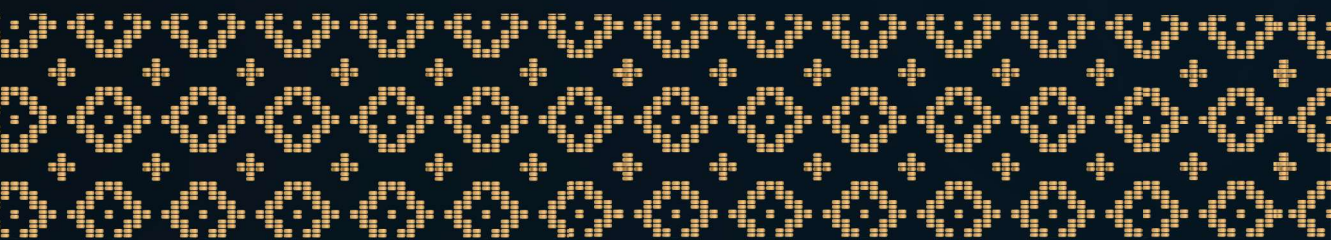




STS FORUM
ASEAN-JAPAN
WORKSHOP

TH

13 JUNE 2023 | LE MÉRIDIEN PUTRAJAYA, MALAYSIA



PROGRAMME BOOK

OFFICIAL PROGRAMME



Tuesday, 13 June 2023

Time	Agenda
9:00-9:30	Registration (Welcome Coffee & Tea)
9:30-9:40	Welcoming Remarks Mr. Atsushi Karimata , Minister and Deputy Chief of Mission, Embassy of Japan in Malaysia Tan Sri Datuk Dr. Ir. Ahmad Tajuddin Ali, FASc , Joint-Chairman (Industry), MIGHT
9:40-10:00	Opening Addresses by: Prof. Hiroshi Komiyama , Chairman, Science and Technology in Society forum (STS forum), Japan H.E. Chang Lih Kang , Minister of Science, Technology and Innovation (MOSTI), Malaysia
10:00-10:20	Keynote Speech by: Dr. Takahiro Ueyama , Executive Member of the Council for Science, Technology and Innovation (CSTI), Cabinet Office, Japan
10:20-10:40	Photo Session & Coffee Break
10:40-12:40	SESSION 1: "Building a Future Sustainable and Resilient Society: The Role of Evolving Science, Technology, and Innovation - How Can ASEAN and Japan Collaborate to Achieve a Truly Prosperous Society?" Chair: Mohd Suhaimi Ahmad Tajuddin , Deputy Director General, ASEAN Economic Community Ministry of Foreign Affairs, Malaysia Speakers: Mr. Takashi Kiyoura , Deputy Director-General, Ministry of Education, Culture, Sports, Science and Technology (MEXT), Japan Dr. Natsuko Uehara , Director, International Affairs Division, Planning Headquarters, National Institute of Advanced Industrial Science and Technology (AIST), Japan Mr. Osamu Kobayashi , Director, Department of International Affairs, Japan Science and Technology Agency (JST), Japan Prof. Tomonobu Nakayama , Director, Division of International Collaborations and Public Relations, National Institute for Materials Science (NIMS), Japan Mr. Chew Huat Seng , Managing Director, Hitachi Asia (M) Sdn Bhd, Malaysia Ts. Jonas Jeyaraj Anthony , Executive Director of Corporate Management, Manufacturing and Quality Chairman of Manufacturing Human Resource Development, Panasonic Group Malaysia Datuk Dr. Mohd Yusoff Sulaiman , President & CEO, MIGHT, Malaysia Prof. Dr. Sukit Limpijumnong , President cum Acting Executive Vice President, Industry and Community Engagement, National Science and Technology Development Agency (NSTDA), Thailand

