



NHCCCE 2024

NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION



30 SEPT — 02 OCT 2024

MITEC | MALAYSIA INTERNATIONAL
TRADE AND EXHIBITION CENTRE

www.hrdcorp.gov.my

Organised by:



Supported by:



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NHCCE 2024

NATIONAL HUMAN CAPITAL
CONFERENCE & EXHIBITION

OVERVIEW

Over the last two decades, HRD Corp has been bringing together the best human capital minds in the industry through our distinguished conference and exhibition. Formerly recognised as the HRDF Conference & Exhibition, this flagship event created a platform for practical and intellectual discourse on the diverse aspects of the human resources management field.

Since 2022, we have taken a newer and fresher look to this flagship event. By broadening its scope to cover the entire HR and business development spectrum, we're ushering in a new era of insights and innovation into the human capital landscape.

HERE'S WHAT TO LOOK FORWARD TO!



**Plenary
Addresses**



**Panel
Discussions**



**Industry
Captains**



**Subject
Matter Experts**



**Reputable
Exhibitors**



**Learning
Enthusiasts**



**Breakout
Sessions**



**Silent
Conference**



**Interactive
Activities**



**Networking
Cocktail**



**Business
Matching**



Masterclass



HUMANISING AI FOR THE FUTURE WORKFORCE

Around the world – from cubicles and water coolers, all the way to the powerful desks of leaders and industry captains – chatters are abuzz with the premise and promise of AI. While the discovery of even more AI software and services continue to unfold, debates and discussions on this sprawling and exciting topic has intensified amongst human capital players worldwide.

On a global scale, the proliferation of AI technologies has worked wonders in advancing human capital development. AI-powered learning platforms and virtual assistants help facilitate skill development and knowledge acquisition for employees – enabling them to adapt to evolving job requirements and stay competitive in the global job market. This remains a driving force behind the ongoing discussions and initiatives shaping the future of work and talent development across the globe.

NHCCE 2024 seeks to tackle this important discourse on the role of AI in the workplace and what this means for the future of work and the workforce. The conference will look at how to address the challenges and harness the opportunities from the growth of AI for the workforce and talents worldwide. Specifically, it will discuss the following:



Share best practices for reskilling and upskilling to stay ahead of the AI revolution across various sectors.



Foster international collaboration in developing AI solutions that complement human strengths.



Advocate for investment in research and development of new technologies that create job opportunities in the AI era.



PILLARS & TOPICS

PILLAR 1 | Business & Economy

TOPICS

Plenary Address

1. Global Economic Shifts Reshaping Malaysia's Business Landscape

Tracks

1. From Monsoon to Metaverse: Transforming Business for Malaysia's Dynamic Future
2. Balancing Productivity in a Tech-Driven World to Increase Efficiency

PILLAR 2 | Technology

TOPICS

Plenary Address

1. Tech for Good: Building a Human-centric Future through Technologies

Tracks

1. Beyond Artificial Intelligence: Exploring the Next Technological Frontiers

PILLAR 3 | Human Resource, Workforce & Ethic

TOPICS

Plenary Address

1. Building the Future-Ready Workforce
2. Empowering the Workforce through Sustainable Tech-based Practices
3. Humanising AI Development: Ensuring Ethical Principles for an Inclusive Future

Tracks

1. The Shifting Landscape of Data Governance in the Digital Era
2. Human vs Technology: Reframing the Narrative for a Balanced Future of Work

