

# SMART MANUFACTURING AND SUSTAINABLE ENGINEERING TECHNOLOGY FOR THE RUBBER INDUSTRY



**CHAIRMAN**  
YB DR. DAROYAH BINTI ALWI  
MALAYSIAN RUBBER COUNCIL



**CHIEF EXECUTIVE OFFICER**  
YBRS. EN. NOR HIZWAN BIN AHMAD  
MALAYSIAN RUBBER COUNCIL

## OBJECTIVE

Demand for quality products, efficient production process and scarcity of resources are some of the major issues faced by the manufacturing industry. To meet the challenge, smart manufacturing is one of the methods in pursuing a more sustainable activity. It combines data-driven method, accessible technology and human creativity to reduce waste and increase efficiency. This can be processed through artificial intelligent techniques to assist with making the right decisions, leading to improved manufacturing and distribution of goods.

Smart and sustainable manufacturing will help reduce waste within the company as well as across the sector supply chain. Apart from wastage, environmental impact will also be minimised via reduced energy consumption. Manufacturing design of new/enhanced energy-efficient machine tools, process and scheduling are critical in addressing the product lifecycle and meeting the ever-changing need of modern manufacturing.

<b>DATE</b>	15 JUNE 2022
<b>TIME</b>	9.00 am - 4.00 pm
<b>VENUE</b>	Aloft KUALA LUMPUR SENTRAL
<b>FEE</b>	Admission is <b>FREE</b>



# Tentative Programme

8.30 am Arrival and Registration of Participants (morning refreshments will be served)

9.00 am Doa Recital

9.10 am Welcoming Remarks by YB Dr. Daroyah Alwi, Chairman of Malaysian Rubber Council

9.20 am Dr Mohd Shahrul Azmi bin Mohamad Yusoff

Director of Industrial Centre of Innovation in Smart Manufacturing of SIRIM Industrial Research, SIRIM Berhad



Smart Manufacturing - The Inevitable Solution to Production

9.50 am Lee Boon Teck

Honorary Treasurer of Malaysia Automation Technology Association (MATA)



Smart Manufacturing & Industry 4.0 - What is Practical & Essential

10.20 am Mr Anthony Ng

Chief Executive Officer of Malaysian Institute of Technology Academy (MITA)



Smart Intelligent Manufacturing Metaverse (Digital Twin)  
Talent Development with Rubber Industry Sustainable Development Goals (SDGs)

10.50 am Morning Coffee Break

11.10 am Ir. Ts. Zaim Azyze

Senior General Manager, System Application and Technology Division of Malaysia Automotive, Robotics and IoT Institute (MARII)



Industry 4.0 Readiness Assessment Sharing Session

11.40 am Ms Mastura Ishak

Principal Researcher of Malaysian Industry-Government Group of High Technology (MIGHT)



Overview of Blockchain's Role in Enhancing Competitiveness of Malaysian Rubber and Agri-based Commodity Industries

12.10 pm Mr Tham Kok Tong

CTO of Ashisuto Global Technologies Sdn Bhd



ESG Driven Digital & Sustainable Business Transformation



12.30 pm Lunch

1.30 pm

Dr Halim Shah Dato Hamzah

Managing Director of RESPECT Sdn Bhd

Demystifying the Journey Towards Smart Operations



2.30 pm

Mr. Johannes Steininger

SemperMed Latexx Partners

The SemperMed Way - Data Driven Continuous Improvement



2.50 pm

Mr. Reinhart Zimmermann

Commercial Counsellor of Austria and Head of Advantage Austria in Kuala Lumpur

Industry 4.0 and Sustainable Technological Solutions from Austria



3.10 pm

Ms Esther Lai

Assistant Director, Research and Information Services Division of Japan External Trade Organization (JETRO)

An introduction to the Malaysia-Japan Collaboration on Smart Manufacturing



3.40 pm

Mr. Anton Navarro

Head of Bosch Thermotechnology of Bosch Malaysia

High Efficiency Boilers for Smart and Sustainable Manufacturing



4.00 pm

End of Briefing (afternoon refreshments will be served)

## How To Register

Please log on to [www.myrubbercouncil.com](http://www.myrubbercouncil.com) and register online [HERE](#)

For more details or any query, you may contact us at 03-2782 2100 or email to:



Nurhaiza ([nurhaiza@myrubbercouncil.com](mailto:nurhaiza@myrubbercouncil.com))  
Muhammad Alif ([alif@myrubbercouncil.com](mailto:alif@myrubbercouncil.com))