Time	Agenda
	<p>Speakers: (continued)</p> <p>Dr. Edy Giri Rachman Putra, Acting Deputy Chairman for Human Resources of Science and Technology, National Research and Innovation Agency (BRIN), Indonesia</p> <p>Commentator:</p> <p>Datuk Ts. Dr. Mohd Nor Azman Hassan, Deputy Secretary General (Technology Development), Ministry of Science, Technology and Innovation (MOSTI), Malaysia</p>
12:40-14:10	Lunch Break
14:10-16:10	<p>SESSION 2: Science and Technology Cooperation Between ASEAN and Japan "Potential for Start-up Collaboration and Building an Innovation Ecosystem"</p> <p>Chair:</p> <p>Lilyana Abdul Latiff, CEO & CoFounder, BETA Foundation</p> <p>Speakers:</p> <p>Mr. Hidehiro Yajima, Deputy Director-General, Industrial Science and Technology and Environment Bureau, Ministry of Economy, Trade and Industry (METI), Japan</p> <p>Mr. Takashi Wada, Executive Director, New Energy and Industrial Technology Development Organization (NEDO), Japan</p> <p>Prof. Dr. Chutima Eamchotchawalit, Governor, Thailand Institute of Scientific and Technological Research (TISTR), Thailand</p> <p>Mr. Masaki Ishibashi, Founder and CEO, TOY EIGHT, Malaysia; CEO, TOYBOX CREATIONS & TECHNOLOGY SDN. BHD., Japan</p> <p>Prof. Khin Yong Lam, Vice President (Research), Nanyang Technological University (NTU), Singapore</p> <p>Dato' Abdul Rashid Musa, Group Chief Mobility & Innovation Officer / President, Aerospace, UMW Holdings Berhad, Malaysia</p> <p>Rafaiq Bakri Zakaria, Director, Strategic Delivery (Corporate Equity & Entrepreneurship), Unit Peneraju Agenda Bumiputera (TERAJU), Malaysia</p> <p>Tengku Nila Putri Tengku Ilham, Deputy Director (Technology Development Division), Malaysian Technology Development Corporation Sdn. Bhd., Malaysia</p> <p>Commentator:</p> <p>Dato' Indera Dr. Hj. Ahmad Sabirin Arshad, President and Group Chief Executive Officer, SIRIM Berhad (SIRIM), Malaysia</p>
16:10-16:40	Coffee Break
16:40-16:50	<p>Closing Remark</p> <p>Mr. Ichiro Sone, Executive Vice President, Japan External Trade Organization (JETRO), Japan</p> <p>Mr. Sadayuki Tsuchiya, Senior Adviser, Science and Technology in Society forum (STS forum), Japan</p> <p>Datuk Dr. Mohd Yusoff Sulaiman, President & CEO, MIGHT, Malaysia</p>
16:50 - 16:55	<p>Greeting Remark from the Next Host Country</p> <p>Prof. Prof. Sukit Limpijumngong, President, National Science and Technology Development Agency (NSTDA), Thailand</p>
16:55-18:00	Networking Reception

BIOGRAPHY

(Welcoming Speakers)



Mr Atsushi Karimata

*Minister and Deputy Chief of Mission,
Embassy of Japan in Malaysia*

Atsushi KARIMATA is currently the Minister and Deputy Chief of Mission, Embassy of Japan in Malaysia. He came to Malaysia in August 2022.

He graduated with a degree of Bachelor of Engineering in 1990 and Master of Engineering in 1992 from the University of Tokyo.

He joined the Ministry of Foreign Affairs of Japan in 1992. He, then, went on sabbatical in the United States in Massachusetts Institute of Technology from 1995-1997.

He served as Senior Coordinator, Global Issues Cooperation Division, in the International Cooperation Bureau in 2012. In 2014, he became the Director of Trade Licensing Division and Director of Office of Trade Licensing for Wild Animal and Plants, Trade Control Department, under the Ministry of Economy, Trade and Industry. In 2016, he was assigned to the Cabinet Secretariat, as Cabinet Counsellor at the National Center of Incident Readiness and Strategy for Cybersecurity (NISC). He served as the Director for Passport Division, Consular Affairs Bureau, Ministry of Foreign Affairs in 2018, and the Minister and Deputy Chief of Mission, Embassy of Japan in Cambodia in 2020.



**Tan Sri Datuk Dr. Ir.
Ahmad Tajuddin Ali, FASc**
Joint-Chairman (Industry), MIGHT

Tan Sri Dr. Ir. Ahmad Tajuddin is a Registered Professional Engineer with the Board of Engineers Malaysia (P.Eng) and holds fellowships in a few other engineering institutions/organizations. He graduated with First Class Honours in Mechanical Engineering from King's College, University of London in 1973 and obtained his doctorate in Nuclear Engineering from Queen Mary College, University of London in 1977. Tan Sri Dr. Tajuddin did his post-doctoral work in nuclear engineering at Oregon State University (1977-1978) and at Pennsylvania State University (1978).

Tan Sri Dr. Tajuddin is currently the Chairman of Malakoff Corporation Berhad, Linde Malaysia Holdings Berhad, ITMAX System Berhad, Malaysian Shoaiba Consortium Sdn Bhd and Plytec Holding Berhad. He is also a member of the Board of Institut Integriti Malaysia (IIM), the Joint-Chairman(Industry) of the Malaysian Industry-Government Group for High Technology (MIGHT), a government-industry think-tank for promoting high technology investments in Malaysia.

Tan Sri Dr. Tajuddin is a recipient of the "Order of The Rising Sun" award from the Government of Japan in 2018 for his contribution towards promoting economic relations between Japan and Malaysia and in 1994, he received the Japan External Trade Organisation (JETRO) Award for his contribution towards enhancing exports of Malaysian products to Japan.

BIOGRAPHY

(Opening Speakers)



Prof. Hiroshi Komiyama

Chairman, Science and Technology in Society forum (STS forum), Japan

Hiroshi Komiyama, a prominent academic, scientist and engineer and leading authority in global sustainability, became Chairman of the Institute of Mitsubishi Research Institute, Inc. in April 2009, after completing four-year presidency as the 28th President at the University of Tokyo. He obtained a PhD in chemical engineering at the University of Tokyo. In 2010, he founded the 'Platinum Society Network' to achieve a sustainable society that solves environmental, aging, educational and economic issues. In 2017, he received the Sheikh Mohammed Bin Rashid Al Maktoum Knowledge Award (Knowledge Award) for his plan for solving social

issues to create a better future for humanity, and acting as a driving force behind the effort to realize this vision, which he calls "Platinum Society". He was elected as the Chairman of the STS forum in March 2021.