PILLAR 4 | Leadership & Culture

TOPICS

Plenary Address

1. Man vs. Machine? Redefining Leadership in the Age of Automation

Tracks

1. Mindsets for a Culture of Innovation
2. Human Leadership in the Era of Advanced Technology



ITINERARY

	DAY 1	DAY 2	DAY 3
8.00 am - 9.00 am	Registration	Registration	Registration
9.00 am - 10.00 am	Plenary Address Business & Economy Global Economic Shifts Reshaping Malaysia's Business Landscape	Plenary Address Human Resource, Workforce & Ethic Building the Future-Ready Workforce	Tracks Leadership & Culture Human Leadership in the Era of Advanced Technology
10.00 am - 11.00 am	Opening Ceremony	Tracks Human Resource, Workforce & Ethic The Shifting Landscape of Data Governance in the Digital Era	Plenary Address Leadership & Culture Man vs. Machine? Redefining Leadership in the Age of Automation
11.00 am - 12.00 pm	Tracks Business & Economy From Monsoon to Metaverse: Transforming Business for Malaysia's Dynamic Future	Tracks Human Resource, Workforce & Ethic Human vs Technology: Reframing the Narrative for a Balanced Future of Work	Closing Ceremony
12.00 pm - 2.00 pm	Networking Break	Networking Break	
2.00 pm - 3.00 pm	Tracks Business & Economy Balancing Productivity in a Tech-Driven World to Increase Efficiency	Tracks Leadership & Culture Transforming Mindsets for a Culture of Innovation	
3.00 pm - 4.00 pm	Tracks Technology Beyond Artificial Intelligence: Exploring the Next Technological Frontiers	Plenary Address Human Resource, Workforce & Ethic Empowering the Workforce through Sustainable Tech-based Practices	
4.00 pm - 5.00 pm	Plenary Address Technology Tech for Good: Building a Human-centric Future through Technologies	Plenary Address Human Resource, Workforce & Ethic Humanising AI Development: Ensuring Ethical Principles for an Inclusive Future	

**The organiser reserves the right to amend the content, speakers and timing of the programme in the best interest of the conference.*



PAST SPEAKERS & MODERATORS



DAVE ULRICH
Father of Modern HR



CHARLES BREWER
Group Chief
Executive Officer,
Pos Malaysia



AIREEN OMAR
President
(Investment & Ventures)
Capital A Berhad



DR SHANG GAO
Regional Director,
Education to Workforce,
Amazon Web Services
(AWS) Asia Pacific & Japan



DR JASMINE BEGUM
Director of Legal, Government
& Corporate Affairs,
ASEAN and New Markets,
Microsoft



ERIC TERMUENDE
Master Storyteller
& World-Class
Thought Leader



EKLAVYA BHAVE
Head - Asia,
Coursera



LUANNE SIEH
Group Chief
Sustainability Officer,
CIMB Group



TAUFIQ ISKANDAR
Chief Executive Officer,
Penjana Kapital Sdn Bhd



PAST SPEAKERS & MODERATORS



DATUK NORA MANAF
Group Chief Human
Capital Officer,
Maybank



**AZRAN
OSMAN-RANI**
CEO & Co-Founder,
Naluri Life



**GHANIM
AL-MUFTAH**
Motivational Speaker



DEREK TOH
Founder & CEO,
Hiredly



NEETI MAHAJAN
Global Chief Administrative
Officer, WPB COO &
Digital Transformation,
HSBC



DR JUSTIN COHEN
International Keynote
Speaker



JUNITA ABD AZIZ
Head of Global Learning
& Development,
PETRONAS



**DR MATTHEW
DORNAN**
Senior Economist,
World Bank Group



ANN OSMAN
Malaysia's First Female
MMA Athlete &
Managing Director
School of Ultimate Learning



NHCCE 2023 IN NUMBERS

PARTICIPANTS | registered for NHCCE



MALAYSIA BOOK OF RECORDS | LARGEST PARTICIPATION IN A HUMAN CAPITAL CONFERENCE

EXHIBITORS | showcased their products and services

454
EXHIBITORS



MALAYSIA BOOK OF RECORDS | LARGEST HUMAN CAPITAL EXHIBITION

WHO SHOULD ATTEND?

- ✓ C-Suite Leaders and HR Heads
- ✓ Learning and Development Practitioners
- ✓ Talent Management Leaders and Executives
- ✓ Talent Acquisition and Recruitment Executives
- ✓ Head of Talent Analytics
- ✓ Diversity and Inclusion Executives
- ✓ Human Capital Development Trainers



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NHCCE AT A GLANCE





CONFERENCE PACKAGES

STANDARD PASS

RM3,200.00
per pax

GROUP PASS

RM2,900.00
per pax (minimum 5 participants)

GOVERNMENT PASS

RM2,500.00
per pax

STUDENT PASS

RM700.00
per pax

INTERNATIONAL PACKAGE

STANDARD PASS

USD1,200.00
per pax

GROUP PASS

USD900.00
per pax (minimum 3 participants)

*All prices exclude 8% SST

ALL PACKAGES INCLUDE:

- Access to both conference days (free seating)
- Access to exhibition booths
- Welcome pack
- Coffee and tea breaks
- Networking lunch



**SCAN
ME**

hrdcorp.gov.my/nhcce

For more information, contact us via:



nhcce@hrdcorp.gov.my



03 7661 6255



EXHIBITION OPPORTUNITIES

HERE'S THE BIG WHY!

Grow your business by reaching the right audience at the NHCCE 2024.



Active **FACE-TO-FACE INTERACTION** with your potential customers.



Solid **BRAND EXPOSURE** for your organisation.



