

**9th AUGUST 2018
KUALA LUMPUR, MALAYSIA**

ORGANISED BY:



GLOBAL BUSINESS SERVICES NETWORK

GLOBAL BUSINESS SERVICES (GBS) FORUM SERIES 2018

**AI, CHATBOTS, DIGITISATION, MILLENNIALS
WHAT DOES THE FUTURE HOLD?**

REGISTER NOW!

Email: gbsforum@wordlabs.com.my
Call: +603 7880 4200 (Nadia or Tamyne)
Website: www.gbsforum.com



GBS CHANNEL



OFFICIAL PARTNER:



MEDIA PARTNER:



About Global Business Services Network (GBSN)

The Global Business Services Network (GBSN), a regional business platform created by Wordlabs Global in association with key industry partners, enables the business and sourcing community regionally to meet and discuss Global Business Services, sourcing trends and to explore opportunities for developing the industry in Asia.

GBSN consists of the GBS magazine and the GBS Forum Series – combining our expertise in both media and industry specific events. Leveraging our strength in media relations, GBSN through Wordlabs has positioned itself as a leader within the GBS industry ensuring continued thought leadership through our events with forums and discussions on the latest trends incorporating knowledge sharing within the industry.

GBS Network also provides solutions for our partners and clients by providing services the likes of GBS Events, which organises events commissioned by industry stakeholders specifically modelled according to their needs with GBS Media and GBS PR services completing the comprehensive suite of offerings.



What They Say: Global Business Services (GBS) Forum



"AS MORE COMPANIES ARE LEVERAGING ON GBS STRATEGIES TO ALIGN THEIR BUSINESS OBJECTIVES AND OBTAIN ECONOMIES OF SCALE, IT IS VITAL TO HAVE A NEUTRAL STAGE TO ACCESS BEST PRACTICES AND REAP INDUSTRY OPPORTUNITIES."

Rob Cayzer
(Director, Frost & Sullivan)



"DUE TO THE DIVERSE RANGE OF PARTICIPANTS AT THE FORUM, IT ALLOWS US TO BENCHMARK OURSELVES AGAINST OUR PEERS AND TO TAP INTO BEST PRACTICES AND INNOVATIVE SOLUTIONS FROM INDUSTRY EXPERTS AND THOUGHT LEADERS TO OVERCOME CHALLENGES WE FACE."

Zulfiqar Zainuddin
(Managing Director, i2M Ventures)



"THE EVENT HAS INDEED SUCCESSFULLY SET THE STAGE FOR COMPLEX CONVERSATIONS WITH REGARDS TO THE GBS INDUSTRY."

Bobby Varanasi
(Chairman & CEO, Matryzel Consulting)



"GBS FORUM HAS SUCCESSFULLY CREATED A SOLID STAGE FOR INTERACTION WITHIN THE BUSINESS COMMUNITY TO SHARE KNOWLEDGE AND GAIN BEST PRACTICES."

Tony Collingridge
(OBE, British High Commission Kuala Lumpur Director of Trade and Investment)



"IT'S A RELEVANT FORUM FOR BOTH BUSINESSES AND SERVICE PROVIDERS. THIS IS THE PERFECT PLATFORM TO GET BOTH PARTIES TOGETHER AND HIGHLIGHT THE VALUE PROPOSITION THAT EACH SHOULD BRING TO THE TABLE."

Richard YM Seng
(AIG Regional Head - Asia Pacific Global Vendor & Business Partner Services)



"DUE TO THE MIX OF POLICY MAKERS, INFLUENCERS, THOUGHT LEADERS, VENDORS AND BUYERS THAT ATTEND THE GBS EVENTS, THE OPPORTUNITY EXISTS FOR THE INDUSTRY TO BE ABLE TO VOICE ITS CONCERNS AND TO BE ABLE TO INFLUENCE THE OUTCOMES THEY ARE LOOKING FOR."

Rishesinger Ramasamy
Head, Malaysia Engineering Centre,
BAE Systems



"PRIMARY BENEFIT OF THE GBSN EVENT IS THE SHARING OF KNOWLEDGE AND BEST PRACTICES. WITH PRACTITIONERS GETTING TOGETHER TO TALK ABOUT THEIR CHALLENGES AND THE SOLUTIONS THEY HAVE IN PLACE. THESE CONVERSATIONS WILL IMPROVE THE INDUSTRY AS A WHOLE AND THOSE INVOLVED IN IT."

