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3rd ASEAN

Procurement Innovation Summit & Awards 2025

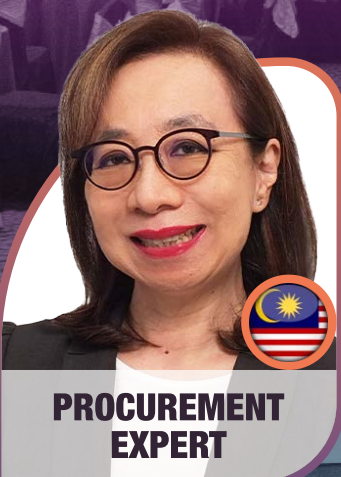
THE NEXT FRONTIER IN PROCUREMENT EXCELLENCE:
ELEVATING STANDARDS, DRIVING RESULTS, SHAPING THE FUTURE

**17-18 JUNE
2025**

SHERATON IMPERIAL
HOTEL KUALA LUMPUR

**EVENT
BROCHURE**

ADVISORY PANEL



**PROCUREMENT
EXPERT**

Dr. Christina Ooi
Former Chief
Procurement Officer
APAC
Procurement Expert



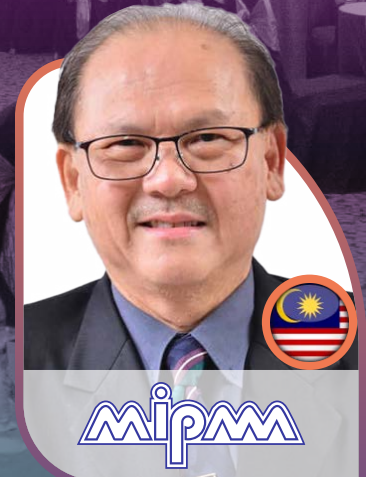
**LOCAL
GOVERNMENT
PROCUREMENT**
APPROVED CONTRACTOR

Luke Kenny
Chief Executive Officer
Local Government
Procurement



CIPS

Jonathan Cheung
General Manager Asia
CIPS - The Chartered
Institute of
Procurement & Supply



mipm

Yang Chor Leong
President
Malaysian Institute of
Purchasing & Materials
Management



500+
Delegates



35+
Speakers



15+
Discussion



12+
Countries



UNLIMITED
Face-to-Face Networking



3rd ASEAN

Procurement Innovation Summit & Awards 2025

EVENT OVERVIEW

| WHAT IS APIS 25 ALL ABOUT ?

Procurement has emerged as a strategic enabler in achieving good governance, economic resilience, and sustainable growth. Across ASEAN, governments and organizations are implementing reforms to ensure transparency, combat corruption, and enhance accountability. For instance, Malaysia, like many of its ASEAN counterparts, is spearheading significant procurement reforms to build economic resilience and public trust. Key milestones include the proposed Procurement Act, which aims to institutionalize fairness in public procurement systems, reduce corruption, and promote greater oversight through comprehensive audits. Additionally, the introduction of performance audits, powered by Key Performance Indicators (KPIs), ensures that public procurement programs are evaluated for their efficiency and impact, enabling better resource allocation and measurable outcomes.

The 3rd ASEAN Procurement Innovation Summit & Awards 2025 will serve as a vital platform to explore how procurement can drive innovation, sustainability, and digital transformation in an increasingly complex business environment.

As ASEAN nations push toward greater transparency and accountability, this summit will highlight how procurement can lead the way in addressing global disruptions and fostering economic resilience. Key discussions will also center on reshaping supply chains, meeting ESG goals without compromising profitability, and using data-driven strategies to balance cost control with value creation.

The 3rd ASEAN Procurement Innovation Summit & Awards 2025 is designed to bring together procurement professionals, innovators, and policymakers from across the region to exchange ideas, share success stories, and explore actionable strategies for the future. Join us in shaping a more innovative, sustainable, and accountable procurement ecosystem across ASEAN.

ASEAN Procurement AWARDS 2025

Celebrating Excellence in Procurement Innovation:

This year's APIS2025 breaks new ground by seamlessly blending a world-class conference with live award presentations and real-time voting. For the first time, delegates will experience a dynamic and interactive event where thought leadership meets celebration, offering unparalleled opportunities to engage with industry leaders, witness groundbreaking innovations, and play a direct role in recognizing excellence.

Awards Pitch/Presentation Guidelines

To ensure a seamless and impactful experience, all nominees are required to adhere to the following:

- **Time Limit**
 - Each presentation is strictly limited to 10 minutes.
- **Content Focus**
 - Highlight the problem addressed, solution implemented, and measurable impact achieved.
- **Strict Timekeeping:**
 - A visible timer will track presentation duration.
 - Points will be deducted for exceeding the time limit.
 - Presentations will conclude promptly at the 10-minute mark.
- **Winning Edge**
 - Judges will prioritize clarity, innovation, and actionable insights.

