



Dear Members of the Rubber Industry,

Warm greetings from the Malaysian Rubber Council (MRC)!

MRC is pleased to extend an invitation to participate in our online specialized briefing titled ***The Way Forward for the Rubber and Rubber Products Industry.***

The briefing will be held on 27 July 2021 from 10am to 1.30pm and complimentary for all MRC registered members of the rubber industry.

How to Register

Please log on to www.myrubbercouncil.com and register online **HERE**

For Inquiry

For more details or any query, you may contact us at 03-2782 2100 or via email and mobile, Nurhaiza Abdul Hamid (nurhaiza@myrubbercouncil.com, 012-2114496) Muhammad Alif Afiq (alif@myrubbercouncil.com, 013-4497818)

About the Briefing

Klaus Schwab, Founder and Executive Chairman of The World Economic Forum, famously quoted: *“We must develop a comprehensive and globally shared view of how technology is affecting our lives and reshaping our economic, social, cultural and human environments. The Fourth Industrial Revolution goes way beyond business as usual”*. The specialized briefing is aimed to create awareness and focus on the technologies available for adoption by the rubber products industry primarily in areas of Industry 4.0, latest technology and development, advanced automation and smart manufacturing systems and applications. MRC is collaborating with Malaysia Automation Technology Association to share knowledge and experience from other industry sectors on specialized topics applicable and relevant to the rubber industry.

As part of the promotional efforts of the Fund for Automation and Green Technology, a funding programme by MRC to assist the manufacturers, the briefing will provide information and updates on the Fund in support of the adoption towards automation, smart manufacturing and green technology.

The Programme

9.15am	Online Registration is Opened	
10.00am	Welcome Remarks by Mr Nurul Islam, CEO of MRC	
10.15am	Introduction to Malaysia Automation Technology Association (MATA) by Mr Tiong Khe Hock, President of MATA and Managing Director of Omron Electronics Sdn Bhd	
10.20am	<i>“A Roadmap Towards Industry 4.0 for the Malaysian Rubber Industry”</i> by Mr Lee Boon Teck, Treasurer of MATA and Managing Director of Pc Automation Sdn Bhd	
10.50am	<i>“Smart Energy Consumption through Energy Efficiency Solution”</i> by Alex Lee Jian Xiong, Business Unit Manager WEG South East Asia Sdn Bhd	
11.20am	<i>“Moving Towards Unmanned End of Line Packing Automation for Medical Gloves”</i> by Mr Chester Tan, General Manager of AFA Technologies Sdn Bhd	
11.50am	<i>“IR4.0: Pandemic Upskilling and Reskilling Incentive”</i> by Mr Anthony Ng, Vice President of MATA and CEO of Malaysian Institute of Technology (MIT) Academy Sdn Bhd	
12.20pm	<i>“Fund for Automation and Green Technology: Supporting Rubber Products Industry Towards Sustainable Transformation”</i> by Mr Hezri Mustapha, Director of Corporate Planning & Research, MRC	
12.50pm	Q&A Session	
1.30pm	Photo Session and End of Briefing	