H.E. Chang Lih Kang

Minister of Science, Technology and Innovation (MOSTI), Malaysia

Chang Lih Kang, born on October 23, 1980, is a Malaysian politician and current Minister of Science, Technology, and Innovation. He holds a BSc in Civil Engineering from Putra University of Malaysia (UPM) and a Master's in Public Administration from the Lee Kuan Yew School of Public Policy at the National University of Singapore (NUS). In May 2018, he became a Member of Parliament for Tanjong Malim and serves as the Deputy Whip of the People's Justice Party. He is also a member of the Parliamentary Select Committee in Infrastructure Development. Prior to his parliamentary role, Chang served as the Perak State Assemblyperson for Teja

from 2008 to 2018. He has held various positions within the People's Justice Party, including Central Committee Member, Secretary of the National Youth Wing, and Perak State Vice Chairperson. Since 2019, Chang has been the Vice President of the party. With his extensive experience and dedication to public service, Chang Lih Kang is an influential figure in Malaysian politics, working towards technological advancement and societal progress.

BIOGRAPHY

(Keynote Speaker)



Dr. Takahiro Ueyama

Executive Member of the Council for Science, Technology and Innovation (CSTI), Cabinet Office, Japan

Takahiro Ueyama is a Chief Executive Member of the Council for Science, Technology and Innovation at the Cabinet Office of Japanese Government (CSTI). The CSTI's main mission is to create a five-year basic plan for Science, Technology and Innovation (STI). Since joining the Council in 2016, Ueyama has devoted himself to expanding the national investment on academic activities in Japan, launching the 6th Basic Plan for STI amending the basic law of science and technology into a new legislation of STI, creating the Japanese Open Science

Platform, starting a Moonshot Research and Development Program, and so on. The policy initiative that Ueyama is most committed to now is to implement what is called University Endowment Fund of 10 trillion yen (\$91 billion) designed to financially support top-ranked research universities. In addition, he is interested in a new agenda such as economic security and its relation with Japanese academia.

SESSION 1

(Introduction)



“Building a Future Sustainable and Resilient Society: The Role of Evolving Science, Technology, and Innovation - How Can ASEAN and Japan Collaborate to Achieve a Truly Prosperous Society?”

Japan and ASEAN have built an unshakable cooperative relationship for peace, stability, prosperity, and development in the Asian region, with numerous achievements in this respect. Building on this, both parties must continue to bring together their strengths to drive the world economy and resolve societal issues.

With the advent of the 4th Industrial Revolution, what would be the opportunity and strategy that countries can adopt to support the B40 group? In Japan, Society 5.0 was proposed in the 5th Science and Technology Basic Plan as a future society that Japan should aspire to -- “A human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space.” Social reform (innovation) in Society 5.0 will achieve a forward-looking society that breaks down the existing sense of stagnation, a society whose members have mutual respect for each other, transcending the generations, and a society in which each and every person can lead an active and enjoyable life.

In order to achieve the full potential of a progressive society, it requires cooperation from many stakeholders and countries working together. Japan and ASEAN need to co-create and recognise the potential of its neighbours to forge strategic alliances on the back of a ‘Prosperity-Neighbour’ that promotes the concept of shared prosperity and leverage on the new wave of technology that will create new jobs and economic prosperity in the future. Striking a balance between the achievement of dynamic growth and resolution of social issues is required for building a sustainable, resilient and prosperous society.

BIOGRAPHY

(Panel Session 1)

Chairperson



Mohd Suhaimi Ahmad Tajuddin

Deputy Director General, ASEAN Economic Community Ministry of Foreign Affairs, Malaysia

Suhaimi Tajuddin is a distinguished Malaysian diplomat, currently serving as the Deputy Director General at ASEAN-Malaysia National Secretariat in the Ministry of Foreign Affairs. Previously, he held the position of Minister, Permanent et Mission of Malaysia to the United Nations in New York from 2017 to 2019, representing Malaysia in international forums and advocating for national interests. With his expertise in maritime affairs, Suhaimi served as a Director at the Maritime Affairs Department from 2015 to 2016, managing Malaysia's maritime cooperation and boundaries within the framework of international law. As the First Secretary at the Embassy of

Malaysia in Washington, D.C., in 2007, he played a crucial role in strengthening diplomatic relations between Malaysia and the United States. Throughout his career, Suhaimi has exhibited exemplary leadership, deep knowledge of international relations, and an unwavering commitment to advancing Malaysia's position in global affairs.

