



BETTER BUSINESS SCHOOL

"Business as a Force of Doing Good"

21 - 25 JULY 2025



OUR EVENT IS JUST AROUND THE CORNER!

HERE ARE SOME IMPORTANT REMINDERS TO GET YOU PREPARED

Arrival Time: 8:00 AM – 9:00 AM.

Please arrive **at least 15 minutes** before the event start time (9:00 AM).

Light breakfast or coffee will be available.

Dress Code: Smart Casual

Event Ticket:

You may **state your name and company** at the **Registration Booth**. Kindly **keep a copy of your Ticket** (digital copy preferred) with you, just in case.

Parking/Arrival at Asia School of Business:

For Grab drop-off:

Use Asia School of Business - Main Entrance

For parking: Use **ASB Academic Parking entrance at Level G** (near Main Entrance) OR use **ASB Academic Parking entrance at Level B1** (opposite Bank Negara KTM station)

Welcome Dinner at Culinart, The MET Corporate Towers:

Address: A09-02(B), Level 9, KL Metropolis, The MET Corporate Towers, Jalan Dutamas 2, Kompleks Kerajaan, 50480 Kuala Lumpur, Federal Territory of Kuala Lumpur

After-hours Fireside Chat & Durian Party at HELP University (Day 3)

Address: ELM Graduate School, Level 5, HELP University, ELM Business School, Jalan Semantan, Bukit Damansara, 50490 Kuala Lumpur, Federal Territory of Kuala Lumpur

Final Dinner at Asia Business School (Day 5):

Address: The Restaurant @ ASB, Level 1, Asia School of Business Academic

Communication :

Any important announcements or updates throughout the event will be done in this WhatsApp loop.



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DAY 1 SPEAKERS



RIAZ SHAH

PROFESSOR OF PRACTICE - INNOVATION & LEADERSHIP | KEYNOTE SPEAKER & CONFERENCE HOST

With 40+ years at EY and Hult International Business School, Riaz Shah helps leaders navigate change through strategic thinking, innovation, and leadership development, focusing on digital disruption, global megatrends, and corporate transformation.

Title: *What will 2035 and beyond look like? What mega trends are disrupting the world?*

Learning Outcomes:

- Emerging Global Trends: Understand the unprecedented pace of change driven by technologies like AI, blockchain, and automation.
- Transforming the Future of Business: Discover how these technologies are powerfully influencing industries and business models.
- Leveraging Innovation: Learn how companies can use these innovations to enhance efficiency, drive growth, and maintain a competitive edge.
- Driving Business Innovation: Explore how integrating emerging technologies fosters innovation, creativity, and helps develop new products and explore untapped markets.
- Practical Insights: Gain practical insights from Riaz Shah's decades of experience on how to effectively adopt emerging technologies for long-term success and stay competitive.



THOMAS NG

FOUNDER & CEO OF GENASHTIM

Thomas Ng is a former international executive, is a globally recognized social entrepreneur and disability inclusion advocate, honored by the UN, YPO, and B Corp for his award-winning leadership at Genashtim.

Title: *Genashtim: Building a Business as a Force for Good*

Learning Outcomes:

- The power of courageous leadership: How conviction and resilience drive meaningful change.
- Sustainability beyond environmental impact: The role of social empowerment in business success.
- Genashtim's journey: How a commitment to inclusivity shaped a thriving global enterprise.
- Lessons in leadership: How businesses can integrate ESG principles for long-term impact.



TAN EE BENG

ESG SERVICES MANAGER AT GENASHTIM

Tan Ee Beng is a sustainability expert and advocate for the B Corporation movement, has helped countless businesses future-proof their operations. His expertise in the B Impact Assessment (BIA) has enabled companies to measure and improve their sustainability practices.

Title: *ESG & B-Corp Certification: A Framework for Sustainable Business*

Learning Outcomes:

- Understanding ESG: Why sustainability is a business imperative.
- Materiality in ESG: Identifying what matters most for different industries.
- B-Corp Certification: How it assesses and strengthens ESG capabilities.
- Practical Application: Using the BIA tool for self-assessment and improvement.



DATO DR KIM TAN

FOUNDER OF THE TRANSFORMATIONAL BUSINESS NETWORK

A renowned social entrepreneur and co-founder of the Transformational Business Network, has built a global reputation for creating impact-driven businesses. His work spans across industries, proving that profit and purpose can go hand in hand.

