



**ASSET AND FACILITY  
MANAGEMENT CONFERENCE**

# **ASSET AND FACILITY MANAGEMENT CONFERENCE (AFMC 2021)**

**T** in conjunction with **International ICW  
Construction Week**

*Gearing up to a post-pandemic world*

**09 - 10 November 2021**  
**Virtual Conference @ MITEC**

**A Must-Attend Forum for AFM Industry  
Leaders, Practitioners & Academia**

*Organised by:*



**The Malaysian Asset and Project  
Management Association**

*Conference Manager:*



**WMIT Group, Malaysia**

**Register online: <https://icw-aseansuper8.com/afmc-conference/>**

**Announcement  
& Early Registration**



# Gearing up to a post-pandemic world



## OBJECTIVES

- To establish a knowledge and experience-sharing platform among AFM practitioners
- To establish the 'new normal' for the AFM Industry in light of the COVID-19 pandemic.
- To explore Asset Management innovative technologies and business sophistication in the era of Digitalisation and Industrial Revolution 4.0
- To promote sustainability in AFM
- To explore new opportunities in the AFM industry globally

## TENTATIVE PROGRAM SCHEDULE

TIME	PROGRAM
<b>DAY 1 09 NOVEMBER 2021</b>	
10.30am	<b>AFMC2021 ACADEMIA SESSION</b> Oral and Poster Presentation on Asset and Facility Management (AFM)
5.00 pm	Adjourn
TIME	PROGRAM
<b>DAY 2 10 NOVEMBER 2021</b>	
8:00am	Registration
8:45am	Welcome Address by YB Minister of Works
9:00am	<b>Keynote Presentation</b> Navigating Turbulence during the covid-19 pandemic by YBhg. Tan Sri Dato' Seri Mohd Zuki bin Ali Chief Secretary Government of Malaysia
9:30am	<b>Presentation and Panel Session 1: POLICY AND GOVERNANCE</b> <b>Government Policies and Guidelines on Asset and Facilities Management</b> by <b>YBhg. Dato' Ir. Haji Mohamad Zulkefely bin Sulaiman</b> Director General Public Works Department, Malaysia <i>Panelist:</i> <ul style="list-style-type: none"> <li>■ <b>YBhg. Datuk Dr. Syed Omar Sharifuddin bin Syed Ikhsan</b> Secretary General Ministry of Works, Malaysia</li> <li>■ <b>Hj. Tauran Zaidi Bin Ahmad Zaidi</b> Director, Engineering Services Division Ministry of Health, Malaysia</li> <li>■ <b>Hj. Mohammad Shahrizal Bin Mohammad Idris</b> Managing Director GFM Services Berhad</li> </ul>
	<i>Moderator:</i> <b>YBhg. Dato' Sri Zohari Bin Haji Akob</b> President Malaysia Association of Facility Management (MAFM)
11:00am	Morning break
11:15am	<b>Presentation &amp; Panel Session 2: FUTURE WORKPLACE</b> <b>Future Workplace</b> by <b>Mr. Shobhit Choubey</b> Managing Director CBRE APAC (Asia Pacific) Lead Host <i>Panelist:</i> <ul style="list-style-type: none"> <li>■ <b>Sr Adzman Shah Mohd Ariffin</b> Immediate Past President Malaysian Institute of Property and Facility Managers (MIPFM)</li> <li>■ <b>To be confirmed</b></li> <li>■ <b>Dr. Daniyal Mian</b> Principal Regional Asset Management Arup Australia</li> </ul>
	<i>Moderator:</i> <b>Prof. Madya Sr. Dr. Maimunah binti Sapri</b> Chair, Business Management Division, Office of Deputy Vice Chancellor (Development), University Teknologi Malaysia
12:45pm	Lunch break
2:00pm	<b>Presentation &amp; Panel Session 3: PEOPLE &amp; LEADERSHIP</b> <b>Creating Value for Organisations through Asset Management – The Australian Experience</b> by <b>Mr. John Hardwick</b> Nomination Committee Chair Asset Management Council, Australia (AMC) <i>Panelist:</i> <ul style="list-style-type: none"> <li>■ <b>Mr. Dave Daines</b> National Chair Asset Management Council, Australia (AMC)</li> <li>■ <b>Mr. Izwan Hasli bin Mohd Ibrahim</b> Executive Director KLCC Urusharta Sdn Bhd</li> <li>■ <b>Mr. Paul Sakrzewski</b> Managing Director Copperleaf Asia Pacific &amp; Japan</li> </ul>
	<i>Moderator:</i> <b>Y Bhg. Dato' Ir. Abdullah bin Abdul Rahman</b> Vice President 1 The Malaysian Asset and Project Management Association (MAPMA)
3:30pm	Afternoon Break
3:45pm	<b>Presentation &amp; Panel Session 4: TECHNOLOGY</b> <b>Digital Transformation Impacting the Asset and Facility Management (AFM) Services Sector – How Do We Move Forward?</b> by <b>Mr. Syahrnzam bin Samsudin</b> Managing Director UEM Edgenta Berhad <i>Panelist:</i> <ul style="list-style-type: none"> <li>■ <b>Mr. Ahmad Sha'rainon bin Md Shaarani</b> Managing Director Microcorp Sdn Bhd</li> <li>■ <b>Ms. Aiza Azreen Ahmad</b> Chief Digital Business Officer Malaysia Digital Economy Corporation (MDEC)</li> <li>■ <b>Ts. Mohd Rizal Mohd Rosly</b> Chief Operating Officer BIMASIA Sdn Bhd</li> </ul>
	<i>Moderator:</i> <b>Prof. Sr. Dr. Syahrul Nizam bin Kamaruzzaman</b> Head, Asset and Facility Management Research Faculty of Built Environment, University Malaya
5:15pm	Closing Ceremony