Speakers



Mr. Takashi Kiyoura

Deputy Director-General, Science and Technology Policy Bureau, Ministry of Education, Culture, Sports, Science and Technology (MEXT), Japan

Kiyoura Takashi was born on September 15, 1967, in Nagasaki Prefecture, Japan. He received his Master of Engineering degree from Kyushu University in 1993 and started his career at the Nuclear Safety Policy Division of the Science and Technology Agency (STA) in the same year. Kiyoura has held various roles within the STA and the Ministry of Education, Culture, Sports, Science, and Technology (MEXT), including the Director of the Division of Research Funding Administration and the Director of the Atomic Energy Division. He also worked as a First Secretary at the Permanent Mission to the

International Organization in Vienna for the Ministry of Foreign Affairs. Kiyoura's expertise in science and technology policy led him to join the Japan Society for the Promotion of Science (JSPS) as the Head of the Overseas Fellowship Division and later as the Head of Research Cooperation Division 1. He also worked at the Japan Atomic Energy Agency (JAEA) as the Deputy Director of the Office of JAEA Reorganization. In 2020, Kiyoura became the Director of General Coordination for Policy for Science, Technology, Innovation, and Atomic Energy in the Cabinet Office, and in 2021, he was appointed as the Director in the Minister's Secretariat at MEXT. As of April 2023, he is serving as the Deputy Director-General in the Science and Technology Policy Bureau.



Dr. Natsuko Uehara

Director, International Affairs Division, Planning Headquarters, National Institute of Advanced Industrial Science and Technology (AIST)

Dr. Uehara has served the position in AIST since she entered former National Chemical Laboratory for Industry after her graduation from Faculty of Science, Kobe University. As a researcher, she engaged herself in the research for materials used in Solid Oxide Fuel Cells (SOFC) using various analytical techniques and clarified the factors which control the materials stability during long term operation of SOFC modules and stacks. While she built her carrier in collaboration promotion and international affairs at AIST, she also gained experience in

corporate planning for a private company. She is in charge of IP & Standardization Promotion, Collaboration Contract, and International Affairs in Planning Headquarters.



Mr. Osamu Kobayashi

*Director, Department of International Affairs,
Japan Science and Technology Agency (JST), Japan*

Mr. Kobayashi is the Director of the Department of International Affairs at the Japan Science and Technology Agency (JST). Prior to his current position he was Director of JST's Singapore Office and Director of the Office of International Strategy. The focus of his 20-year career at JST has been promoting international cooperation, including: matched-fund bilateral and multilateral joint research for innovative scientific breakthroughs (SICORP program); joint research with like-minded funders from both North and South to drive sustainable development (SATREPS and e-ASIA programs).

His particular current interest is the UN 2030 agenda, contributing to achieving the Sustainable Development Goals through Science, Technology, and Innovation ("STI for SDGs"). He has spoken at and moderated two special sessions on the topic at recent World Science Forums, namely "Sustainable Development Goals: The future we want but can we have?" (Dead Sea, Jordan, 2017) and "Aren't we wasting time?: Creating a cooperative funding framework for more responsive research for development" (Budapest, Hungary, 2019). He is also a member of the Executive Support Group of the Global Research Council (GRC) since 2023.



Prof. Tomonobu Nakayama

*Director, Division of International Collaborations
and Public Relations, National Institute for
Materials Science (NIMS), Japan*

Tomonobu Nakayama is a Director of the Division of International Collaborations and Public Relations and is also appointed to a Deputy Director of the International Center for Young Scientists (ICYS), NIMS. He graduated and received his master's degree from Tokyo Institute of Technology (1988), and later received his PhD in physics from the University of Tokyo (1999). After working as a researcher for a private company, JRDC (now JST) and RIKEN, he joined NIMS in 2002. From 2008, he became PI of the International Center for Materials Nanoarchitectonics (MANA), and

worked extensively on the internationalization and globalization of MANA as Deputy and Administrative Director of MANA (2015-2022). In the meantime, he was also a professor at the University of Tsukuba (2004-2022). As a scientist, he specializes in nanoscale science and technology, especially atom/molecule manipulations using scanning probe microscopes and related materials science. He has received Commendation for Science and Technology by the Minister of Education, Culture, Sports, Science and Technology, Commendation for Fellow of Japan Society of Applied Physics, etc.

Speakers (continued)



Mr. Chew Huat Seng

Managing Director, Hitachi Asia (M) Sdn Bhd, Malaysia

Mr. Chew Huat Seng is currently the Managing Director of Hitachi Asia (Malaysia) Sdn. Bhd. He is responsible for the development and promotion of Hitachi's Social Innovation Business in Malaysia and Brunei. He is the first non-Japanese to be entrusted to this position since the establishment of Hitachi Asia Malaysia in 1981.

After graduated from bachelor's degree in Commerce and Finance at Hitotsubashi University, Tokyo, Mr. Chew joined Hitachi Ltd. Along his career, he has served in various positions within Hitachi group.

Mr. Chew started his career with Hitachi in 1993 in the Sourcing Department under the Home Appliance Division. In 1999, he received a year of training at Hitachi America, focusing on the research of supply chain management structure. Mr. Chew has extensive experience in international sales and marketing, particularly in energy solution business. In 2004, he was in-charge of renewable energy equipment and the energy solution business at the Industrial System Sales & Marketing Department. Subsequently in 2009, Mr. Chew was promoted as Deputy General Manager of the International Sales & Marketing Department and was heavily involved in the oil & gas sector's rotating equipment business and the energy solution business.