Title: *Courageous Leadership & Social Impact Investing: Transforming Business for Good*

Learning Outcomes:

- The essence of courageous leadership: How humility and determination drive lasting impact.
- Social impact investing: How businesses can create sustainable change beyond financial returns.
- Transformational Business Network: A model for empowering entrepreneurs in emerging markets.
- Lessons from ESG leadership: How businesses can integrate sustainability into their core strategy.



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DAY 2 SPEAKERS



KENNETH CHAN
STRATEGIC ADVISOR FOR
MCDONALD'S CHINA, AUTHOR

Kenneth Chan, the former CEO of McDonald's China, is a visionary leader who propelled the company to new heights in one of the world's most dynamic markets. Under his leadership, McDonald's China not only thrived but also redefined industry standards through innovation and strategic excellence.

Title: *McDonald's China: A Case Study in Turnaround Leadership*

Learning Outcomes:

- Turnaround Leadership: Key principles for leading a business through transformation.
- People & Culture: How leadership fosters resilience and organizational success.
- McDonald's China Case Study: Lessons from navigating rapid expansion and operational challenges.
- Sustainable Growth: How strong foundations in talent, systems, and brand strategy drive long-term success.



ANDREAS M. VOGIATZAKIS
AUTHOR, COACH, TEDX KEYNOTE SPEAKER,
MASTER NLP PRACTITIONER

A celebrated leadership coach and former CEO of Star Media Group, has spent over 30 years helping businesses and leaders unlock their potential. His expertise in mindset transformation has empowered countless entrepreneurs to scale their businesses successfully.

Title: *Agile Leadership: The Key to Personal & Organizational Success*

Learning Outcomes:

- Agile Leadership: Why adaptability is crucial in today's business landscape.
- Self-awareness & EQ: How emotional intelligence shapes effective leadership.
- Implementing Change: Strategies for leading transformation efficiently.
- Lessons from Experience: How Andreas has successfully guided businesses through crises.



DEBBIE LOO
DIRECTOR & CHIEF CULTURE
OFFICER OF LYNCH PIN

Debbie Loo has helped organizations build high-performance teams by shaping their internal culture. Her work focuses on aligning leadership behaviors with organizational values to drive results.



LOW HUOI SEONG
(PROGRAM HOST)

Founder and Chief Coach of a Leading Consultancy.

Seong specializes in corporate sustainability and aligning strategies with purpose.

Title: *Building A High Performance Corporate Culture*

Learning Outcomes:

- Culture as Strategy: Why culture is not just a soft concept but a strategic asset.
- Institutionalizing Culture: How Kian Group built systems to sustain its values and leadership ethos.
- Purpose & Values: How clarity in purpose and values drives behaviour and performance.
- Practical Frameworks: Tools and approaches for leaders to build culture intentionally.



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DAY 3 SPEAKERS



DATO' KAMARUL A. MUHAMAD
FOUNDER & GROUP CEO OF AERODYNE GROUP

Dato' Kamarul A. Muhamad leads the world's top-ranked drone services company. Recognized as a global innovator, Kamarul has disrupted industries and scaled Aerodyne to operate in over 35 countries.

Title: Aerodyne: Strategic Vision & Scaling a Global DT3 Enterprise

Learning Outcomes:

- Strategic Vision: How Aerodyne crafted a roadmap for global expansion.
- Scaling a Business: Lessons from growing a startup into a world-class organization.
- Innovation & Adaptability: How Aerodyne evolved from aerial imagery to DT3 solutions.
- Leadership in Emerging Industries: Navigating challenges in drone technology and digital transformation.



GIVA KUPPUSAMY
FOUNDER & CEO OF GK AQUA

As Founder and CEO of GK AQUA, he revolutionized Malaysia's prawn farming with biotech and AI, earning top honors for his work in sustainable, traceable food systems.

Title: GK Aqua: Strategic Foundations for Scaling an Impact-Driven Business

Learning Outcomes:

- Defining a strategic vision: How GK Aqua crafted a roadmap for industry transformation.
- Leveraging science in strategy: The role of biotechnology and genetics in aquaculture.
- Navigating challenges: Lessons from scaling operations in a competitive sector.
- Executing a long-term strategy: Balancing bold ideas with grounded execution.



VENON TIAN
GROUP CHIEF OPERATING OFFICER OF ZUS COFFEE

Venon Tian has been instrumental in the brand's meteoric rise in the competitive coffee industry. By focusing on rapid scaling and brand differentiation, ZUS Coffee has outpaced global giants like Starbucks in record time.

