



PERSATUAN KEBAJIKAN 88 KAPTEN PULAU PINANG

(PPM-007-07-07042022)

3rd Floor, No:1A-3, Lorong Setia Sentral 1, Pusat Perniagaan Setia Sentral 14000
Bukit Mertajam, Pulau Pinang

Email: 88captainspulaupinang@gmail.com

Apprenticeship, Internship, Reskill & Upskilling (AIRU) Talents Programme : Official Launch

Organised by 88 Captains in collaboration with Universiti Sains Malaysia (USM)
*9-May 2025 (Friday), 9:00 AM – 12:00 PM | USM, Dewan Persidangan Universiti (DPU),
Penang*

Dress Code: Business Attire

08:30 AM – Registration

09:00 AM – VVIP Arrival & Opening Segment

- **Welcoming Address:** *Prof. Patricia Chung, Organising Chair*
- **Special Address:** *Dato Seri Dr Ooi Eng Hock, Chairman, 88 Captains*
- **Keynote Speech:** *Prof. Dato Seri Ir. Dr Abdul Rahman, Vice Chancellor, USM*
- **Guest of Honour Address:** *Chief Minister of Penang, YAB Tuan Chow Kon Yeow*

09:15 AM – Official Launch of the AIRU Programme with MOU Exchange Ceremony

- Launch officiated by VVIPs by way of exchanging pre-signed MOUs with key stakeholders from government, academia, and industry with Red Ribbons Cuttings
- Call upon the VC/ Principal from other Universities/ Colleges Collaborated with 88 Captains to be up on stage for photography session to mark these collaborative efforts together.

09:30 AM – Launch of the Yippie Fellowship Programme & AIRU Special Task Force

- **Brief sharing: How MRI3 relates to the AIRU & then leads to the launch of AIRU Special Task Force:** *Assoc Prof Ts. Dr. Wan Maryam Wan Ahmad Kamil, Director Industry Network Office, Industry and Community Network Division, USM*
- **Remarks by Yippie Lead & AIRU Student Lead:** *Nur Syazwani Binti Mohd Hazry*

09:45 AM – Congratulatory Video to AIRU & Soft Launch of IACSA

Intangible Asset Commercialisation & Strategy Association (All advisors & Committees up on stage for photo session) with MOU exchange with 88 Captains

09:55 AM – Group Photo & Coffee Break

10:15 AM – Panel Discussion 1

Driving Business Sustainability through Strategic Talent Development and Emerging Technologies



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This session explores how future-ready workforce development, ESG-aligned innovation, and technologies like AI and 5G are driving business resilience and sustainability to transform the business landscape. Expect insights on building sustainable talent pipelines and the systems needed to scale green and digital industries.

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

Panellists:

- **Dato Ong Eng Bin** - INED of Inari Amertron Berhad, Paramount Corporation Berhad & Crescendo Corporation Berhad
- **Puan Puteri Simma Binti Megat Ismail** – Head of HRD Corp Penang Office
- **Dr Bernard Lim** – Chairman, IEEE Malaysia
- **Mr. Duncan Lee** – Director of Technology, MSIA (Malaysia Semiconductor Industry of Association)

11:10 AM – Panel Discussion 2

Turning Intangible Assets into Tangible Business Value

This panel brings together finance, IP, and risk experts to unpack how businesses can unlock value from their intangible assets — IP, data, sustainability credentials, brand, and know-how. The discussion will cover regional and international insights on monetisation pathways, valuation, investment-readiness, insurance, risk mitigation and structuring for growth and market access.

Moderator: Ong Siou Woon – Director of Operations, Penang Institute

Panellists:

- **Prof. Ir. Dr. Srimala Sreekantan**- Director Centre of Innovation and Consultation Universiti Sains Malaysia | Director of De Eco SR Hygiene, Spin-Off USM
- **Prof Chul Choi** – Professor of Law cum Director of the Center for International IP and Finance at Hankuk University of Foreign Studies (HUFS) | Co-Chair of IIPCC Korea (online)
- **André Gorius** Chair of IP & Finance Committee, LESI | President of IIPCC France & Benelux (online)
- **Dato' Indera Ir. Dr. Ahmad Sabirin Arshad**, President and Group CEO of SIRIM Berhad (online)

12:00 PM – End of Programme

Note: Timings are indicative and may be adjusted to accommodate the Chief Minister's schedule.