

## WEBINAR on “Industry4WRD: Embrace Digital Economy – The Alibaba Model”

Jointly Organised with Consulting Engineers Special Interest Group (CESIG)  
& AER ASEAN Engineering Inspector - Manufacturing (AEI-MFG)

### Synopsis:

Malaysia has launched the National Policy on Industry 4.0 (Industry4WRD) on 31 October 2018. There are many strategies by the Ministry of International Trade and Industry (MITI) to attract Industry especially manufacturing-based SMEs to adopt Industry 4.0 technologies & processes. The target outcomes will be the higher industry contribution, more high value-added products, and continuing FDIs. *World Engineering Day* is celebrated on 4th March every year since 2020 as a UNESCO international day of celebration of engineers and engineering. IEM CESIG is organizing a series of talk in the month of March 2021 to support the World Engineering Day. In this talk, Ir. Dr. Tan will share about the digital economy in general and Alibaba's e-commerce model.



### Ir. Dr. Tan Chee Fai AMN

- Chairman, AER ASEAN Engineering Inspector on Manufacturing (AER AEI-MFG)
- Deputy Chairman, CESIG
- Technical expert, ISO/IEC Smart Manufacturing Standards Map Task Force (ISO/IEC SM2TF)
- Consultant, Malaysia Productivity Corporation (MPC)
- Member, Big Data and AI Working Group, Committee on Engineering for Innovative Technologies (CEIT), World Federation of Engineering Organizations (WFEO)
- Focus on Digital Transformation and Industry 4.0

Thursday | 5 March 2021 | 5.30 PM – 7.30 PM

Register online - Registration Fees : IEM Member RM15.00 / Non Member RM70.00