Title: Scaling Success: The Strategy Behind ZUS Coffee's Rise Theme: Strategy

Learning Outcomes:

- Strategic Growth: How ZUS Coffee positioned itself for rapid expansion.
- Tech-Led Innovation: The role of digital transformation in scaling operations.
- People & Culture: How leadership and company values drive success.
- Lessons in Execution: Balancing bold strategy with operational efficiency.



ANNA TEO

CO-FOUNDER AND GROUP CEO OF HERNAN CORPORATION SDN BHD

Anna Teo is an award-winning food innovator and entrepreneur who has built one of Malaysia's largest food delicacies manufacturers and exporters. She is recognized for her leadership in global market expansion and her commitment to investing in people.

Title: From Chinatown Grocers to China's Durian Queen: A Fireside Chat with Anna Teo

Learning Outcomes:

- Entrepreneurial Resilience: How Anna overcame early setbacks and built Hernan from scratch
- Strategic Expansion: Lessons from entering and thriving in the Chinese market
- Innovation & Growth: How Hernan evolved from fresh fruit exports to AI-powered IR4.0 manufacturing
- Leadership & Legacy: Building a business with purpose, sustainability, and global impact



CHAN BOON YONG
(PROGRAM HOST)

Entrepreneur and Former Investment Banker.

Boon Yong brings a wealth of experience in luxury retail and international business development.



LOW HUOI SEONG
(PROGRAM HOST)

Founder and Chief Coach of a Leading Consultancy.

Seong specializes in corporate sustainability and aligning strategies with purpose.

Title: Why Should I Do Business With You? Strategic Differentiation in Action

Learning Outcomes:

- Lessons from The Carat Club: Differentiating in a luxury market
- Strategic clarity and brand positioning in competitive industries
- Personal reflections from entrepreneurship and media leadership
- Strategic frameworks for differentiation
- How to align purpose, positioning, and execution
- Tools for leaders to sharpen their strategic edge



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DAY 4 SPEAKERS



CHAN BOON YONG
(PROGRAM HOST)

Entrepreneur and Former Investment Banker.

Boon Yong brings a wealth of experience in luxury retail and international business development.

Title: *Business Ownership Culture*

Learning Outcomes:

- Definition of Ownership Culture
- How Ownership creates real wealth
- Comparison: Top-Down vs. Ownership Culture Management



PATRICK CHEO
CEO OF ADAM KLUOO LEARNING TECHNOLOGIES GROUP

Patrick Cheo is a seasoned entrepreneur and financial strategist with decades of experience in capital efficiency and cash optimization, helping businesses unlock their full cash flow potential for sustainable growth.

Title: *Cash Optimization: The Lifeblood of Corporate Growth*

Learning Outcomes:

- Cash Optimization: Why financial discipline is essential for scaling a business.
- Funding Strategies: How businesses can secure and manage capital effectively.
- Growth & Expansion: Lessons from AKLTG's rapid rise in the education sector.
- Financial Agility: How companies can navigate economic challenges with strong cash management.



DR. SIVAPALAN VIVEKARAJAH
SENIOR PARTNER AND CO-FOUNDER OF SCALEUP MALAYSIA ACCELERATOR

Dr. Sivapalan Vivekarajah, Senior Partner and Co-Founder of ScaleUp Malaysia Accelerator, is a dedicated mentor and angel investor who empowers entrepreneurs to achieve high-growth and profitability.



AZAM MALEK AZMAN
PRIVATE EQUITY PROFESSIONAL OF NPDC CAPITAL

With over 17 years of private equity and investment banking experience across Southeast Asia, Azam Malek Azman specializes in mid-market private equity, with a focus on leading investments in the industrials, healthcare, and retail sectors.



LEE KOK WAI
MANAGING PARTNER OF CROWE MALAYSIA

Lee Kok Wai is a seasoned accountant with over 30 years of experience, specializing in auditing public-listed companies, multinationals, and insurance firms, and leading IPO engagements.

Title: *Funding Strategies for Business Growth: From Angel Investment to IPOs*

Learning Outcomes:

- Understanding funding stages: Which type of funding is most relevant at different growth phases.
- Angel investment & venture capital: How early-stage businesses secure funding.
- Private equity & IPOs: Scaling strategies for growth-stage businesses.
- Navigating funding challenges: Key considerations when engaging investors.