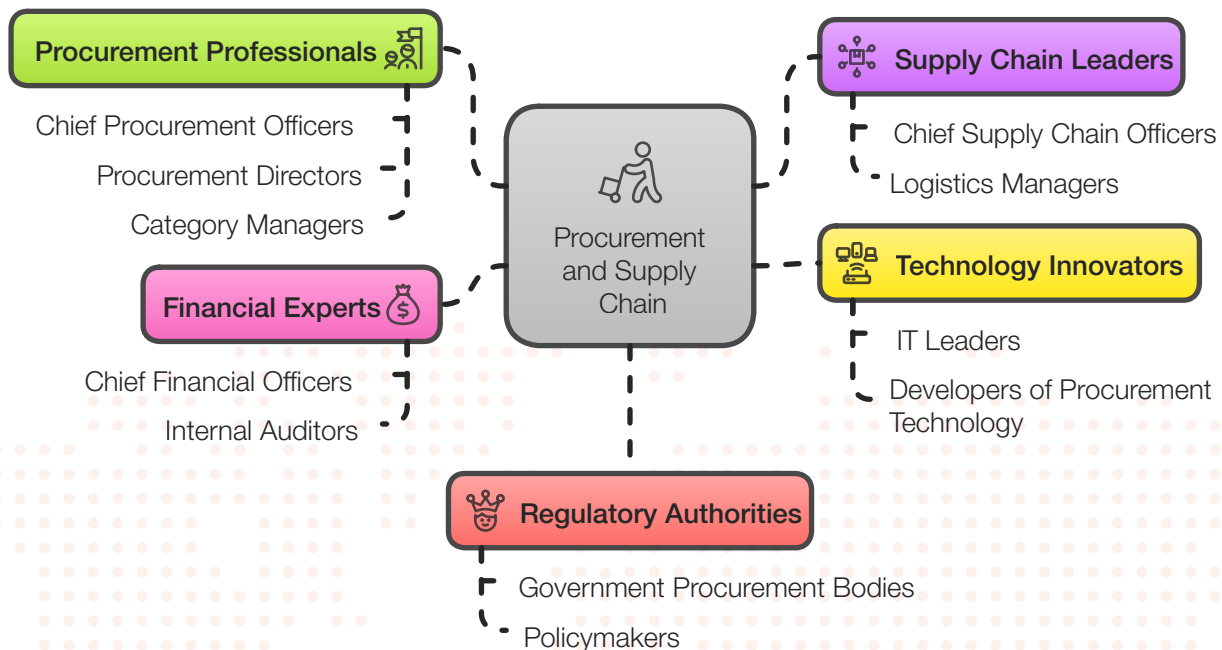


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EVENT OVERVIEW

| WHO'S ATTENDING APIS 2025 ?



| INDUSTRIES INVOLVED IN PROCUREMENT

- Public Sector and Government
- Logistics, Transportation, and Supply Chain Management
- Technology, IT, and Telecommunications
- Procurement and Consulting Services
- Financial Services and Banking
- Manufacturing and Automotive
- Construction, Real Estate, and Infrastructure
- Retail, Consumer Goods, and E-commerce
- Healthcare, Pharmaceuticals, and Medical Devices
- Energy, Utilities, and Renewables
- Agriculture, Food, and Beverages
- Chemicals and Petrochemicals
- Environmental and Sustainability Services
- Startups and SMEs in Emerging Technologies
- Oil and Gas
- Mining and Natural Resources
- Insurance and Risk Management
- Aerospace and Defense
- Utilities and Water Management
- Hospitality and Tourism
- Education and Training
- Fashion and Apparel
- Marine and Offshore Industries

| LEADERS INVOLVED



APIS25 KEY THEMES

THE AGENDA IS STRUCTURED AROUND THE FOLLOWING.

This year's event will explore 8 key themes that shape the future of procurement: Digital Transformation, Supply Chain Resilience, Talent Development, Procurement 4.0, ESG Integration, Procurement Intelligence, Governance, and Category Management. These themes highlight the evolving role of procurement in driving value and ensuring long-term business growth.

Today's CPO – Embracing Digital Procurement And Enacting Transformative Change

- Automating processes with generative AI tools.
- Ensuring ethical standards in AI adoption.
- Using predictive analytics for optimized spending.
- Streamlining negotiations with AI-driven solutions.

The Future Of Procurement Skills: Developing Talent And Leadership For Digital Era

- Leveraging experienced professionals for leadership.
- Preventing burnout with resilience strategies.
- Attracting Gen Z talent effectively.
- Upskilling teams for digital transformation.

ESG And Supply Chain Resilience: A Symbiotic Path To Long-Term Viability

- Collaborating with suppliers for innovation.
- Integrating sustainability into procurement practices.
- Using blockchain for supply chain transparency.
- Strengthening supplier partnerships to enhance resilience.

Redefining Procurement: Technology, Governance, and Accountability for Tomorrow

- Adopting ProcureTech to enhance efficiency.
- Measuring ROI from technology adoption.
- Automating tasks with AI technologies.
- Ensuring governance across procurement practices.

Reshaping Supply Chains Amid Geopolitical and Economic Instability

- Managing risks from geopolitical instability.
- Reshoring supply chains to increase resilience.
- Mitigating inflation through strategic sourcing.
- Optimizing logistics with predictive analytics.

Procurement 4.0: Exploring Procurement's Future with Spend Matters

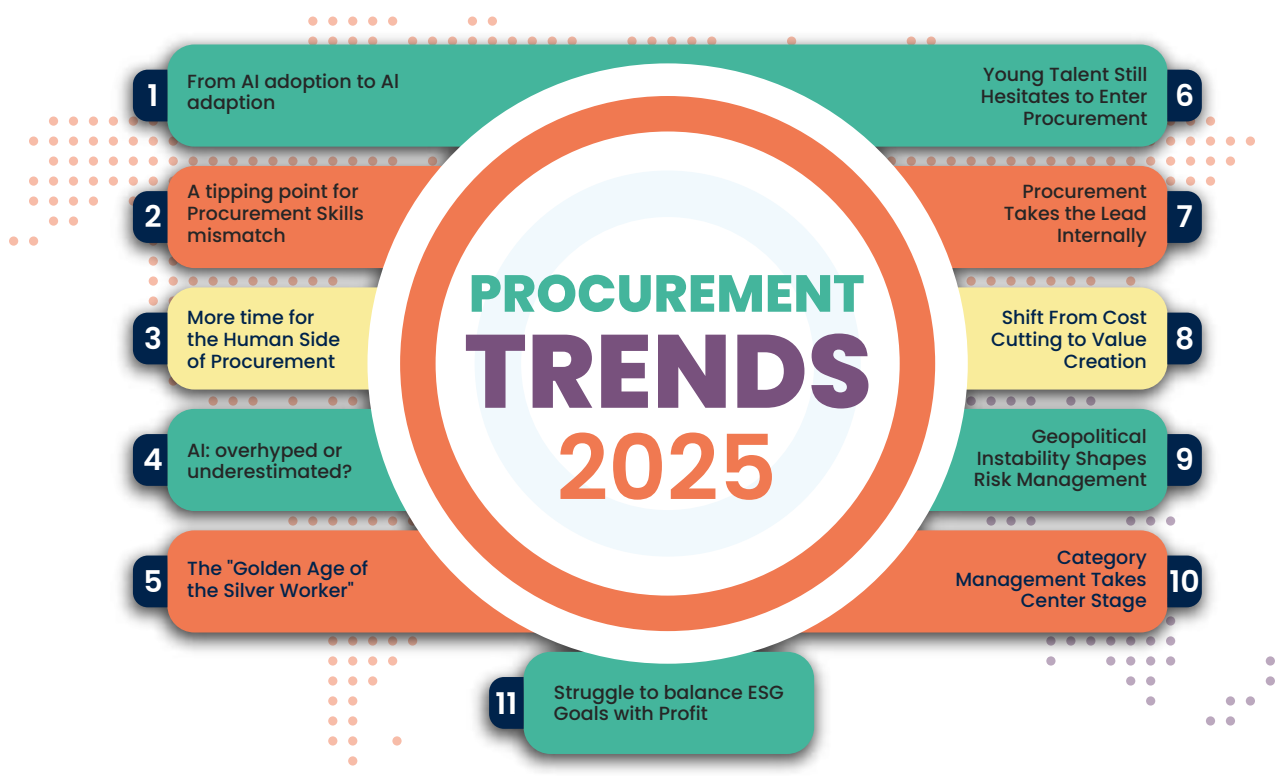
- Using cloud solutions for efficiency.
- Securing transactions with blockchain technology.
- Enhancing procurement with e-procurement platforms.
- Enabling mobile tools for faster decisions.