David Hand
Director of Global Business Services (ACCA)



"THE GBS EVENT IS VERY BENEFICIAL TO THE INDUSTRY, BOTH FROM A CLIENT AND A BUSINESS POINT OF VIEW AS DIFFERENT INDUSTRIES ARE LOOKING FOR ROBUST END-TO-END SOLUTIONS AND NEW TECHNOLOGIES THAT ARE AVAILABLE TO SATISFY THEIR BUSINESS NEEDS."

Nickolay Georgiev
Head of Billing Europe (DHL)



"THE GBSN FORUMS BRING A LOT OF VALUE TO THE GBS INDUSTRY IN MALAYSIA AND THE REGION. THE FORUM GIVES PARTICIPANTS AN OPPORTUNITY TO EXCHANGE THOUGHTS, IDEAS AND CHALLENGES, POTENTIALLY LEADING TO COLLABORATIVE SOLUTIONS, FOR THE BENEFIT AND ADOPTION BY THE GBS INDUSTRY."

Hew Wee Choong
(Malaysia Digital Economy Corporation (MDEC), Vice President, Investment and Industry Development)



"GBSN IS AN EXCELLENT PLATFORM AS IT BRINGS EVERYONE UNDER ONE ROOF, ACROSS THE VALUE CHAIN, FROM THE SUPPLIERS TO THE BUYER, TO THOUGHT LEADERS. THIS EVENT REALLY HELPS YOU TO CONNECT THE DOTS. IT IS AN EXCELLENT INITIATIVE TAKEN BY GBSN AND I WOULD ENCOURAGE YOU TO TAKE THIS GLOBAL AS YOUR MARKET LIES OUTSIDE MALAYSIA."

Gaurav Dua
Global Senior Vice President of Consulting,
Frost & Sullivan



A SOLID PLATFORM BUILT TO ENABLE THE BUSINESS COMMUNITY IN THE REGION TO GATHER, DISCUSS ON GLOBAL BUSINESS SERVICES TRENDS AND EXPLORE OPPORTUNITIES.

WHAT IS THE GLOBAL BUSINESS SERVICES (GBS) FORUM?

GBS Forum event series (gbsforum.com) is intended to create a solid and neutral platform together with public and private players and stakeholders to enable the business community in the ASEAN region to gather and discuss global business services trends and shifts in business technology.

Today it is all about transforming the way business is done by leveraging global opportunities to deliver solutions across many locations and platforms. It is also about ensuring that hitherto discrete business models (like shared services operations and outsourcing) are cohesively leveraged within the context of a global business services framework.

But what do these global business service structures look like? And how will they evolve to support and enhance the businesses that they operate or serve?

As we draw the curtain down on the era of commoditised services and outdated business models – it is vital that vendors ensure their continued relevance in a global world that only recognises corporate meritocracy and not patronage.

On the Shared Services segment – how can these entities find ways to further enhance their operations? How about organisations who are left behind in this global services game – is it ever too late to get on board?

Events under the GBS Forum series seek to find answers to pertinent matters within the Global Business Services sector and at the same time create a solid platform for the uninitiated to get the right information and latest trends, besides setting the stage for interaction within the business community to share knowledge and debunk myths.

Are You Ready?

The intensity of changes in the GBS sector have impacted all industries, including global sourcing. Traditional models that thrived on input-factor sophistication are being seen as increasingly irrelevant in the face of transcendental shifts in business models, marketplace complexities and consumer expectations. The uncertainty faced by organisations is unprecedented. Expectations from the sourcing industry have invariably shifted from being fringe provisioning entities to collaborative and co-creation partners. The term Global Business Services (GBS) encompasses all of this and much more. Is the sourcing industry ready to address these impacts?

AI, CHATBOTS, DIGITISATION, MILLENNIALS – WHAT DOES THE FUTURE HOLD
09 AUGUST, THURSDAY 2018 – KUALA LUMPUR



Why Attend?

FOR CUSTOMER ORGANISATIONS:

Learning, Interactions, Networking, Best practices

FOR VENDORS & ENABLING AGENCIES:

