

## Empowering Malaysian SMEs to Success



We talk real problems, solve them at the root, and provide practical case studies.

18 impactful Sessions

300+ Attendee

16+ Speakers

2 + 1 Days  
Cyberview Resort & Spa

8th & 9th September 2025  
9.00 am – 6.00 pm

Powered by iHR consulting sdn bhd

**iHR**

# The Theory Behind This Conference

This conference is designed to fix business from the inside out. We start by building strong HR and people fundamentals, the real roots of every sustainable business. From there, we layer on culture, leadership development, and the right tools (like tech and automation). This is where your people turn into the true superheroes of your business.



SME case study: Learning from those who have done it  
**This is where we show how all the principles from Day 1 come to life.**

Real Stories

Real Transformation

Real Strategies

# Conference Highlights

Opening Keynote: The Wake Up Call: Open Your Eyes, Listen to the Voice

Day 1 Morning

## Fix the Foundation



**01**

Why HR Fails in SMEs? Get Your Foundation Right: The Secret to Bulletproof Contracts

**02**

When Things Go Wrong? Managing Misconduct Before It Destroys You



**03**

Cost vs Value – Should You Outsource HR Functions or Built In-House?

**04**

Tech That Works? The AI & Automation Cheatcode for SMEs



**05**

HR Ops, Compliance & Chaos – What SMEs Are Doing Right (and Wrong) (Panel Discussion)

Day 1 Afternoon

## From Systems to People



**06**

We Paid You! And This Is All You Give? Manpower Optimization: Getting the Most from Every Role

**07**

Capacity and Capability Building  
- A Smart Talent Development Tactic



**08**

Non-Monetary Rewards That Work -  
Driving Motivation Without Costly Perks

**09**

Boss to Coach - How to Build Leaders in Every Corner



**10**

People, Performance & Productivity  
- How Top SMEs Are Winning (Panel discussion)



# Conference Highlights

Opening Keynote: The Wake Up Call: Open Your Eyes, Listen to the Voice

Day 2 Morning

## Culture & People



**01**

Case Study 1: Culture as a Growth Engine  
- How it Scaled Through People - First Values

**02**

Case Study 2: The Sterling Performance Management Matrix - Driving Performance Through Rewards



**03**

Case Study 3: Menz & Gasser's Italian Roots Took Hold on Malaysian Soil

**04**

Case Study 4: Brewing Success - The Antipodean Story on People, Culture, Growth and Grit



Day 2 Afternoon

## Business Strategy



**05**

Case Study 5: The Next Chapter Transitioning from Family Business to a Corporation

**06**

Case Study 6: From Founder to Future Succession Planning for PIK and Sustainable Growth



**07**

Case Study 7: Legacy to Listing Journey from a Family Business to IPO

**08**

Case Study 8: Beyond Blue Oceans - Charting the Path to White Sand Innovation



# Early-Bird Bonus

Only for the First 50 Participants!

## FREE DAY 3

9.00 AM - 4.00 PM

EXECUTIVE WORKSHOP ON  
“PROTECTING YOUR BUSINESS FROM  
EMPLOYMENT-RELATED RISKS & CHALLENGES”

### 01 FREE Executive Workshop (Day 3) worth RM3,000

“Protecting Your Business from  
Employment-Related Risks &  
Challenges”

Get practical tools to handle real HR  
cases, legal compliance & termination  
strategies.



### 02 FREE HR Book

### 03 Exclusive Merchandise

# What Makes This Conference Different?

01

Built from the  
inside out

02

Feels Like a  
Conversation,  
Not a Seminar

03

Strategic

## Who Should Attend?

HR Professional

Business Owners / Founders

Managing Directors

Ceo / C-suites

## Additional Conference Details Key Sessions

### HR Landscape of Malaysian SMEs

Keynote addresses and panel discussions will explore the relevance and evolution of HR in the SME sector.



### Technology, AI, and Business

Keynote addresses and panel discussions will explore the relevance and evolution of HR in the SME sector.



### Talent Attraction and Business Success

Strategies for attracting and retaining top talent in a competitive market.



### Legal Compliance and Risk Mitigation

Insights into employment legislation, compliance, and risk management for SMEs.



### Performance Management

Evaluating the impact of performance management systems on business success.



### Employee Development and Advancement

Emphasizing upskilling as a pathway to business growth.