Procurement in the Age of Intelligence – How to Redefine Value Creation

- Aligning procurement with business strategy.
- Elevating procurement's strategic organizational value.
- Leveraging AI and analytics effectively.
- Collaborating with CFOs for growth.

Transformative Category Management: Achieving Operational Excellence

- Aligning category management with business goals.
- Continuously updating pricing and market trends.
- Benchmarking spend to identify improvements.
- Engaging stakeholders for procurement success.





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GOLD SPONSORS



Zycus, recognized by Gartner and Forrester as a leader in procurement technology, empowers teams to unlock deep value through its comprehensive Source-to-Pay (S2P) solutions. At the heart of our S2P solution is the Merlin AI Agentic Platform, which orchestrates intelligent AI agents to deliver simplified, efficient, and compliant processes. The Merlin Intake Agent offers business users unparalleled ease of use, increasing adoption rates and significantly reducing non-compliant spending. For procurement teams, Merlin Autonomous Negotiation Agent handles tail spend autonomously, securing additional savings, Merlin Contract Agent helps draft compliant contracts and reduces risks by actively monitoring them, and the Merlin AP Agent further enhances efficiency by automating invoice processing with exceptional speed and accuracy. With the flexibility and autonomy of Merlin AI agents, teams can seamlessly guide workflows or delegate routine tasks for autonomous execution. Uncover the full depth of value and achieve procurement excellence with Zycus' AI-powered S2P solutions.



Icertis is the global leader in AI-powered contract intelligence. The Icertis platform revolutionizes contract management, equipping customers with powerful insights and automation to grow revenue, control costs, mitigate risk, and ensure compliance - the pillars of business success. Today, more than one third of the Fortune 100 trust Icertis to realize the full intent of millions of commercial agreements in 90+ countries.



Bahwan CyberTek (BCT) is a global provider of digital transformation solutions. We are a trusted partner to 2200+ customers, including Fortune 500 companies. With deep expertise in Predictive Analytics, Digital Experience, and Digital Supply Chain Management, BCT helps businesses stay agile, competitive, and future-ready. Established in 1999, BCT has over 4000 associates with technical and domain expertise across the Oil & Gas, Telecom, Power, Government, Banking, Retail and SCM / Logistics verticals. We have delivered solutions in 50+ countries across North America, the Middle East, Far East, Africa and Asia.



LET THE MARKET FIND YOU.

AVM Green Tape is a Singapore-based technology company transforming procurement through its flagship product, Green Tape, a cutting-edge, multi-sector SaaS platform that integrates various procurement functions into a seamless digital ecosystem. A subsidiary of the Affno Group, which has been delivering innovative software solutions since 2000, AVM Green Tape was founded in January 2019 to address procurement challenges faced by businesses of all sizes, with a particular focus on intuitive, affordable, and scalable solutions for smaller enterprises. Since its launch, AVM Green Tape has gained strong industry traction and recognition, establishing itself as a leader in digital procurement transformation. The company is driven by a bold vision to democratise procurement and build a more inclusive, efficient, and resilient supply chain ecosystem that empowers businesses to optimise operations and achieve sustainable growth.



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SPEED is an enterprise-grade end-to-end e-Procurement system developed by CDC International, trusted by government agencies and corporates across Malaysia. Built to support every stage of the procurement lifecycle, from requisition planning to sourcing, evaluation, contracting, and payment. SPEED helps procurement teams drive efficiency, compliance, and transparency. SPEED eliminates manual paperwork, ensures audit readiness, and provides real-time visibility across all procurement activities. Whether you're modernizing legacy processes or looking for a scalable, secure system, SPEED delivers the control and flexibility buyers need.

EXHIBITORS



SAIBA is a global certification provider in Asia, connecting international experts with local professionals. With over 53 years of experience in corporate learning and development and 50 years in regional marketing, SAIBA has delivered over 2,500 programs and evaluated over 4,000 speakers. It focuses on certifications in Information Technology, Supply Chain, and IR 4.0, with HRDC-approved programs eligible for full claims in Malaysia. Notable certifications include CyberSec First Responder (USA) and Certified Strategic Sourcing Professional (CSSP) by PASIA. SAIBA has certified over 500 professionals in cybersecurity, AI, and data science, and over 450 in procurement.