Effective **NETWORKING AND COLLABORATION** opportunities with your industry peers.



Brilliant opportunity to **BE SEEN AMONGST INDUSTRY LEADERS AND DISRUPTORS.**



Amazing **VALUE** for your marketing and promotional needs.

EXHIBITION BOOTH PACKAGES

**SAPPHIRE ZONE
(CORNER)**

RM6,000

**PREMIUM ZONE
(INTERMEDIATE)**

RM5,000

PACKAGE SPECIFICATIONS

Standard Shell Scheme Booth

- Booth size: 3m x 3m
- 2 exhibitor tags* for full access to exhibition areas

**Does not include access to conference sessions.*



SPONSORSHIP OPPORTUNITIES AND PACKAGES

Make a strong impact on your potential clients by investing in the following sponsorship packages.

You will receive extensive brand exposure to over 5,000 leading HR professionals and respected industry players from all over the world.

Choose from the following packages, developed to help you optimise your investment and achieve your business goals.

SPONSORSHIP PACKAGES

SIGNATURE

RM 350,000

DIAMOND

RM 200,000

PLATINUM

RM 100,000

GOLD

RM 75,000

SILVER

RM 45,000



SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES & BENEFITS

BENEFITS	SIGNATURE RM350,000	DIAMOND RM200,000	PLATINUM RM100,000	GOLD RM75,000	SILVER RM45,000
Prime Position Complimentary exhibition space	54 sqm	36 sqm	18 sqm	9 sqm	-
Speaking Slot Exhibition area	2 slots	1 slot	-	-	-
Complimentary Passes Complimentary seat(s) to attend NHCCE 2024	20 seats	15 seats	10 seats	5 seats	3 seats
VIP seat(s) to attend HRD Awards	2 seats	2 seats	1 seat	1 seat	1 seat
Complimentary seat(s) to attend HRD Awards	2 tables	1 table	5 seats	3 seats	1 seat
VIP seat(s) at the Opening Ceremony	2 seats	2 seats	1 seat	1 seat	1 seat
Branding and Awareness Sponsor credit on all marketing collaterals including: <ul style="list-style-type: none"> Digital Advertisements Direct mailers NHCCE landing page (with a link to your website) Buntings and banners during conference Digital backdrops 	✓	✓	✓	✓	✓
Verbal Acknowledgement as Sponsor Mentions will be made during the Opening Ceremony	✓	✓	✓	✓	✓
Inserts One brochure from sponsor to be inserted in all delegate bag packs	✓	✓	✓	✓	✓
Advertisement Full colour advertisement to be placed in the Programme Book	2 pages	1 page	-	-	-
Social Media A dedicated announcement of your partnership as sponsor across our social media channels (Facebook, X, Instagram, and LinkedIn).	✓	✓	✓	✓	✓
BRAND & MEDIA EXPOSURE VALUE	RM1,750,000	RM1,000,000	RM500,000	RM375,000	RM225,000



BOOKING PROCEDURE

- ✓ Booking for Sponsorship Packages can be made online via:
<https://form.evenesis.com/NHCCE2024SPONSOR>
- ✓ Booking for Exhibition Booth Packages can be made online via:
<https://form.evenesis.com/NHCCE2024EXHIBITOR>
- ✓ Please be informed that the booth selection process is based on a first-come, first-served basis. Do ensure that the contact details of the person in charge declared in the registration form are correct as our officers will contact them directly for the booth selection session.
- ✓ HRD Corp reserves the right to cancel or withdraw the bookings made by the exhibitor/sponsor at any time, for any reason, in which no liabilities shall be borne by HRD Corp for such cancellations or withdrawals. In these circumstances, a full refund all monies paid without interest will be made to the exhibitor/sponsor. The decision made by HRD Corp shall be final, binding and non-negotiable.
- ✓ Payment for sponsorship must be made to:
Beneficiary Name: National HRD Conference
Name of Bank: RHB Bank Berhad
SWIFT Code: RHBBMYKL
Bank Account number: 21433400009566

For further enquiries or to confirm your participation, please contact the following officers in charge:

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ABOUT THE VENUE

MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)

A world-class exhibition centre catering
to notable and exceptional international events

FACILITIES

- State-of-the-art MICE facilities
- 1,400 parking bays
- Accessibility features

LOCATION

- In the heart of Kuala Lumpur!
- KLIA: 64 km
- KL Sentral: 8 km





MINISTRY OF HUMAN RESOURCES



HUMAN RESOURCE DEVELOPMENT CORPORATION

Human Resource Development Corporation (545143-D)

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