In 2013, he was posted to Hitachi Asia (Malaysia) Sdn. Bhd. as the General Manager of Social Innovation Business Unit and subsequently appointed as the Managing Director in 2017. Meanwhile, he is also the regional general manager of Industrial Business Group in Hitachi Asia Ltd., which covers oil & gas rotating equipment, rail system and Proton Beam Therapy (PBT) system business sector.

Mr. Chew is simultaneously appointed as the Director of Japanese Chamber of Trade and Industry Malaysia (JACTIM), and a member of the SIRIM Research Advisor Council and Adjunct Professor for Azman Hashim International Business School (AHIBS UTM).



Ts. Jonas Jeyaraj Anthony

Executive Director of Corporate Management, Manufacturing and Quality Chairman of Manufacturing Human Resource Development, Panasonic Group Malaysia

Ts. Jonas Anthony is an ex - Executive Director of Corporate Management ,Panasonic AVC Networks Kuala Lumpur and ex - Chairman of Panasonic Manufacturing Human Resource Development for Panasonic Group of Companies in Malaysia. He is a highly dynamic and well experienced Lean, Productivity and Quality Improvement professional with 32years of working experience in the manufacturing industry, in Semiconductors, Telecommunications and Home Appliances. His experience in

this industry spans across R&D, QA, Production, Industrial Engineering, Product Engineering ,Human Resource and managing a vast variety of multitude cross functional technical projects.

In addition ,he is a speaker on Digital Transformation and Smart Manufacturing in local and international conferences. Ts Jonas obtained his Bachelor of Electrical/Electronic Engineering (Hons) from Middlesex University, U.K. in 1989, Master of Science in Total Quality Management from Sheffield University, U.K. and Post Graduate Diploma in Industrial Management from Middlesex University, U.K.

He is also a Chartered Quality Professional, Chartered Quality Institute, U.K. , Chartered Engineer with the Engineering Council, U.K., Member of the Institution of Engineering and Technology, U.K. and also Professional Technologist , Malaysian Board of Technologists.



Datuk Dr. Mohd Yusoff Sulaiman

President & CEO, Malaysian Industry-Government Group for High Technology (MIGHT), Malaysia

MIGHT is a unique and premier partnership organisation in Malaysia and a powerhouse for futures thinking and knowledge advancement. MIGHT's motto is "together, we make it happen".

In advancing technology and business development for sustainable development, he focuses on elevating MIGHT as a highly connected and extensively networked organisation, regionally and globally.

MIGHT's membership in STS Forum reflects our commitment to act as a bridge and facilitating Malaysia's science and business community with the global leaders in STS. It is hope more Malaysian institutions and corporations will become more involved in supporting STS Forum programs and activities.

Speakers (continued)



Prof. Dr. Sukit Limpijumnong
*President, National Science and Technology
Development Agency (NSTDA), Thailand*

Prof. Sukit Limpijumnong is the president of NSTDA. He started his teaching career at Suranaree University of Technology, SUT and became a full professor of physics in Thailand at the age of 34. He performed many short-term research visits as a visiting professor in many world-renowned computational material labs such as NREL, ORNL. He was a vice rector of SUT for 8 years and a director of Research Center for Computation and Theory of Thailand Center of Excellence in Physics for 9 years. His life-time achievements were recognized by many national and international bodies. He was appointed as the

president of IPST and initiated many impactful projects on Thai education such as Thai KOSEN Project for establishing Japanese-style colleges of technology in Thailand.



Dr. Edy Giri Rachman Putra
*Deputy Chairman for Human Resources of Science
and Technology, National Research and Innovation
Agency (BRIN), Indonesia*

Dr. Edy Giri Rachman Putra is the Deputy Chairman for Human Resources of Science and Technology at National Research and Innovation Agency of the Republic of Indonesia (BRIN). He is an expert in the field of macromolecular physics and chemistry, prior to BRIN, he was a senior scientist on soft condensed matter at the National Nuclear Energy Agency (BATAN). He has produced several publications in the areas of molecular self-assembly and nanostructure analysis of soft matters such as polymers, liquid crystals, nanoparticles, as well as biological materials using the nuclear method, small-

angle scattering (neutron and X-ray), which have been his areas of research interest. As the Deputy for Human Resources of Science and Technology, all of the science and technology capacity building for BRIN's human resources falls under his jurisdiction, including the delivery of BRIN's Research Mobility and Degree by Research programs.

Commentator



Datuk Ts. Dr. Mohd Nor Azman Hassan

Deputy Secretary General (Technology Development), Ministry of Science, Technology and Innovation (MOSTI), Malaysia

Datuk Dr. Mohd Nor Azman Hassan is currently the Deputy Secretary General (Technology Development) of the Ministry of Science, Technology and Innovation. He oversees the policies and development of science, technology and innovation ecosystem as the catalyst for socio-economic development of the country. His previous positions were in the areas of higher education, power sector and technological development including industrial related technologies, such as renewable energy, advanced materials and manufacturing, biotechnology (including vaccine development strategy) and nanotechnology. He had extensive engagements with the industry including the start-ups and SMEs, in particular to communicate government's policies and programmes relating to STI. Datuk Dr. Azman holds a doctoral degree from Carnegie Mellon University, Pittsburgh, USA in the field of renewable energy technology and is trained in conducting Life Cycle Analysis (LCA). He is also a registered Professional Technologist (Green Technology) with the Malaysian Board of Technologist.