Olive Technologies, a SAP Partner in Malaysia, offers end-to-end supply chain and procurement solutions. With expertise in procurement, finance, sales, and production planning, they help organizations drive efficiency and control. Their comprehensive procurement and e-invoicing solutions integrate with any ERP system, enabling effective supplier collaboration and operational excellence. Olive empowers procurement teams with tools to streamline sourcing, ensure compliance, and gain full visibility across all procurement categories. Trusted by MNCs across the region, they bring a customer-focused, innovation-driven approach to every engagement.



Lapasar is a B2B wholesale platform that streamlines procurement for both large corporations and small businesses across Malaysia. Originally focused on providing operational supplies to major companies like Telekom Malaysia and PETRONAS, Lapasar has expanded to serve over 10,000 retailers and restaurants, delivering FMCG products through a user-friendly mobile app. Their platform simplifies purchasing by offering a wide selection of goods at wholesale prices, helping businesses save time and reduce costs. Lapasar aims to onboard over 100,000 local businesses nationwide.



Esker is the global authority in AI-powered business solutions for the Office of the CFO. Leveraging the latest in automation technologies, Esker's Source-to-Pay and Order-to-Cash solutions optimize working capital and cashflow, enhance decision-making, and drive better collaboration and human-to-human relationships with customers, suppliers and employees. Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin.

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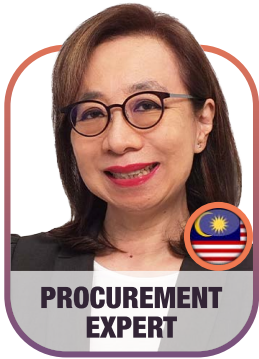




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EVENT SPEAKERS



**PROCUREMENT
EXPERT**

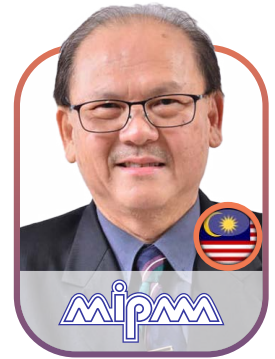
Dr. Christina Ooi
Former Chief Procurement
Officer APAC
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Luke Kenny
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Procurement



Jonathan Cheung
General Manager Asia
The Chartered Institute of
Procurement & Supply



Yang Chor Leong
President
Malaysian Institute of
Purchasing & Materials
Management



Gordon Donovan
Vice President Research
Procurement & External
Workforce
SAP



Carl Kimball
Regional Vice President
(Asia Pacific & Japan)
Zycus



Mathew Baldwin
Partner - Digital Economy
Ashurst



Alwaleed Alabdulwahed
Engineering Supply Chain
Director
TAHAKOM



Rachael Jane Bah
Advisor
CIPS - The Chartered
Institute of Procurement &
Supply



**Khairul Azman Mohamad
Razak**
Chief Procurement Officer
DRB Hicom



Zyad Khan
Associate Director -
Procurement and
Contracts
Dubai World Trade Centre



Neeraj Athalye
Vice President & Head -
Asia Pacific & Japan
Icertis



Rym Khelil
Global Business Services -
Head of Supply Chain
Services Middle East & Asia
SLB



Tom Bollen
MD, Head of Procurement
& Property FFG
Standard Chartered Bank



Tan Chiaw Hooi
Partner, Consulting
EY



Ammar Nasran Hashim
Head of Group
Procurement
Johor Plantation Group
Berhad



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EVENT SPEAKERS



Ruchita Mishra
Director Procurement &
Supply Chain
Management
Sodexo



Eirik Andersen
VP, Chief Corporate Affairs
Officer
Telenor Procurement
Company



Dr. Sanjay Kumar Gupta
Joint President and Chief
Procurement Officer
Adani Group



Jan Piskadlo
Chief Procurement Officer
Ben Line Group



Prof. Datin Lorela Chia
Founding President
MASSCI



Ramanathan Thiagarajan
Chief Financial Officer
airasia MOVE



Avinash Deshpande
Vice President
(Procurement)
Reliance Industries
Limited



Justin Ong
APAC CISO & CPO
Panasonic Asia Pacific



Norlela Tukiban
General Manager
Telekom Malaysia



Prashant Choube
Associate Vice President
Solutions Advisory
Icertis



**Tongkarn
Kaewchalermtong**
Chairman Transportation
& Logistics Working Group
ASEAN Federation of
Engineering Organizations



Lim Thiam Chiew
Head Of Group
Procurement
Pos Malaysia Berhad



Shanthy Chandrasekar
Chief Executive Officer
BCT Supply Chain
Consulting



Rudyanto Azhar
Director, Economics And
Investment Division
Iskandar Regional
Development Authority



Firaz Cassim
Group Procurement
Director
Mekdam Holding Group



David Hodge
Partner Strategy &
Operations, South East
Asia Consulting
PWC

8:30 AM | REGISTRATION & WELCOME TEA

9:00 AM | OPENING NOTE BY THE CHAIRPERSON

THEME 1: TODAY'S CPO – EMBRACING DIGITAL PROCUREMENT AND ENACTING TRANSFORMATIVE CHANGE

9:10 AM | **SPEAKING SLOT: REVOLUTIONIZE AI IN PROCUREMENT – THE HUMAN TOUCH IN A WORLD OF ALGORITHMS**

AI is redefining procurement by enabling organizations to optimize decision-making, rapidly adapt to change, and deliver results at scale. This session unpacks the tools and frameworks procurement leaders need to fully unlock AI's potential while addressing practical barriers, such as ethical oversight and system integration challenges.

- **Generative AI:** Automating workflows like RFP creation, spend analysis, and negotiation preparation to accelerate efficiency and improve outcomes.
- **AI Governance and Accountability:** Ensuring compliance, ethical AI adoption, and responsible innovation while maintaining transparency in automated negotiations.
- **Predictive Analytics:** Delivering real-time risk management insights, optimizing spend categorization, and enabling data-driven negotiation strategies.
- **Automated Negotiations and Low-Code Platforms:** Leveraging intelligent tools to streamline negotiations, secure better terms, reduce costs, and scale procurement processes effectively.

