

PROGRAM SCHEDULE

DAY 1 (20 September 2021)

Time (UTC+7)		Duration	Activities
13.00	13.30	00.30	<ul style="list-style-type: none">• Opening Ceremony – Corporate video of each host institutions• 5 minutes each short remarks from representatives of both host institutions
13.30	13.45	00.15	Keynote Speaker 1 Prof. Datuk Ts. Dr. Ahmad Fauzi Bin Ismail, ATU-Net Chair
13.45	14.00	00.15	Keynote Speaker 2 Prof. Emeritus Dato' Ir. Ts. Dr. Zainai Bin Mohamed, ALN Chair
14.00	14.15	00.15	Keynote Speaker 3 Prof. Dr. Rolf Schaeren, SALT Chair
14.20	15.20	01.00	Panel Session
15.20	15.30	00.10	Closing by MC

PROGRAM SCHEDULE

DAY 2 (21 September 2021)

Time (UTC+7)		Duration	Activities
13.00	13.05	00.05	Opening program by MC
13.05	13.45	00.40	General lecturer 1: Small Enterprises Management
13.45	14.00	00.15	Question and answer session
14.00	14.40	00.40	General lecturer 2: Digital Transformation
14.40	14.55	00.15	Question and answer session
14.55	15.35	00.40	General Lecture 3: Global Operational Excellence
15.35	15.50	00.15	Question and answer session
15.50	16.05	00.15	Ice breaking session
16.05	16.20	00.15	Enterprise sharing session: Tour Korea
16.20	16.35	00.15	Enterprise sharing session: Kaluna Living
16.35	16.50	00.20	Question and answer session
17.25	17.30	00.05	Closing by MC

PROGRAM SCHEDULE

DAY 3 (22 September 2021)

Time (UTC+7)		Duration	Activities
13.00	13.05	00.05	Opening program by MC
13.05	13.45	00.40	General lecture 4: Digital Brand Management
13.45	14.00	00.15	Question and answer session
14.00	14.40	00.40	General lecture 5: Design Thinking/Business Canvas Model
14.40	14.55	00.15	Question and answer session
14.55	15.10	00.15	Ice breaking session
15.10	15.30	00.20	Enterprise sharing session: Alpha Magna
15.30	15.50	00.20	Enterprise sharing session: MaGICX Bhd
15.50	16.10	00.20	Enterprise sharing session: (SALT)
16.10	16.30	00.20	Enterprise sharing session: (ALN)
16.30	16.50	00.20	Question and answer session
16.50	16.55	00.05	Assignment announcement
16.55	17.00	00.05	Closing by MC

PROGRAM SCHEDULE

DAY 4 (23 September 2021)

Time (UTC+7)		Duration	Activities
13.00	13.05	00.05	Opening program by MC
13.05	13.50	00.45	Panel discussion with enterprises <ul style="list-style-type: none">• Students are divided into several groups then identify the issue and find the solution out to help enterprises (project based)
13.50	14.35	00.45	Mentoring with the lecturers related
14.35	15.00	00.25	Closing by MC

PROGRAM SCHEDULE

DAY 5 (24 September 2021)

Time (UTC+7)		Duration	Activities
13.00	13.05	00.05	Opening program by MC
13.05	13.35	00.15	Group 1 presentation
13.35	13.50	00.15	QnA session
13.50	14.05	00.15	Group 2 presentation
14.05	14.20	00.15	QnA session
14.20	14.35	00.15	Group 3 presentation
14.35	14.50	00.15	QnA session
14.50	15.05	00.15	Group 4 presentation
15.05	15.20	00.15	QnA session
15.20	15.35	00.15	Group 5 presentation
15.35	15.50	00.15	QnA session
15.50	16.05	00.15	Group 6 presentation
16.05	16.20	00.15	QnA session
16.20	16.50	00.30	- Cultural exploration - Announcement of best participants
16.50	17.00	00.30	Closing program