### The Real Case Studies



HR for SME Success –  
Lean, Compliant and Productive

# Day 1

# Program Itinerary



## Opening & Keynote Address: HR Landscape of Malaysian SMEs

**9.00 AM - 9.15 AM**

Opening Speech: VIP –Invited Guest

**9.15 AM - 10.00 AM**

**Keynote Address: HR Landscape of Malaysian SMEs –Invited VIP**

*Synopsis:*

*Explore how Malaysian SMEs are redefining HR. This keynote discusses the evolving role of HR, tackles shared challenges like employee engagement and retention, and presents case studies that illustrate how strategic HR integration can drive business growth and success.*

**10.00 AM - 10.15 AM**

Morning Coffee Break

**10.15 AM - 10.45 AM**

**Topic 1: Laying The Right Foundation;  
Employment Contracts and Risk Management**

**Speaker: Ms. Rajeswari Karupiah – Sr, Partner  
of RDS Advocates and Solicitors**

*Synopsis:*

*Non-compliance of statutory obligations can cost SMEs upwards of RM 50,000 in penalties. This session provides an SME-focused legal primer on employee documentation, probation clauses, termination terms, and risk prevention.*



**10.45 AM - 11.15 AM**

**Topic 2: Workplace Misconduct &  
Termination - Managing Business Risk**

**Speaker: Mr. Dharmen Sivalingam  
– Managing Partner of DSP and Partners**

*Synopsis:*

*The session will walk through actual case studies involving misconduct in companies and show how poor documentation, lack of internal procedures, or delayed action exposed businesses to litigation and reputational damage.*

**11.15 AM - 11.45 AM**

**Topic 3: Cost vs Value – Should You Outsource  
HR Functions or Built In-House?**

**Speaker: Dr. Victor Tan – Strategic  
Change Consulting Group**

*Synopsis:*

*A recent SME benchmarking study found that outsourcing payroll and compliance reduced HR overhead by up to 45%. This session will help businesses decide which HR functions are best outsourced versus retained in-house based on their stage of growth and internal bandwidth.*

**11.45 AM - 12.15 PM**

**Topic 4: Simple AI Tech for Big Results  
– Affordable Tools to Streamline HR & Ops**

**Speaker: Mr. Roshan Thiran –  
Leaderonomics**

*Synopsis:*

*Discover how automation and AI streamline HR processes, optimize workforce performance, and drive efficiency. In fact, companies that have integrated AI into their HR functions report a 30% reduction in administrative tasks and a 25% increase in recruitment efficiency. The session features real-world examples and actionable insights tailored for SMEs, highlighting how businesses have achieved up to 40% faster onboarding times and improved employee satisfaction rates by 20%.*

**12.15 PM - 1.00 PM**

**Panel Discussion: HR Ops, Compliance and  
Challenges within SMEs**

**Moderator: Mr. Simon Benjamin  
– President of MIHRM**

*Synopsis:*

*Esteemed panelists will delve into the critical human resources challenges encountered by small and medium-sized enterprises (SMEs). They will explore strategies to ensure regulatory compliance while offering insights on boosting operational effectiveness and efficiency, empowering SMEs to thrive in a competitive landscape.*

**1.00 PM - 2.00 PM**

**Networking Lunch**

**2.00 PM - 2.30 PM**

**Topic 1: Manpower Optimization: Getting the Most from Every Role**

**Speaker: Puan Jasmiza Jamalluddin  
@ Jasmiza Solutions Sdn Bhd**

*Synopsis:*

*Drawing on productivity frameworks such as job enrichment and multi-skilling, this session explores how SMEs can realign roles to match business priorities.*

**2.30 PM - 3.00 PM**

**Topic 2: Capacity and Capability Building – a Smart Talent Development Tactics**

**Speaker: Mohd Farid Shah Mohd Basir  
- Chief People Officer of MSSB Bank Berhad**

*Synopsis:*

*Only 14% of SMEs invest consistently in staff development, yet those who do see up to 2x higher productivity per employee. This session will cover how SMEs can build internal training systems, leverage HRD Corp schemes, and drive team capability without outsourcing.*

**3.00 PM - 3.30 PM**

**Topic 3: Non-Monetary Rewards That Work – Driving Motivation Without Costly Perks**

**Speaker: Mr Koljit Singh - Vice President- Culture Transformations & Projects FGV Holdings Berhad**

*Synopsis:*

*Research shows that 69% of Malaysian SME employees are more engaged when offered flexibility, recognition, and growth opportunities. This session presents low-cost strategies such as team challenges, mentoring circles, and skill stretch assignments*

**3.30 PM – 4.00 PM**

**Topic 4: From Boss to Coach: Building Leadership at All Levels in Your SME**

**Speaker: Mr. Low Huoi Seong – Founder/Chief Coach of Opening Minds**

*Synopsis:*

*Leadership gaps are one of the top three constraints to SME scalability. This session introduces coaching models that increase staff accountability, reduce turnover, and prepare SMEs for internal succession planning—especially in lean teams where every team lead matters.*