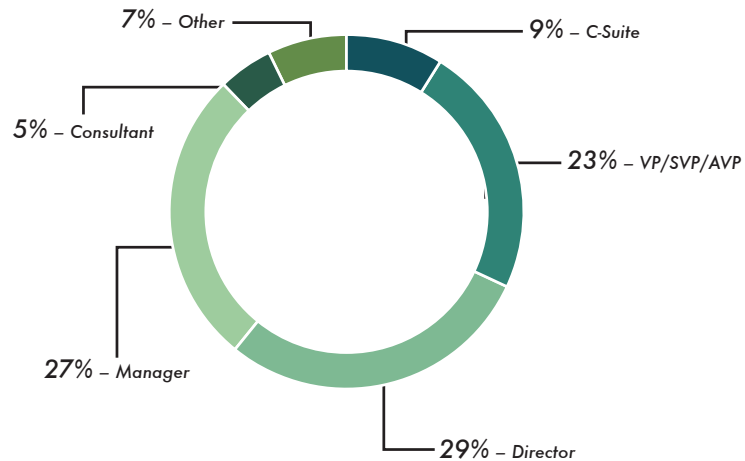
Positioning Opportunities; Value Selling; Case Studies & Access to Marketplace

FOR SOURCING ADVISORS & INDUSTRY OBSERVANTS:

Expert Insights

ATTENDEE ROLES

Audience: Line of Business Mangement



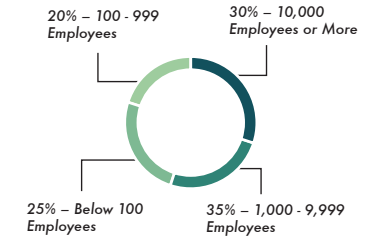
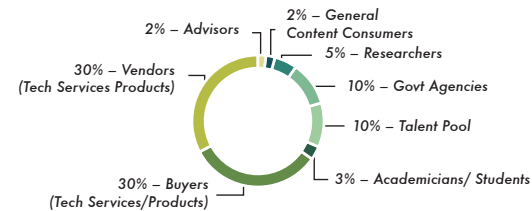
ATTENDEES

200+

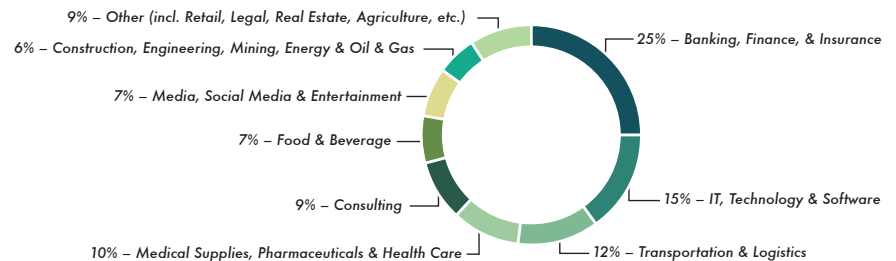
COMPANIES

120+

"CONTROLLED CIRCULATION TO A VERY SPECIFIC GROUP."



INDUSTRY BREAKDOWN



Agenda

AI, CHATBOTS, DIGITISATION, MILLENNIALS – WHAT DOES THE FUTURE HOLD EVENT PROGRAMME – 09 AUGUST, THURSDAY 2018 – KUALA LUMPUR

08:00 – 08:30	Registration & Welcome Refreshments
09:00 – 09:15	OPENING REMARKS Sriharan Vellasamy – CEO, Wordlabs Global Sdn Bhd / Chairman, GBS Forum
09:15 – 10:00	SPEAKER 1 Blockchain for Business Blockchain is helping reshape industries as varied as finance, healthcare, government and manufacturing. Reimagine your key business processes using this technology as it continues to evolve and be used in more innovative ways.
10:00 – 10:45	PANEL DISCUSSION 1 Chatbots – how far can we go with AI Chatbots, fueled by Artificial Intelligence (AI) are dramatically changing businesses, and, are becoming a viable customer service channel. AI has come a long way in recognizing the content – and context – of customers' requests and questions. However, these systems have a long way to go as they continue to improve – just how far is the question.
10:45 – 11:00	Morning Tea & Networking