SESSION 2

(Introduction)



Science and Technology Cooperation Between ASEAN and Japan “Potential for Start-up Collaboration and Building an Innovation Ecosystem”

ASEAN is currently experiencing a boom in start-up launches. Like e-commerce start-ups, fintech start-ups are growing rapidly in number and attracting the attention of venture capital firms and large (digital and non-digital) enterprises. These start-ups deal with financial technology and solutions, e-commerce technology including e-payment systems, and so forth.

There are several reasons for the growth in startup launches in ASEAN, fueled by the expansion of business opportunities in the region. First, steady economic growth is boosting consumer purchasing power, leading to the emergence of a middle class. Second, the rapid spread of the Internet and smartphones has been accompanied by an increase in related business demand. Third, many social and economic issues in the region remain to be solved, which means that there are also business opportunities related to these solutions.

Given these circumstances, start-up collaboration between ASEAN and Japan offers various benefits. Cooperation between ASEAN and Japan in technological and digital start-ups can propel technological innovation and facilitate creation of new business and new industries by the private sector in the region. In addition, technological innovation by start-ups in new business areas is important for ASEAN’s long-term growth and development. Japan’s past experience in overcoming obstacles and the country’s know-how, knowledge, and technological expertise will contribute to such development. How can ASEAN and Japan collaborate in supporting tech start-ups and promote technological collaboration, and how can they create a win-win scenario for the economies of ASEAN and Japan? These are some of the key aspects to consider for generating forward-looking ideas to strengthen ASEAN-Japan cooperation.

BIOGRAPHY

(Panel Session 2)

Chairperson



Lilyana Abdul Latiff

CEO & CoFounder, BETA Foundation

Lilyana Abdul Latiff is a “CTO-For-Hire”. She helps young businesses create products on solid architecture, scalable, and yet working within constraints and limited resources that startups have. Her peers consider her lively, personable, dedicated, level-headed, with a sense of adventure. Lilyana is a spirited entrepreneur having founded several companies in her 20 years of business. Her career has carried her through diverse industries such as education, media and advertising, business consulting, product development, social media and even event management. But she has consistently infused communication and technologies in each of her venture

– setting her companies slightly apart from other industry players. She currently holds the position of CEO for BETA Foundation – which focuses on technopreneur development, SME digital transformation and cross-border market expansion.

Lilyana graduated from University of Iowa with Bachelor of Science in Computer Science and currently actively mentors several tech startups.

Speakers



Mr. Hidehiro Yajima

Deputy Director-General for Industrial Science, Technology and Environmental Policy, Ministry of Economy, Trade and Industry (METI), Japan

Mr. Hidehiro YAJIMA is Deputy Director-General for Industrial Science, Technology and Environment Policy. Since entering the Ministry of International Trade and Industry (MITI), current the Ministry of Economy, Trade and Industry (METI) in 1991, he has served on various positions such as Director for High Pressure Gas Safety Division of Commerce, Distribution and Industrial Safety Policy Group, Deputy Director-General for Technology Strategy Center of the New Energy and Industrial Technology Development Organization (NEDO), Counsellor

for Planning Headquarters of the National Institute of Advanced Industrial Science and Technology (AIST), Director-General for Economic Policy Department of Kansai Bureau of METI, and Vice President for the National Institute of Technology and Evaluation (NITE) before taking his current position.



Mr. Takashi Wada

Executive Director, New Energy and Industrial Technology Development Organization (NEDO), Japan

Mr. Takashi Wada was appointed Executive Director of the New Energy and Industrial Technology Development Organization (NEDO) effective as of October 1, 2021. From May 2015 to July 2017, he served as Vice President of Software Reliability Enhancement Center (SEC), Information Technology Promotion Agency (IPA). Following this, he served as Director of Product Safety Division, Industrial Safety Group, Ministry of Economy, Trade and Industry (METI) from July 2017 to July 2018. He also served as Director-General of Japan External

Trade Organization (JETRO) Geneva Office from July 2018 to July 2021. Mr. Wada graduated from the Graduate School of the University of Tokyo, Engineering Department in March 1993.



Prof. Dr. Chutima Eamchotchawalit

Governor, Thailand Institute of Scientific and Technological Research (TISTR), Thailand

Dr. Chutima Eamchotchawalit is a Governor of the Thailand Institute of Scientific and Technological Research (TISTR). She has taken this position from 2019 to the present. Her academic specialization is material science, ceramic science & engineering, as well as her insight on executive management skills. Before being the Governor, she was a member of TISTR's top executives. She had been a Chief Research Expert, Deputy Governor Administration, and Deputy Governor Strategies and Innovation Management, respectively. She has been recognized and invited as the advisor/committee of the other

state enterprises in Thailand and international associations and networks. She aims to drive comprehensive research, technology, and innovation that can leverage competitiveness and provide total solutions for SMEs and startups with quality standards in operations in order to achieve a sustainable society and success.