KENNY LIM
PRINCIPAL CONSULTANT OF CHINA DECODED

Kenny Lim, "The China Whisperer" and 6x LinkedIn Top Voice, helps global leaders decode China's mindset and strategy through his China Decoded™ keynotes, drawing on 25 years of experience across Asia.

Title: *Riding the Awakening Dragon: How to Spot the Opportunities in the New World Order*

Learning Outcomes:

- The strategic shift eastward: What China's scale and speed mean for global businesses
- Business mindset in China: How Chinese entrepreneurs think, act, and scale differently
- Real-world signals: What's already happening in China—and how it's spilling into Southeast Asia
- Southeast Asia as China's sandbox: How cities like Singapore serve as test beds for expansion
- Implications for leaders: How to become China-literate, partner wisely, and prepare for disruption



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DAY 5 SPEAKERS



DENNIS TAN

OWNER / MANAGING DIRECTOR OF
THE EVERLY GROUP

Dennis Tan is a seasoned hotelier currently managing five hotels and renowned for his ability to turn around struggling properties, consistently achieving profitability within six months. He specializes in designing and managing hotels for investors.

Title: From Strategy to Execution: The Art of Business Turnarounds

Learning Outcomes:

- Execution vs. Strategy: Why execution is the key differentiator in business success.
- Hotel Turnarounds: How Everly Group revitalizes underperforming properties.
- Operational Efficiency: Strategies for optimizing costs while maintaining quality.
- Leadership in Execution: How disciplined decision-making drives sustainable growth.



RICO HO

FOUNDER OF CRN SOLUTIONS

With over 30 years of experience, Rico Ho is a SharePoint expert and Asia Pacific ICT Awards finalist, specializing in simplifying complex processes to empower teams and drive seamless connectivity, ultimately enhancing productivity and sustainable growth through technology.

Title: The Application of AI in Scaling Your Business

Learning Outcomes:

- AI in Business Scaling: How AI enhances operational efficiency and decision-making.
- SharePoint's AI Capabilities: Leveraging intelligent automation for collaboration.
- Execution Strategies: Practical applications of AI for business growth.
- Future Trends: The evolving role of AI in enterprise transformation.



JEREMY HAN

ADVISOR TO CEO AND C-SUITES/CORPORATE
STRATEGIST FOR SCALING UP BUSINESSES

A strategy execution expert and certified Scaling Up coach, has helped countless businesses turn their ambitious plans into measurable results. With years of experience in implementing the One-Page Strategic Plan (OPSP), Jeremy knows what it takes to align teams and achieve goals.

Title: Scaling Up: A Practical Workshop on Business Growth

Learning Outcomes:

- Scaling Up Fundamentals: Understanding the four key pillars—People, Strategy, Execution, and Cash.
- Growth Challenges: Identifying common obstacles and how to overcome them.
- Execution Discipline: How to implement Scaling Up principles effectively.
- Case Studies & Application: Real-world examples of successful Scaling Up strategies.



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WELCOME DINNER

AT CULINART, THE MET CORPORATE TOWERS
20 JULY 2025, SUN

TIME (MY)	TOPIC / ACTIVITY
6:00 PM	REGISTRATION & NETWORKING
7:00 PM	Welcome Dinner with the BBS Founders starts!
8:00 PM	Keynote Speech by Riaz Shah
8:45 PM	END

COURAGEOUS LEADERSHIP DAY 1 | 21 JULY 2025, MON

TIME (MY)	TOPIC / ACTIVITY
8:00 AM	BREAKFAST & REGISTRATION
9:00 AM	Riaz Shah Opening Keynote: What will 2035 and beyond look like? What mega trends are disrupting the world?
10:30 AM	AM Break
11:00 AM	Thomas Ng Genashtim: Building a Business as a Force for Good
12:30 PM	Lunch
1:30 PM	Tan Ee Beng ESG & B-Corp Certification : A Framework for Sustainable Business
3:00 PM	PM Break
3:30 PM	Kim Tan Courageous Leadership & Social Impact Investing: Transforming Business for Good
5:00 PM	END
Reminder : Flexibility should be expected on the AM/PM BREAK timing. To ensure your best experience and engagement, no mobile phones or laptops are allowed in the class.	



