



The largest Human Resources Conference & Exhibition in Southeast Asia Offers Solutions for IR 4.0 Adoption towards Creating a Highly Skilled Workforce

- The HRDF Conference & Exhibition 2019 welcomed some 2000 local and international delegates
- Industry practitioners and participants also connected with 107 exhibitors on the latest and most impactful technology-based products, services, and trends and solutions that will support HR agenda to meet organisational goals

Kuala Lumpur, 26 November 2019 — The largest Human Resources Conference & Exhibition in South East Asia, HRDF Conference & Exhibition 2019, organised by the Human Resources Development Fund (HRDF) returned today from November 26-27 at the Kuala Lumpur Convention Centre (KLCC).

The annual flagship event, themed, **'People, Purpose, Passion ∩ Technology, Tactics, Techniques'** aimed to highlight on how technology can be leveraged to personalise the experience across an employee's life-cycle and enhance their productivity at the workplace, particularly in the advent of the Fourth Industrial Revolution (IR4.0).

The conference was launched by Deputy Minister of Human Resources Yang Berhormat Dato' Haji Mahfuz bin Haji Omar. Among those present to witness the ceremony were Secretary- General of Ministry of Human Resources Dato' Amir bin Omar and Chief Executive of HRDF Elanjelian Venugopal as well as various Heads of Departments and Agencies under the Ministry of Human Resources.

In his keynote address, the **Human Resources Deputy Minister Dato' Haji Mahfuz** stressed the importance of up-skilling our talent to transition Malaysia into a digital economy driven country: "Change is inevitable and in responding to these shifts, local companies and their employees must keep up with the pace. I cannot stress enough on how important it is for you to embrace the change and to invest in the development of your people and process so your business can continue to thrive in a challenging and competitive global marketplace."

The Deputy Minister also applauded HRDF's progress with employers' registration which is close to 70 per cent of liable employers (or 29,163) that are already registered with the Fund. He urged for liable Malaysian employers to register with the Fund to have access to quality training programmes and financial assistance for their employees.

The conference featured renowned speakers such as Joel Neoh (Founder of Fave); Mike Walsh (Futurist, best-selling author and CEO of Tomorrow); Azran Osman-Rani (CEO and co-founder of Naluri); Lalit Gupta (CMO and Executive Coach of ICLIF); and Jenny Lim

(Performance Solution Lead of Google Malaysia) who spoke on future technologies that are coming into the fore and their impact on talent and work.

Additionally, two (2) new programmes were lined up this year which are the C-Suite Sessions and the Learning Arena. The former featured CEOs from various industries sharing stories and providing coaching on leadership and entrepreneurship particularly for Malaysia's Small, Medium Enterprises (SMEs) while the latter showcased the latest technology driven products, services, and trends and solutions from the Human Resources industry by exhibitors and sponsors. The two-day exhibition saw 107 exhibitors engaging with practitioners and participants with endless solutions that are certain to fuel the fires of their passion for the industry.

During his welcome speech, HRDF's Chief Executive Elanjelian Venugopal said: "I am pleased to share that our annual flagship event has evolved into becoming the largest Human Resources Conference & Exhibition in South East Asia. This year, we are particularly excited to introduce the C-Suite Sessions and the Elite 20 Outreach Club to bring more value to participants of the conference as well as to our stakeholders. These new initiatives aim to encourage learning and development across all levels within organisations.

Elanjelian also urged for HR practitioners to shift their mind-set on employee engagement: "As an HR leader, your list of responsibilities goes way beyond arranging benefits and having tough conversations about employee behaviour or performance. Make sure your employees know that you care about them as human beings by focusing a good portion of your efforts on their professional development."

During the event, the Deputy Minister of Human Resources, YB Dato' Haji Mahfuz bin Haji Omar also congratulated 10 winners of the 19th Human Resources Development Awards - which recognised the tireless contribution of industry players specifically employers and training providers registered with the Fund. The four (4) categories of awards are - The Human Resources Minister Award; Pembangunan Sumber Manusia Berhad (PSMB) Award; Innovation & Creativity Award; and the Pearl Award. (See factsheet for winners' list)

For more information on the HRDF Conference & Exhibition 2019, kindly visit: <https://www.hrdfconference.com.my/>; or Facebook: /hrdffofficial and Instagram: @myhrdf, or Twitter: @myhrdf. Industry practitioners, employers and employees can also keep updated with the latest news on the Conference And Exhibition with the official HRDF app, available on the App Store and Google Play.