Mr. Masaki Ishibashi

Founder and CEO, TOY EIGHT, Japan; CEO, TOYBOX CREATIONS & TECHNOLOGY SDN. BHD., Malaysia

Masaki Ishibashi is the co-founder and CEO of TOY8, a company addressing the social issue by developing an AI developmental screening tool. The system, which completes on a smartphone and generates reports in the cloud, is widely used in kindergartens and hospitals. Before starting TOY8, he worked for a consulting firm where he was responsible for developing Southeast Asian business strategies for multinational companies.

Speakers (continued)



Prof. Khin Yong Lam

Vice President (Research), Nanyang Technological University (NTU), Singapore

Professor Lam Khin Yong is the Senior Vice President (Research) at NTU, where he has held various leadership roles including Acting Provost, Chief of Staff, and Dean of the School of Mechanical & Aerospace Engineering. He advocates for collaborative research and innovation partnerships between universities, industries, and public agencies, exemplified by NTU's joint labs with major partners like Continental, HP Inc, and Singtel. He played a strategic role in growing NTU's graduate and research programs, fostering partnerships with renowned universities worldwide. Professor Lam has

a distinguished background, including serving as Founding Director of the NUS Centre for Computational Mechanics and holding directorship positions in organizations such as A*STAR. He has received prestigious honors, including the French National Order of the Legion of Honour and the President's Science and Technology Medal for his contributions to research and development in Singapore. Professor Lam holds degrees from Imperial College London and MIT.



Dato' Abdul Rashid Musa

Group Chief Mobility & Innovation Officer / President, Aerospace, UMW Holdings Berhad, Malaysia

He is no stranger to the automotive industry with over 34 years of experience in the automotive field, Dato' Abdul Rashid was involved in various projects and organizations ranging from research & development and production to sales and distribution at DRB-Hicom. During his stint as the Chief Technical Officer at Proton, he held several portfolios, including being instrumental in the development of the four (4) new models launched in 2016. As CEO of Proton Edar, he played a leading role in the launching of various successful models for Proton, including the latest X70.

He joined UMW in January 2019 as President of the Manufacturing & Engineering Division, covering auto parts, lubricants and aerospace businesses. During his tenure, the new aerospace venture had a maiden profit in 2019. He also initiated various collaborations with universities and government agencies to introduce green technology products.

With his vast experience, he was appointed the Group Chief Mobility & Innovation Officer effective 1 January 2021, covering an expanded portfolio to drive and execute mobility and new product innovation as part of UMW's strategic shift. Concurrently, Dato' Abdul Rashid also heads the new standalone Aerospace Division.



Rafaiq Bakri Zakaria

Director, Strategic Delivery (Corporate Equity & Entrepreneurship), Unit Peneraju Agenda Bumiputera (TERAJU), Malaysia

Rafaiq Bakri bin Zakaria is the Director of TERAJU Strategic Delivery Division, responsible for spearheading strategic initiatives that enhance Bumiputera corporate equity and entrepreneurship, covering startups, small and medium enterprises (SMEs) and corporations by fostering economic development and empowering Bumiputera entrepreneurs in the local and international market by penetrating new strategic sectors.



Tengku Nila Putri Tengku Ilham

Deputy Director (Technology Development Division), Malaysian Technology Development Corporation (MTDC), Malaysia

Tengku Nila possesses a wealth of knowledge and skills in branding and marketing, having been attached to multinational companies such as Colgate-Palmolive, Dutch Lady and the French Groupe-SEB with brands such as Tefal and Supor, The Body Shop, Danone-Dumex, F&N Dairies,

Her current role at MTDC is to oversee 3 Departments namely MTDC Academy, 4IR Department and Technology Advisory

Services Department to add value to SMEs in terms of Capacity Building, Talent Development and Technology Solution and Adoption.

A certified trainer under the purview of the Ministry of Human Resources, Malaysia, Tengku Nila is a Lifetime Member of the Institute of Marketing Malaysia. She attained her Masters of Management from Open University Malaysia and a Bachelor of Science in Business Administration degree from Drake University Iowa, The United States of America (Marketing Major).

Commentator



Dato' Indera Dr. Hj. Ahmad Sabirin Arshad

President and Group Chief Executive Officer, SIRIM Berhad (SIRIM), Malaysia

Dato' Indera Dr Hj Ahmad Sabirin Arshad is formerly the Chief Executive Officer of Aerospace Ventures, a subsidiary of oil and gas company, UZMA Berhad. He has also held various positions in Astronautic Technology (M) Sdn Bhd (ATSB), an MOF Inc. company, where he last served as Group Managing Director/CEO from 2000 to 2019.

He is among the pioneering group of engineers involved in the development of MEASAT-1 satellite at Hughes Aircraft Company (now Boeing). He is also in the pioneering team for the development of Malaysia's first microsatellite, TiungSAT-1 which was launched into orbit on 26 September 2000. He subsequently led the team of engineers for the design, development, launch and operations of the country's second satellite, RazakSAT. Dato' Dr Hj Ahmad Sabirin is also instrumental in leading the team that provided logistics and scientific support for the launch of Malaysia's first Angkasawan to the International Space Station in 2007.