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PEOPLE DAY 2 | 22 JULY 2025, TUE

TIME (MY)	TOPIC / ACTIVITY
8:00 AM	BREAKFAST & REGISTRATION
9:00 AM	Andreas M. Vogiatzakis Agile Leadership: The Key to Personal & Organizational Success Part 1
10:30 AM	AM Break
11:00 AM	Andreas M. Vogiatzakis Agile Leadership : The Key to Personal & Organizational Success Part 2
12:30 PM	Lunch
1:30 PM	Debbie Loo & Low Huoi Seong Building High Performance Corporate Culture
3:00 PM	PM Break
3:30 PM	Kenneth Chan McDonald's China: A Case Study in Turnaround Leadership
5:00 PM	END
Reminder : Flexibility should be expected on the AM/PM BREAK timing. To ensure your best experience and engagement, no mobile phones or laptops are allowed in the class.	

STRATEGY DAY 3 | 23 JULY 2025, WED

TIME (MY)	TOPIC / ACTIVITY
8:00 AM	BREAKFAST & REGISTRATION
9:00 AM	Dato Kamarul A Muhamad Aerodyne: Strategic Vision & Scaling a Global DT3 Enterprise
10:30 AM	AM Break
11:00 AM	Giva Kuppusamy GK Aqua: Strategic Foundations for Scaling an Impact-Driven Business
12:30 PM	Lunch
1:30 PM	Chan Boon Yong & Low Huoi Seong Why Should I Do Business With You? Strategic Differentiation in Action
3:00 PM	PM Break
3:30 PM	Venon Tian Scaling Success: The Strategy Behind ZUS Coffee's Rise
5:00 PM	END
Reminder : Flexibility should be expected on the AM/PM BREAK timing. To ensure your best experience and engagement, no mobile phones or laptops are allowed in the class.	



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AFTER-HOURS FIRESIDE CHAT & DURIAN PARTY

AT HELP UNIVERSITY, ELM BUSINESS SCHOOL, LEVEL 5
23 JULY 2025, WED

TIME (MY)	TOPIC / ACTIVITY
6:00 PM	ARRIVAL AND NETWORKING
6:30 PM	From Chinatown Grocers to China's Durian Queen: A Fireside Chat with Anna Teo
7:30 PM	Durian Party
8:30 PM	END
Reminder : Flexibility should be expected on the timings. To ensure your best experience and engagement, no mobile phones or laptops are allowed in the class.	

STRATEGY/CASH DAY 4 | 24 JULY 2025, THURS

TIME (MY)	TOPIC / ACTIVITY
8:00 AM	BREAKFAST & REGISTRATION
9:00 AM	Kenny Lim Riding the Awakening Dragon: How to Spot the Opportunities in the New World Order
10:30 AM	AM Break
11:00 AM	Chan Boon Yong Business Ownership Culture
12:30 PM	Lunch
1:30 PM	Patrick Cheo Cash Optimization: The Lifeblood of Corporate Growth
3:00 PM	PM Break
3:30 PM	Dr. Sivapalan Vivekarajah, Azam Malek, Lee Kok Wai Panel Discussion: Funding Strategies for Business Growth: From Angel Investment to IPOs
5:00 PM	END
Reminder : Flexibility should be expected on the AM/PM BREAK timing. To ensure your best experience and engagement, no mobile phones or laptops are allowed in the class.	



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EXECUTION DAY 5 | 25 JULY 2025, FRI

TIME (MY)	TOPIC / ACTIVITY
8:00 AM	BREAKFAST & REGISTRATION
9:00 AM	Dennis Tan From Strategies to Execution: The Art of Business Turnarounds
10:30 AM	AM Break
11:00 AM	Rico Ho The Application of AI in Scaling Your Business
12:30 PM	Lunch
1:30 PM	Jeremy Han Scaling Up: A Practical Workshop on Business Growth
3:30 PM	PM Break
4:00 PM	Tan Hui Choon (T.C.) Leadership & Music Presentation Group Harmony Exercise
5:15 PM	Low Huoi Seong & Chan Boon Yong Closing Remarks
5:30 PM	END
Reminder : Flexibility should be expected on the AM/PM BREAK timing. To ensure your best experience and engagement, no mobile phones or laptops are allowed in the class.	

FINAL DINNER

AT THE RESTAURANT @ ASB, LEVEL 1,
ASIA SCHOOL OF BUSINESS ACADEMIC
25 JULY 2025, FRI

TIME (MY)	TOPIC / ACTIVITY
5:30 PM	DINNER & NETWORKING
7:00 PM	END