HUMAN RESOURCE DEVELOPMENT AWARD 2019 WINNERS (HRD AWARD)

HUMAN RESOURCES MINISTER AWARD	
CATEGORY	WINNERS
LARGE EMPLOYER: MANUFACTURING	INFINEON TECHNOLOGIES (KULIM) SDN. BHD.
LARGE EMPLOYER: SERVICE	TENAGA NASIONAL BERHAD
LARGE EMPLOYER: MINING AND QUARRYING	PETRONAS CARIGALI SDN. BHD.
SME EMPLOYER: MANUFACTURING	MICRO MODULAR SYSTEM SDN BHD

PEMBANGUNAN SUMBER MANUSIA BERHAD AWARD	
LARGE EMPLOYER: MANUFACTURING	BAHRU STAINLESS SDN. BHD.
LARGE EMPLOYER: SERVICE	CONVEX MALAYSIA SDN BHD
SME EMPLOYER: MANUFACTURING	AMLEX TECHNOLOGY SDN BHD
SME EMPLOYER: SERVICE	SYNCHROSOUND STUDIO SDN. BHD.

INNOVATION AND CREATIVITY AWARD
INFINEON TECHNOLOGIES (KULIM) SDN. BHD.

PEARL AWARD
CONVEX MALAYSIA SDN BHD

HRD AWARDS EVALUATION PANEL

NO	PANELS	COMPANY
1	JACKIE YEOH SIEW KHENG	FEDERATION OF MALAYSIAN MANUFACTURERS (FMM)
2	NORFAIZAH BT AB. RAHMAN	MALAYSIA PRODUCTIVITY CORPORATION (MPC)
3	MOHD. FAIRUZ IQBAL B. MOHD. AKHBAR	MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY (MIDA)
4	ALLAN CHEAH WEI MING	MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)
5	MOHD ZAKRI BIN BAHARUDIN	MALAYSIAN EMPLOYERS FEDERATION (MEF)
6	ASSOC. PROF. IR. DR. ZUHAIRI BAHARUDDIN	SIRIM BERHAD
7	ZURINAWATI BINTI ZAINAL ABIDIN	AGENSI INOVASI MALAYSIA (AIM)
8	SYED NAHAR SYED HARUN	SME CORPORATION MALAYSIA (SME CORP. MALAYSIA)
9	SIMON BENJAMIN	MALAYSIAN INSTITUTE OF HUMAN RESOURCE MANAGEMENT (MIHRM)

ABOUT HRDF

Tracing its origin to the year 1993 as Majlis Pembangunan Sumber Manusia, the Pembangunan Sumber Manusia Berhad is an agency under the purview of the Ministry of Human Resources Malaysia.

Pembangunan Sumber Manusia Berhad or also known as the Human Resources Development Fund is governed by the Pembangunan Sumber Manusia Berhad Act 2001 (PSMB Act 2001). The Fund was given the mandate by the Malaysian Government to catalyse the development of competent local workforce that will contribute to Malaysia's vision of becoming a high-income economy.

The Human Resources Development Fund has grown remarkably from its establishment in 1993. Starting life as an institution that collected levy and disbursed training grants, the Fund has gone from strength-to-strength to contribute significantly in providing training and up-skilling interventions to key industries in Malaysia especially the Small and Medium Enterprises' sector.

For perspective, the objective of the Fund under the Pembangunan Sumber Manusia Berhad Act, 2001 is the imposition and collection of a human resources development levy from employers which businesses fall under 63 sub-sectors from within the country's three (3) key economic sectors — Manufacturing, Services, and Mining and Quarry — and with ten or more employees.

The vision forward for the Human Resources Development Fund is to future-proof Malaysia through the country's most valued asset — its people. Safeguarding the future also includes assuming a greater responsibility to reach out to the corporates by educating and motivating them to seek the benefits and value of the Fund's learning and development schemes, initiatives and programmes.

Vision

- Every Malaysian employee trained

Mission

- Spearhead the Learning and Development of the Malaysian workforce

Objective

- To encourage employers covered under the Pembangunan Sumber Manusia Berhad Act 2001 to retrain and upgrade the skills of their local employees, apprentices and trainees in line with their business needs and the development strategy of the country.

For more information, please visit the Fund's website at www.hrdf.com.my