Other notable programmes that he has led include the deployment of the National Tsunami Early Warning System (Sistem Amaran Awal Tsunami Nasional), and Environmental-Friendly Radiation Detector.



Mr. Ichiro Sone

Executive Vice President, Japan External Trade Organization (JETRO), Japan

Ichiro Soné was appointed Executive Vice President of the Japan External Trade Organization (JETRO) in October, 2019. Previously He served as Director-General of JETRO Osaka, overseeing Kansai and Hokuriku region. Before Osaka, he served as Chief Executive Director of JETRO Chicago, overseeing 12 Midwestern states in the U.S. He joined JETRO in 1988 after graduating Doshisha University in Kyoto with a bachelor's degree in art and aesthetics. He has a deep knowledge on international business through working at Planning Department, Trade Fair Department and Invest Japan Department at JETRO Tokyo, and North America Bureau at Ministry of Foreign Affairs and JETRO offices in Los Angeles and San Francisco.



Mr. Sadayuki Tsuchiya

Senior Adviser, Science and Technology in Society forum (STS forum), Japan

Sadayuki Tsuchiya is Senior Adviser to the chairman, STS forum. Before that, he has completed his assignment as the Ambassador of Japan to the Republic of Peru(2018-2020). He is also former Vice Minister of Education, Culture, Sports, Science and Technology (MEXT). He had served 37 years (1979-2016) extensive administrative experience on handling various field such as Higher Education and Science & Technology including Information Technology, Space Development and Biotechnology. He had particularly focused on creating innovative industry-university collaborating research system and fostering human resource.

ABOUT STS FORUM



The explosive progress of science and technology up to the 20th century brought prosperity and enriched the quality of life for much of mankind. However, the advance of science and technology raises important ethical, safety and environmental issues: possible negative applications are threatening mankind's own future. Since progress in science and technology is expected to accelerate and will be necessary for sustainable human development in the 21st century, wisdom must be exercised to keep it under proper control.

In that sense, the most pressing problems we face today include harmonising economic development with global warming; preventing terrorism; controlling infectious diseases; and assessing the potential health benefits and ethical factors relating to cloning technology. International efforts to address these problems are needed now more than ever. This is really what symbolises the 'lights and shadows of science and technology'. Opportunities need to be taken, but the risks must also be controlled. Health, meeting energy needs, and many other aspects of human welfare are dependent on continued progress in science and technology.

At the same time, the benefits of science and technology are not reaching a major part of the world's people. The barriers to seizing the opportunities for using science and technology to solve the problems of humankind need to be discussed. Because the problems we face today are becoming increasingly complex against the backdrop of globalisation and international competition, they are beyond the control of any single country. These issues are also beyond the control of the scientific community alone, because many of the problems will find solutions through changes in social systems, international collaboration, global networks, and the building of common rules.

The time has come for not only scholars and researchers, but also policy-makers, business leaders and media leaders from all over the world to meet and discuss science and technology issues in the 21st century.

The Science and Technology in Society (STS) forum aims to provide a new mechanism for open discussions on an informal basis, and to build a human network that would, in time, resolve the new types of problems stemming from the application of science and technology. The forum community will also explore the opportunities arising from science and technology, and address how to remove the barriers to using science and technology to solve the problems facing humankind.

Forum members are expected to participate, not as representatives of their country or organisation, but as individuals expressing their own views. This forum is not necessarily a platform for specialists to unilaterally convey their knowledge, but rather an opportunity for real dialogue among peers. Participants should also undertake cross-border activities towards the establishment of shared values and commitment for the future.

The STS forum has been founded and chaired by the former Japanese Minister Koji OMI, and currently chaired by Hiroshi KOMIYAMA.

More information is available on www.stsforum.org.

ABOUT MIGHT



The Malaysian Industry-Government Group for High Technology (MIGHT) is a non-profit organisation under the monitoring and supervision of The Ministry of Science, Technology and Innovation (MOSTI). MIGHT serve as a think-tank which offers to build and drive a platform for government and industry sectors for sharing expertise, providing strategic advice in the prospecting and promoting industrial development through the strategic application of science and technology. As a partnership hub, we encourage collaboration & partnership to shape technology studies, capacity building through policy interventions, and flagship programmes to promote country development.

More information is available on www.might.org.my

ABOUT JETRO



The Japan External Trade Organization (JETRO) is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world under the jurisdiction of Ministry of Economy, Trade and Industry, Japan (METI). Established in 1958, JETRO has provided significant assistance to thousands of foreign companies, particularly small and medium-sized firms by conducting wide-ranging program to promote trade and investment with the aim of simulating both the East Asian and global economies.

In July 1998, JETRO merged with the Institute of Developing Economies (IDE); Japan's largest regional studies organization resulting in a new organization with comprehensive capabilities not only in trade and investment promotion, but also research into economic and related issues in developing regions of the world. Every possible effort to achieve all of these is made by utilizing JETRO's worldwide network, especially its offices in ASEAN countries.

In the 21st century, JETRO's core focus has shifted toward promoting foreign-direct investment into Japan and helping small to medium-sized Japanese firms maximize their global export business potential.

More information is available on www.jetro.go.jp

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