SPEAKER: Justin Ong, APAC CISO & CPO, **Panasonic Asia Pacific**

9:40 AM | **OXFORD DEBATE STAGE: HOW GENERATIVE AI PROMISES TO TRANSFORM PROCUREMENT WORLD?**

This DEBATE tackles the big question—is AI delivering on its promises?

Oxford-Style Debate Format:

- **Position Statement:** Participants will declare whether they are FOR or AGAINST the topic at the start.
- **Separation:** Those FOR the topic will gather on the left side, and those AGAINST will be on the right side.
- **Debate Movement:** Participants can switch sides during the debate, based on the strength of the arguments presented.
- **Final Count:** At the debate's conclusion, count the participants on each side. The side with the higher number wins.
- **Appreciation Tokens:** A token of appreciation will be given to both debaters.

Moderator: Zyad Khan, Associate Director – Procurement and Contracts, **Dubai World Trade Centre**

Panellists:

- **Rym Khelil**, Global Business Services – Head of Supply Chain Services Middle East & Asia, **SLB**
- **Jan Piskadlo**, Chief Procurement Officer, **Ben Line Group**
- **Carl Kimball**, Regional Vice President (Asia Pacific & Japan), **Zycus**

10:10 AM | **DIAMOND SPONSOR**

10:40 AM | **NOMINEE PITCH AWARDS CATEGORY 1: PIONEERS IN DIGITAL PROCUREMENT TRANSFORMATION**



- **Award Description:** This award recognizes small and medium enterprises (SMEs) that have successfully leveraged digital tools and technologies to optimize procurement processes. Companies that have implemented automation, AI, blockchain, or other digital innovations to improve efficiency, transparency, and cost savings are encouraged to apply.
- **Nominees: (3 SMEs)**
 - PRESENTER A : (10 MINUTES)
 - PRESENTER B : (10 MINUTES)
 - PRESENTER C : (10 MINUTES)

11:10 AM | **MORNING TEA BREAK – NETWORKING**

THEME 2: THE FUTURE OF PROCUREMENT SKILLS: DEVELOPING TALENT AND LEADERSHIP FOR DIGITAL ERA

11:20 AM | **SPEAKING SLOT: PROCUREMENT SKILL SET FOR THE NEXT TRANSFORMATION**

Organizations face an urgent need to address talent gaps and ensure procurement teams are equipped to maximize results in an increasingly digital-first environment. This session will explore strategies to attract the next generation of talent, retain experienced professionals, and embed digital fluency into every role.

- **Silver Workers:** Actively leveraging experienced professionals to boost knowledge retention and develop leadership pipelines.
- **Burnout Prevention:** Embedding resilience strategies into procurement leadership to improve team wellbeing and performance.
- **Attracting Gen Z Talent:** Developing engaging policies that appeal to the next generation of professionals.
- **Upskilling for Digital Tools:** Providing hands-on training for AI, analytics, and digital collaboration platforms.
- **Inclusive Teams:** Creating diverse, innovative procurement teams to enhance agility and collaboration.
- **Leadership Development:** Embedding leadership skills tailored for managing AI-powered workflows and delivering strategic value

SPEAKER: Dr. Sanjay Kumar Gupta, Joint President and Chief Procurement Officer, **Adani Group**





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EVENT AGENDA DAY 1

SHAPING PROCUREMENT'S FUTURE WITH INNOVATION AND COLLABORATION

11:50 AM

PANEL DISCUSSION: THE FUTURE OF PROCUREMENT TALENT: UNLOCKING GROWTH THROUGH STRATEGIC STAFFING & RECRUITING

This intimate discussion will focus on how to retain experienced professionals while preparing teams for the AI-driven future. Learn how to directly embed agility into workforce strategies, align procurement goals with digital demands, and create a pipeline of future leaders.

- *Mental Health in Procurement: Providing tools to mitigate stress and maintain work-life balance in high-pressure environments.*
- *Reskilling Initiatives: Addressing the skills mismatch through tailored learning programs.*
- *Digital Collaboration Models: Embedding agility and analytics into procurement workflows.*
- *Retaining Top Talent: Designing career growth opportunities to enhance retention and maximize team output.*
- *Leadership Growth: Preparing leaders to effectively manage AI-powered procurement teams.*

Moderator: **Luke Kenny**, Chief Executive Officer, **Local Government Procurement**

Panelists:

- **Gordon Donovan**, Vice President Research Procurement & External Workforce, **SAP**
- **Dr. Christina Ooi**, Former Chief Procurement Officer APAC, **Procurement Expert**
- **Ruchita Mishra**, Director Procurement & Supply Chain Management, **Sodexo**
- **Avinash Deshpande**, Vice President (Procurement), **Reliance Industries Limited**

12:30 PM

PLATINUM SLOT: "RESKILLING PROCUREMENT TEAMS – DIGITAL LEARNING IN ACTION"

13:00 PM

NETWORKING LUNCHEON

THEME 3: ESG AND SUPPLY CHAIN RESILIENCE: A SYMBIOTIC PATH TO LONG-TERM VIABILITY

14:20 PM

SPEAKING SLOT: EMPOWERING SUSTAINABLE GROWTH: PROCUREMENT'S ROLE IN DRIVING ESG EXCELLENCE

In an era where Environmental, Social, and Governance (ESG) considerations are transforming the corporate landscape, procurement holds the key to bridging organizational vision with actionable impact. This keynote will explore the pivotal role procurement plays in supporting ESG goals, fostering resilience, and driving innovation. Key takeaways will include:

- *How procurement strategies can align with and amplify an organization's ESG vision.*
- *Tactics to navigate evolving ESG regulations and requirements with agility.*
- *Success stories of procurement teams championing sustainable and ethical practices.*
- *Innovative approaches to leverage supplier collaboration for measurable ESG outcomes.*

SPEAKER: **Jonathan Cheung**, General Manager Asia, **CIPS – The Chartered Institute of Procurement & Supply**

14:50 PM

PANEL SYMPOSIUM: THE PATH FROM GREEN INNOVATION TO SUPPLY CHAIN RESILIENCE: DO STRUCTURAL AND DYNAMIC SUPPLY CHAIN COMPLEXITY MATTER?

