Speech by TikTok Shop

12.05 pm - 12.10 pm

Session 2

E-Commerce Revolution - Harnessing TikTok Shop Ads for Impactful E-Commerce Growth

2.00 pm - 2.45 pm

Session 3

From "Unknown" to "Sold-out": Unleashing the Power of E-commerce Potentials Through TikTok Shop Creators

2.45 pm - 3.30 pm

Session 4

Innovate to Elevate: How to Gain Business Success Riding the TikTok Shop Wave

3.35 pm - 5.00 pm

Session 5

TikTok Shop Partner (TSP): Unleashing the Power of E-commerce Business

5.00 pm - 5.30 pm

Session 6

TikTok Shop MCN: Innovative Branding by Entertaining Engagement

5.30 pm - 6.00 pm



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SDEC 2024 Programme

DAY 4

Saturday

19 OCTOBER 2024

VENUE: Grand Ballroom, Level 3, East Wing & Conference Hall 1-3, Level 3, West Wing

Exhibition 10.00 am - 6.00 pm

VENUE: Plenary Theatre, Level 3

Startups Demo Day: Reimagining the Future with AI, Biotech & Sustainability 10.00 am - 5.00 pm

Pitching Session 1
AI / Tech startups (10 Startups) 10.15 am - 11.55 am

Pitching Session 2
Biotech / Net Zero startups (10 Startups) 1.00 pm - 2.40 pm

Sharing Session 12.40 pm - 3.00 pm

Announcement of SAP 2024 Winners 3.30 pm - 4.00 pm

End 4.10 pm