Agenda

11:00 – 11:45	<p>SPEAKER 2</p> <p>Merging AI functionality with (cloud) robotics</p> <p>The merging of AI into robotics expands the robots' functionalities from simple state machines to smart gadgets capable of recognition, analysis, and response. Yet, due to the intensive computation and data storage required for AI applications, robots constantly need upgrading to avoid latency and performance degradation. Cloud robotics promises to provide the agility and efficiency of AI in the robotics industries allowing not-necessarily-intelligent robots handle tasks much more difficult than permitted by their built-in hardware by offloading their data storage and processing to the cloud infrastructure. Join the discussion to see how this innovation can benefit you and your business.</p>
11:45 – 12:15	<p>SPEAKER 3</p> <p>Cybersecurity and fraud within the SSC</p> <p>Does your organization have information? Obviously, the answer is "yes." What many companies are quickly realizing is that having information—especially sensitive customer information—makes them a target with the volume of new phishing attacks being reported at a staggering one every 30 seconds. Join us to hear what can be done to protect your employees from being targeted, as they are the most likely point of attack on your business.</p>
12:30 – 13:00	<p>PANEL DISCUSSION 2</p> <p>Making Millenials your greatest asset – future proofing your team</p> <p>Digital natives, better known as millennials, have earned a rather unfavorable reputation for being entitled and lazy. However, recent articles have debunked misconceptions, claiming instead that millennials have the potential to be the most hardworking demographic in today's workforce—as long as they have a workplace that matches their needs. Millennials are constantly changing the existing paradigm of work, and there is no stopping them. Today, as evolving end-user experiences drive the need for faster and smarter enterprises, digital natives are making it clear that integrating the latest technologies into the workplace is the way to go.</p>
13:00 – 14:00	<p>Lunch & Networking Break</p>

Agenda

14:15 – 15:00	<p>SPEAKER 4</p> <p>CX strategies – Customer first strategies for the back office</p> <p>Contact centre's everywhere are concerned about how to improve customer experience and increase operational efficiency. A common misconception is that the contact centre has to deliver 'delightful' interactions and 'wow' customers. While there is a place for such over-the-top experiences, research shows there are better ways to achieve the twin objectives of improved experience and efficiency.</p>
15:00 – 16:00	<p>PANEL DISCUSSION 3</p> <p>Improve cash flow: tried and tested methods to improve it and how SSC's can support it</p> <p>There is no quicker way to get the attention of Senior Management then by generating cash and the good news is there are so many ways to do it. Some tried and tested methods include – generating cash through earlier payments: how can you negotiate with suppliers to get what you want –automating credit, collections, dispute resolution and cash application to name but a few.</p>
15:45 – 16:30	<p>SPEAKER 5</p> <p>Utilizing Social Media and Apps for a More Mobile Workplace</p> <p>SMAC or social, mobile, analytics and cloud are innovative concepts of four different technologies that rule the modern business. SMAC is a powerful ecosystem that can improve the operation of a business and can help create an engaged customer and employee base without breaking the bank. Sit in on the discussion and learn how your stakeholders, both employees and customers are expecting more flexibility in interacting with your business.</p>
16:30 – 16:45	<p>SPEAKER 6</p> <p>Next generation of SS's – adding value</p> <p>Shared Services Organisations (SSO's) will have to change if they want to continue delivering value. Shared services are no longer a business case only for labour, infrastructure and cost arbitrage but an intrinsic part of a company's strategy to create a competitive edge. A relatively new set of high value add functions are coming into the ambit of shared services such as treasury, marketing, customer service, corporate strategy, legal etc. Come and find out what's the future for next generation SSO's.</p>
16:45 – 17:00	Lucky Draw
17:00 – 19:00	Networking cocktail

Sponsorship Opportunities

AUDIENCE

The GBS Forum event series is especially targeted towards professionals in management, C-levels and overall decision makers who are in the position to kickstart and catalyse movement, discussion and deliver impactful and powerful messages and changes to further move the industry on a positive trajectory.

KEY SPONSOR BENEFITS

Preferential access to C-level decision makers and senior management executives, key opportunities for exclusive, face-to-face prospecting with potential clients. Unique network gathering to seed future business partnerships and alliance. Opportunities to demonstrate company expertise or product excellence to a captive, target audience (Premium Sponsors only). Leverage event communications, networking and GBS magazine for targeted brand positioning, development and recognition.

SEIZE NEW BUSINESS OPPORTUNITIES AS A SPONSOR

As a sponsor, you will benefit from strategically placed, high-impact exposure to both established and new emerging industry partners and customers. Your sponsorship for the GBS Forum events is a perfect way to highlight your brand's leadership in the marketplace, and demonstrates reliability, commitment and contribution to the industry's growth.

The various sponsorship packages and tiers have been customised to meet the different corporate objectives of your organisation – from event exhibition space to collateral outreach and forum programming.



Sponsorship Package

Branding is often a major initiative for our clients who are seeking to get the message out about their offerings. As a Sponsor your firm's logo will appear alongside the leaders associated with best practices in the Global Business Services segment. GBS magazine (published by Wordlabs Global) leverages multiple media outlets including online, direct mail, email, press releases and media partnerships to publicise the event. We offer some key platforms for you to get across your brand image to our customer base and your prospects.