This panel will bring together experts to discuss actionable strategies for transforming supplier relationships from transactional exchanges into strategic partnerships. The session will explore how collaboration with suppliers can drive innovation, achieve net-zero goals, and embed sustainability into procurement operations.

- *Co-innovation and Supplier Diversity: Developing joint solutions with suppliers to address challenges, while fostering inclusion to build resilient and innovative networks.*
- *Strategic Vendor Management: Evaluating supplier expertise, building long-term partnerships, and aligning processes with business goals to drive innovation.*
- *Sustainability and Green Logistics: Embedding environmental goals into supplier frameworks and implementing sustainable practices to reduce emissions and costs.*
- *Technology-Driven Collaboration: Leveraging digital tools like blockchain for transparency, ESG monitoring, and enhanced supplier relationships.*
- *Resilience Frameworks: Strengthening collaboration with suppliers to mitigate risks, enhance performance, and ensure supply chain agility.*

Moderator: **Prof. Datin Lorela Chia**, Founding President, **MASSCI**

Panelists:

- **Jonathan Cheung**, General Manager Asia, **The Chartered Institute of Procurement & Supply**
- **Tongkarn Kaewchalermtong**, Chairman of Transportation & Logistics Working Group, **ASEAN Federation of Engineering Organizations**
- **Eirik Andersen**, VP, Chief Corporate Affairs Officer, **Telenor Procurement Company**
- **Shanthi Chandrasekar**, Chief Executive Officer, **BCT Supply Chain Consulting**

15:35 PM

NOMINEE PITCH AWARDS CATEGORY 2 : VISIONARIES IN SUSTAINABLE SUPPLY CHAIN EXCELLENCE

- **Award Description:** *This category honors large organizations that have demonstrated exceptional leadership in building sustainable and environmentally responsible supply chains. Applicants should showcase initiatives such as reducing carbon footprints, ethical sourcing, waste reduction, or circular economy practices.*

3 Nominees (3 LARGE ENTERPRISES):

- PRESENTER A : (10 MINUTES)
- PRESENTER B : (10 MINUTES)
- PRESENTER C : (10 MINUTES)





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EVENT AGENDA DAY 1

SHAPING PROCUREMENT'S FUTURE WITH INNOVATION AND COLLABORATION

THEME 4: REDEFINING PROCUREMENT: TECHNOLOGY, GOVERNANCE, AND ACCOUNTABILITY FOR TOMORROW

16:05 PM

FIRESIDE CHAT: CROSS-BORDER CONNECTIVITY & THE FUTURE OF REGIONAL SUPPLY CHAINS

This session explores the evolving landscape of cross-border collaboration between Malaysia and Singapore, particularly in the context of major infrastructure and economic zone discussions, such as the proposed Johor-Singapore Special Economic Zone (JS-SEZ). While the initiative is still in early stages, it opens the door to deeper conversations about how regional economic partnerships could reshape procurement, logistics, and supply chain operations in Malaysia.

- Opportunities for supply chain streamlining through improved infrastructure, customs, and cargo processes.
- The potential impact of cross-border cooperation on sustainable logistics and green energy trade.
- The importance of skills development and talent mobility to support future supply chain demands.
- How Malaysia can strategically position itself to benefit from such developments—whether or not JS-SEZ moves forward in its current form.

Moderator: **Rachael Jane Bah**, Advisor, **CIPS - The Chartered Institute of Procurement & Supply**

Panellists:

- **Ammar Nasran Hashim**, Head of Group Procurement, **Johor Plantation Group Berhad**
- **Rudyanto Azhar**, Director, Economics And Investment Division, **Iskandar Regional Development Authority (Irda)**

16:35 PM

SPEAKING SLOT: AUSTRALIAN PROCUREMENT GOVERNANCE AND ACCOUNTABILITY LESSONS LEARNED

This session will explore the public procurement governance and accountability frameworks implemented by Australian Governments and their impact on procurement processes to drive transparent and fair public expenditure. Drawing from firsthand experience, the session will highlight how these practices are implemented, also looking at their impact on international suppliers and similarities in other countries in the context of the new Malaysian Procurement Act.

- **Procurement Governance Frameworks:** An overview of the key principles and structures that underpin procurement governance, including legislative requirements, policy guidelines, and compliance mechanisms.
- **Accountability in Procurement:** Strategies for ensuring accountability in procurement processes, conflicts of interest, supplier declarations, certification and panels.
- **Impact on international suppliers:** How strong procurement governance and accountability can enhance investor confidence, but also has the potential to create barriers for new market entrants, providing key lessons and guidance.
- **Relevance to the Malaysian Procurement Act:** Discussion on how the principles of Australian public procurement governance and other similar ASEAN experience can inform the development and implementation of the new Malaysian Procurement Act.

SPEAKER: **Mathew Baldwin**, Partner - Digital Economy, **Ashurst**

17:05 PM

END OF DAY 1 & NETWORKING COFFEE



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EVENT AGENDA DAY 2

Driving Procurement Excellence
in a Disruptive World

8:30 AM | REGISTRATION & WELCOME TEA

THEME 5: RESHAPING SUPPLY CHAINS AMID GEOPOLITICAL AND ECONOMIC INSTABILITY

8:45 AM | **SPEAKING SLOT: ADAPTING YOUR PROCUREMENT ORGANIZATION TO BEST NAVIGATE THE CURRENT GEOPOLITICAL LANDSCAPE**

As global trade dynamics become increasingly volatile, procurement teams must adopt strategic approaches to significantly reduce supply chain risks while maintaining operational efficiency. This session focuses on how reshoring, freight management, and predictive analytics can transform supply chains into resilient networks.

- *Inflation Mitigation:* Implementing strategies like renegotiating contracts and alternative sourcing to reduce costs.
- *Geopolitical Risk Management:* Preparing procurement teams to adapt to global instability and economic pressures.
- *Localization and Reshoring:* Actively developing local supply chains to minimize dependency on global suppliers.
- *Freight Analytics:* Using AI-powered tools to rapidly optimize logistics costs and reduce transportation delays.
- *Predictive Analytics:* Enhancing supply chain forecasting to boost performance during disruptions.
- *Digital Collaboration Platforms:* Empowering cross-regional procurement teams to deliver seamless operations.