## Sponsorship

Sponsors will benefit from AMC 2021 sponsorship packages that aim to optimise the value for every sponsorship ringgit you spend and provide maximum exposure for your organisation. The following sponsorship opportunities are available:

Category	Package
<b>Platinum</b> RM20,000.00	<ul style="list-style-type: none"> <li>• Free Business Premier Virtual Exhibition Booth</li> <li>• Ten (10) complementary participants</li> <li>• Company logo and name on AFMC2021 website</li> <li>• Short advertisement slot during Inter-session break</li> <li>• Company logo projected in between oral session, coffee and lunch breaks</li> <li>• Acknowledgement in e-program book</li> <li>• Certificate of Appreciation</li> </ul>
<b>Silver</b> RM5,000.00	<ul style="list-style-type: none"> <li>• Ten (10) complementary participants</li> <li>• Company logo and name on AFMC2021 website</li> <li>• Company logo projected in between oral session, coffee and lunch breaks</li> <li>• Acknowledgement in e-program book</li> <li>• Certificate of Appreciation</li> </ul>

## Exhibition

[1 – 30 November 2021]

It will be a unique opportunity for service providers, manufacturers and suppliers to showcase their products and services for this vital industry and market. The AFMC 2021 Organising Committee reserves the right to screen products and services for appropriateness.

Category	Benefits of Business Premier Virtual Exhibition Booth	
<b>Business Premier</b> RM10,000.00	• Duration	1 - 30 Nov 2021 (30 days)
	• Basic Listing (Company name, company's description, social media link & website)	/
	• Product listing	Unlimited
	• Sales brochures	Unlimited
	• Video upload	Unlimited
	• Office enquiry	/
	• Innovation zone	/
	• Listing on traders connect / cyber hub	/
	• No of exhibitor access	6 Access
	• Real time interactive meeting & chat	6 Access
	• AI business matching	6 Access

## Who Should Attend

- MAFM & MAPMA Members
- AM Practitioners
- FM Practitioners
- Government
- GLC's
- Private
- Researchers
- Academicians
- NGO's
- Students

## AFMC 2021 @ ACADEMIA SESSION (DAY 1 : 9 November 2021)

### Call For Papers

Authors are invited to submit papers for oral and poster presentation. Authors are required to submit a full paper consisting a paper title, author(s), postal address and e-mail, abstract, introduction, methodology, result and discussion, conclusion, acknowledgements and references. The paper should be prepared using double-spaced New Times Roman with font size 12 and up to 15 pages, including tables and figures. Submission of the paper can be made via e-mail to the Conference Secretariat [secretariat\\_afmc2021@yahoo.com](mailto:secretariat_afmc2021@yahoo.com). The deadline for submission of the paper is **10 October 2021**.

### Registration Fee :

Conference registration fees include online conference materials and Certificate of Attendance.  
The conference registration fees will be as follows:

MAFM & MAPMA Members	RM	500.00
Government	RM	600.00
Private/Non-Government	RM	700.00
Student (Local)	RM	300.00
Student (International)	USD	150.00
International	USD	300.00

Registration Fee Discount:

• Early bird (by 15 October 2021)	save up to 20%
• Group of 5 or more	save up to 20%

#### Payment

Transfer Account Payable To : WMIT Group Sdn. Bhd  
Account Number : 2124 5760 0121 60  
Bank Address : RHB Islamic Banking, Bandar Baru Bangi, Selangor, Malaysia

Cheque Cheque No. \_\_\_\_\_  
Bank Name \_\_\_\_\_

\*\* Please write your name and event name "AFMC2021" on the back of cheque.  
Cross cheque shall be made payable to "WMIT Group Sdn Bhd"

#### Correspondence

All correspondence and further enquiries should be addressed to:

#### AFMC Secretariat:

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