PLATINUM SPONSOR – INVESTMENT: MYR 75,000(1 OPPORTUNITY)	
The Offerings:	
a.	1 Keynote Speaking slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted)
b.	Fifteen (15) complimentary EVENT seats (worth MYR 30,000)
c.	1–page advertisement in The GBS magazine (worth MYR 9,000)
d.	4–page Interview feature with a senior level executive in the GBS magazine (worth MYR 36,000)
e.	Organisation logo will be prominently displayed on all relevant marketing collaterals
f.	Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsor)

GOLD SPONSORS – INVESTMENT: MYR45,000(2 OPPORTUNITIES)	
The Offerings:	
a.	1 Keynote or Plenary Panel speaking slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted)
b.	Ten (10) complimentary EVENT seats (worth MYR 20,000)
c.	Complimentary 1–page advertisement in the GBS magazine (worth MYR 9,000)
d.	2–page Interview feature with a senior level executive in the GBS magazine (worth MYR 18,000)
e.	Organisation logo will be prominently displayed on all relevant marketing collaterals
f.	Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsor)

Sponsorship Package

SILVER SPONSORS – INVESTMENT: MYR 30,000 (3 OPPORTUNITIES)

The Offerings:

- | | |
|----|---|
| a. | One (1) Panel Speaking or Case Study Presentation slot at EVENT (Speaker must be a senior level executive. Sales pitches are not permitted) |
| b. | Five (5) complimentary EVENT seats (worth MYR 10,000) |
| c. | Complimentary 1-page advertisement in the GBS magazine. (worth MYR 9,000) |
| d. | Organisation logo will be prominently displayed on all relevant marketing collaterals |
| e. | Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsors) |

BRONZE SPONSORS – INVESTMENT: MYR 10,000 (4 OPPORTUNITIES)

The Offerings:

- | | |
|----|--|
| a. | Three (3) complimentary EVENT seats (worth MYR 6,000) |
| b. | Complimentary ½-page advertisement in the GBS magazine. (Worth MYR 4, 500) |
| c. | Organisation logo will be prominently displayed on all relevant marketing collaterals |
| d. | Inclusion of one A4 Advertising insert into delegate bags (inserts provided by sponsors) |

NETWORKING COCKTAIL SPONSOR – INVESTMENT: MYR 20,000 (1 OPPORTUNITY)

Networking Cocktail sponsorship would entail the following:

- | | |
|----|--|
| a. | Company's name and logo displayed prominently on invitation card to the Reception. |
| b. | 10-minutes Welcome Remarks. |
| c. | Permission to display banners/marketing materials during cocktail. |
| d. | Three (3) complimentary EVENT seats (worth MYR 6,000). |
| e. | Complimentary 1-page advertisement in the GBS magazine. (worth MYR 9,000). |

DELEGATE BAG SPONSOR – INVESTMENT: MYR 18,000 (1 OPPORTUNITY)

- | | |
|----|--|
| a. | Company's logo displayed on all event collaterals. |
| b. | Company's logo displayed prominently on the delegate bags. |
| c. | Three (3) complimentary EVENT seats (worth MYR 6,000). |
| d. | Complimentary 1-page advertisement in the GBS magazine. (worth MYR 9,000). |

Delegate Package

PRIMARY DELEGATE DETAILS

First Name	
Last Name	
Job Title	
Company	
Address	
City	
State/Province	
Country	
Zip/Postal Code	
E-mail Address	
Phone	

GBSN know people learn better in teams, so group bookings are available at the following discounted rate: Call us for special discount rates for groups of 10 or more.

CONFERENCE DELEGATE FEES

One standard Delegate	MYR 2,000
Three Standard Delegate	MYR 5,400
Five Standard Delegate	MYR 8,000
Seven Standard Delegate	MYR 9,100

For further details and enquiries:

Email: gbsforum@wordlabs.com.my or tamyne@wordlabs.com.my

Telephone: +603 7880 4200

Address: 617, Block D, Kelana Square, SS7/26, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia.

Option & Payment Method:

Bank Transfer/Wire

Name on Account: Wordlabs Global Sdn Bhd

Maybank Account No: 5123 5231 6754

Maybank SWIFT MBBEMYKL

Bank Address: 115-117, Block E, Kelana Park View, No.1, Jalan SS6/2, Kelana Jaya, 47301 Petaling Jaya, Selangor, Malaysia.

Complete address details of the delegate and return form after making payment so we can match this document when payment arrives in our Bank.

To be INVOICED prior to payment, complete address details and return to above

By Cheque - Please send the above invoice with payment attached to the address above within 5 days of registration.