SPEAKER: Dr. Christina Ooi, Former Chief Procurement Officer APAC, **Procurement Expert**

9:15 AM | **PANEL SYMPOSIUM: SUPPLY CHAIN EVOLUTION: HOW RESHORING AND NEARSHORING CAN ENHANCE RESILIENCE AND SUSTAINABILITY**

This session delves into actionable strategies for navigating geopolitical instability, economic pressures, and resource shortages. Industry leaders will provide insights on aligning supply chain strategies with long-term resilience and sustainability goals.

- *Strategic Reshoring & Nearshoring:* Mitigating risks by reducing reliance on unstable markets and diversifying supply sources to increase resilience.
- *Blockchain for Transparency:* Leveraging blockchain technology to enhance visibility, monitor supply chain performance in real-time, and combat corruption risks.
- *Collaborative Supplier Partnerships:* Strengthening supplier relationships to increase agility and ensure continuous operations during disruptions.
- *Sustainable Logistics:* Implementing eco-friendly logistics practices and green transportation solutions to minimize environmental impact and support sustainability goals.

Moderator: Dr. Christina Ooi, Former Chief Procurement Officer APAC, **Procurement Expert**

Panellists:

- **Alwaleed Alabdulwahed**, Engineering Supply Chain Director, **TAHAKOM**
- **Zyad Khan**, Associate Director - Procurement & Contracts, **Dubai World Trade Centre**
- **Avinash Deshpande**, Vice President (Procurement), **Reliance Industries Limited**
- **Yang Chor Leong**, President, **Malaysian Institute of Purchasing & Materials Management**

10:00 AM | **SPONSOR SLOT: EFFICIENT REDEFINED - GENERATIVE AI IN PROCUREMENT- IN PARTNERSHIP WITH ZYCUS**

SPEAKER:

- **Norlela Tukiban**, General Manager, **Telekom Malaysia**

10:30 AM | **NOMINEE PITCH AWARDS CATEGORY 3 : LEADERS IN PROCUREMENT TRANSFORMATION FOR RESILIENT SUPPLY CHAINS**



- **Award Description:** This award is for companies that have transformed their procurement strategies to enhance resilience and adaptability in supply chains. Organizations that have successfully navigated challenges such as disruptions, geopolitical shifts, or supplier risks while maintaining operational efficiency are encouraged to apply.

3 Nominees (3 LARGE ENTERPRISES):

- PRESENTER A : (10 MINUTES)
- PRESENTER B : (10 MINUTES)
- PRESENTER C : (10 MINUTES)

11:00 AM | MORNING TEA BREAK - NETWORKING

THEME 6: PROCUREMENT 4.0: EXPLORING PROCUREMENT'S FUTURE WITH SPEND MATTERS

11:15 AM | **SPEAKING SLOT: ACCELERATING DIGITAL TRANSFORMATION IN PROCUREMENT - WHAT'S NEXT?**

The future of procurement lies in cloud-based solutions, blockchain-enabled transparency, and mobile-friendly platforms. This session explores how digital tools can streamline procurement operations, reduce disputes, and significantly enhance decision-making.

- *E-Procurement Platforms:* Ensuring real-time visibility and improving governance.
- *Blockchain for Contracts:* Reducing disputes and ensuring secure, transparent transactions.
- *Cloud-Based Procurement:* Enabling teams to collaborate and manage procurement processes anytime, anywhere.
- *Digital Twins:* Simulating supply chains to predict and actively enhance operations.
- *Mobile Procurement and Spend Analytics:* Improving accessibility and enabling rapid decision-making for approvals and monitoring.

SPEAKER: Alwaleed Alabdulwahed, Engineering Supply Chain Director, **TAHAKOM**



3rd ASEAN

Procurement Innovation Summit & Awards 2025

EVENT AGENDA DAY 2

Driving Procurement Excellence
in a Disruptive World

11:45 AM

FIRESIDE CHAT: SUPPLY CHAIN DIGITIZATION AND CYBERSECURITY: NAVIGATING THE DIGITAL TRANSFORMATION

In today's rapidly evolving business environment, supply chain digitization offers unprecedented opportunities for efficiency and innovation. However, this digital transformation also introduces significant cybersecurity challenges that organizations must address proactively.

- *Strategic Digital Transformation:* Explore how integrating advanced technologies like IoT, AI, and blockchain can revolutionize supply chain operations, enhancing visibility and efficiency.
- *Emerging Cybersecurity Threats:* Examine the increasing risks associated with digital supply chains, including data breaches, ransomware attacks, and vulnerabilities in interconnected systems.
- *Third-Party Risk Management:* Discuss strategies for assessing and mitigating risks posed by third-party vendors, ensuring robust security across the entire supply chain.
- *Proactive Cybersecurity Measures:* Highlight best practices for implementing comprehensive cybersecurity strategies, such as adopting zero-trust architectures and leveraging AI for threat detection.