**4.00 PM – 4.15 PM**

**Afternoon Break**

**4.15 PM – 5:30 PM**

**Panel Discussion: Driving People, Performance and Productivity**

**Moderator: Mr. Simon Benjamin  
– President of MIHRM**

*Synopsis:*

*This panel discussion explores how small and medium-sized enterprises (SMEs) can effectively drive people, performance, and productivity to achieve sustainable growth. Featuring insights from experienced leaders and experts, the session will highlight practical strategies for attracting and retaining talent, fostering a performance-driven culture, and maximizing limited resources. With a focus on real-world solutions tailored to the unique challenges of SMEs, the discussion aims to equip business owners and managers with actionable ideas to enhance team effectiveness, employee engagement, and operational outcomes.*



SME Case Studies –  
People, Culture and Business Growth

# Day 2

# Program Itinerary

**8.45 AM - 9.00 AM**

Recap of Day 1 and Overview of Day 2

**9.00 AM - 9.45 AM**

**Case Study 1: Culture as a Growth Engine  
– iMotorbike Scaled Through People-First Values**

**Speaker: Mr. Gil Carmo – Co-Founder/CEO  
of iMotorbike**

*Synopsis:*

*A deep dive into the strategic milestones behind iMotorbike's growth, examining how tailored strategies drove success.*

**9.45 AM - 10.00 AM**

Q&A

**10.00 AM - 10.15 AM**

Morning Break

**10.15 AM - 11.00 AM**

**Case Study 2: The Sterling Performance  
Management Matrix: Driving Performance Through  
Rewards**

**Speaker: En. Wan Muzamir Fitri Che Wan  
– COO of Sterling Insurance Brokers**

*Synopsis:*

*See how a structured performance management matrix has been used to align reward strategies with employee performance and driving measurable business improvements.*

**11.00 AM - 11.15 AM**

Q&A

**11:15 AM - 12:00 PM**

**Case Study 3: Menz & Gasser's Italian Roots  
Took Hold on Malaysian Soil**

**Speaker: Riccardo Boratti - CEO Menz &  
Gasser Asia (KL) Sdn. Bhd**

*Synopsis:*

*In this case study, we explore how Menz & Gasser Asia has blended tradition with innovation to establish a strong regional presence. Under strategic leadership, the company has leveraged food technology, R&D, and cultural market insights to tailor Italian excellence to Asian preferences — without compromising authenticity.*

**12.00 PM - 12.15 PM**

**Q&A**

**12:15 PM - 1.00 PM**

**Case Study 4: Brewing Success: The Antipodean  
Story on People, Culture, Growth and Grit**

**Speaker: Mr. Alun Evans – CEO of  
Antipodean Group of Companies**

*Synopsis:*

*Analyze pioneering growth strategies in competitive markets and learn how innovative approaches can transform SMEs.*

**1.00 PM - 1.15 PM**

**Q&A**

**1.15 PM - 2.15 PM**

**Networking Lunch**

**2.15 PM - 3:00 PM**

**Case Study 5: The Next Chapter - Transitioning from Family Business to a Corporation**

**Speaker: Mr. Jeremy Lim wei Chang  
– CEO of ENVO BPO Services**

*Synopsis:*

*Explore the challenges and strategies involved in evolving a family-run business into a structured corporate entity. Learn key insights from successful transitions.*

**1.00 PM - 1.15 PM**

**Q&A**

**2.15 PM - 3:00 PM**

**Case Study 6: From Founder to Future  
– Succession Planning for PIK and Sustainable Growth**

**Speaker: Mr. Anand Nadason  
– Head of Strategy and Integration PIK Films**

*Synopsis:*

*Understand how effective succession planning preserves business operations and secures long-term organizational growth.*

**1.00 PM - 1.15 PM**

**Q&A**

**4.15 PM - 5:00 PM**

**Case Study 7: Legacy to Listing – Journey from a Family Business to IPO**

**Speaker: Mr. Well Kam Lian Hooi  
– Founder/Director of VA Partners**

*Synopsis:*

*Delve into the journey from private enterprise to a public company, highlighting opportunities and hurdles during the IPO process.*



**5.00 PM - 5.15 PM**

Q&A

**5.15 PM – 6:00 PM**

**Case Study 8: Beyond Blue  
Oceans: Charting the Path to White Sand  
Innovation**

**Speaker: Mr. David KY Chua  
– Founder of Vertex Mastery**

*Synopsis:*

*This case study explores the concept of "White Sand Innovation"—a metaphor for serene, untouched opportunity areas where businesses not only lead markets but reshape them by integrating deep customer empathy, sustainability, and bold creativity. Attendees will gain insights into how forward-thinking companies have successfully charted this path, the mindset shifts required, and the frameworks that can guide others in pioneering their own white sand strategies*

**6.00 PM - 6.15 PM**

Q&A

**6.15 PM ONWARDS**

**CLOSING & BBQ SESSION**

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for further information.

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