Moderator: Tan Chiaw Hooi, Partner, Consulting, EY

Panellists:

- Ruchita Mishra, Director Procurement & Supply Chain Management, Sodexo
- Mathew Baldwin, Partner – Digital, Economy, Ashurst
- Justin Ong, APAC CISO & CPO, Panasonic Asia Pacific

12:15 PM



NOMINEE PITCH AWARDS CATEGORY 4 : BEST COLLABORATIVE TEAMWORK PROJECT AWARD

- **Award Description:** This category recognizes SMEs that have excelled in teamwork and collaboration within procurement or supply chain projects. Companies should demonstrate how cross-functional teams, partnerships, or supplier collaborations have led to outstanding project outcomes.
- **Nominees: (3 SMEs)**
 - PRESENTER A : (10 MINUTES)
 - PRESENTER B : (10 MINUTES)
 - PRESENTER C : (10 MINUTES)

12:45 PM

GOLD SPONSOR SLOT : SMARTER PROCUREMENT AND RESILIENT CONTRACTING WITH AI-DRIVEN CONTRACT INTELLIGENCE AND AGENTIC WORKFLOWS

Procurement is evolving beyond cost control – Today, it is about unlocking value, improving agility, and ensuring resilience. In this session, see how AI-powered contract intelligence is helping Procurement leaders meet these goals by transforming how supplier contracts are analyzed, managed, and acted upon. Participants will learn how AI-driven insights can help mitigate risks while optimizing spend and improving supplier relationships. Join us to discover the future of procurement with cutting-edge contract management solutions

- Leverage AI to boost contract lifecycle efficiency, risk management, and negotiation power
- Analyze large volumes of contracts to uncover inefficiencies and hidden savings
- Streamline source-to-contract processes using centralized CLM platforms
- Benchmark contract terms across regions to maintain agility and competitiveness
- Automate contract review to pinpoint both risks and opportunities precisely
- Identify vulnerabilities in existing contracts and proactively mitigate potential supply chain disruptions

SPEAKER: Prashant Choube, Associate Vice President Solutions Advisory, Icertis

13:15 PM

NETWORKING LUNCHEON

THEME 7: PROCUREMENT IN THE AGE OF INTELLIGENCE – HOW TO REDEFINE VALUE CREATION

14:45 PM

PANEL SYMPOSIUM: BRIDGING PERSPECTIVES THE CFO AND THE CPO: ONE WORLD, TWO WORLDVIEWS

Dive into how CFOs and CPOs collaborate to optimize procurement strategies, balance cost efficiency, and foster innovation. This session offers actionable insights and real-world frameworks for achieving financial excellence and driving long-term business value.

- *Balancing Cost Control with Value Creation:* Practical strategies to harmonize cost savings with operational impact.
- *Leadership Collaboration:* Fostering alignment between procurement and finance to achieve shared goals.
- *Technology Adoption:* Leveraging tools and analytics to enhance decision-making and financial performance.
- *Real-World Case Study:* How a leading company reduced costs and enhanced value through procurement innovation.
- *Case Study:* A global manufacturer reduced costs by 15% and increased supplier collaboration by 20% during inflation by leveraging predictive analytics, risk-sharing contracts, and supplier renegotiations. This approach aligned cost-saving goals with innovation and ESG objectives, ensuring resilience and long-term value creation.

Moderator: Tom Bollen, MD, Head of Procurement & Property FFG, Standard Chartered Bank

Panellists:

- Ramanathan Thiagarajan, Chief Financial Officer, airasia MOVE
- Lim Thiam Chiew, Head Of Group Procurement, Pos Malaysia Berhad
- Neeraj Athalye, Vice President & Head – Asia Pacific & Japan, Icertis
- Dirk Guinan, Chief Executive Officer & Board Director, GreenTape

15:30 PM

OXFORD DEBATE STAGE: IS PROCUREMENT'S STRUGGLE ABOUT PRIORITIZING LONG-TERM VALUE CREATION, OR SHOULD COST SAVING TAKE PRECEDENCE?

As procurement evolves, organizations face a critical question: Should procurement prioritize value creation—driving innovation, sustainability, and supplier partnerships—or remain focused on cost saving, ensuring financial efficiency and budget control? This debate will challenge participants to examine procurement's true purpose and its impact on business strategy.

- **FOR the Motion:** Advocates will argue that procurement professionals should be part of the executive team to ensure strategic alignment, drive cost savings, foster supplier relationships, and bring valuable insights into organizational decision-making.
- **AGAINST the Motion:** Opponents will argue that while procurement plays a critical role, its focus is more operational, and executive decisions should remain with leadership focused on broader business strategies, finance, and operations.

Oxford-Style Debate Format:

- **Position Statement:** Participants will declare whether they are FOR or AGAINST the topic at the start.
- **Separation:** Those FOR the topic will gather on the left side, and those AGAINST will be on the right side.
- **Debate Movement:** Participants can switch sides during the debate, based on the strength of the arguments presented.
- **Final Count:** At the debate's conclusion, count the participants on each side. The side with the higher number wins.
- **Appreciation Tokens:** A token of appreciation will be given to both debaters.

Moderator:

Panellists:

- **Luke Kenny**, Chief Executive Officer, **Local Government Procurement**
- **Dr. Sanjay Kumar Gupta**, Joint President and Chief Procurement Officer, **Adani Group**
- **David Hodge**, Partner, **Strategy & Operations**, **South East Asia Consulting, PwC**

THEME 8: TRANSFORMATIVE CATEGORY MANAGEMENT: ACHIEVING OPERATIONAL EXCELLENCE

16:00 PM

CLOSING FIRESIDE CHAT: MASTERING CATEGORY MANAGEMENT: DRIVING PROFITABILITY AND ORGANIZATIONAL ALIGNMENT

The closing session explores how procurement leaders can transform category management to align with broader organizational objectives. By leveraging data analytics, teams can reduce tail spend, optimize sourcing strategies, and actively drive long-term value.

- **Strategic Alignment:** Analyzing organizational goals and aligning sourcing strategies to drive overall business objectives.
- **Market & Pricing Analysis:** Updating pricing analysis for local and international markets, and tracking prevailing market trends.
- **Spend & Performance Evaluation:** Benchmarking organizational spend against market data and supplier performance to identify improvement areas.
- **Savings & Stakeholder Engagement:** Assessing savings from negotiations and substitutions, while ensuring continuous stakeholder engagement in purchasing decisions.

Moderator:

Panellists:

- **Gordon Donovan**, Vice President Research Procurement & External Workforce, **SAP**
- **Khairul Azman Mohamad Razak**, Chief Procurement Officer, **DRB Hicom**
- **Rachael Jane Bah**, Advisor, **CIPS - The Chartered Institute of Procurement & Supply**

16:30 PM

COCKTAIL & NETWORKING

16:45 PM

AWARD WINNER ANNOUNCEMENT & END OF APIS 2025