

# TALK ON SOUTH EAST ASIA PRODUCT DATA HUB

Navigating IoT Product's  
Cross Border Trade and  
Technical Compliance



**Mr. Wei Fung Nyou**



**Mr. Abdul Ghani**

**4 APRIL 2022 | 2:30 PM - 4:30 PM**

Organised by: Seniors Special Interest Group

**Registration fee**  
**Student Member: Free**  
**IEM Member: RM15.00**  
**Non-Member: RM70.00**

*BEM Approved CDP: 2 Hours*  
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## **SYNOPSIS**

Amidst the rising global uncertainties due to pandemics and rising competition of borderless trade, enterprises and business owners must proactively expand their regional presence to benefit from the growing opportunities across the Asia Pacific. Product quality assurance, conformity compliance and go-to-market excellence will be crucial. The adoption of IoT in home appliances, retail, office automation and many others has increased efficiency and business development growth. SEC Consulting states in 2020, over 8.6b things are connected to the internet with \$583b worth of marketing opportunity. IDC Report estimates that Asia Pacific spending on IoT will reach USD288b in 2021. However, the lack of IoT trade conformity, products' compliance and gaps in competent workforce are hampering the growth potential in the region. This Webinar seeks to broaden your knowledge on current cross-border trade, targeting South East Asia, as well as develop your corporate team's competencies in your product's trade conformity and compliance requirements. You will learn more on the legal framework, product technical standards, the process lifecycle from product conformity to Customs clearance and market development. In addition, we also will brief the IEM Members on the potential business expansion for their products/services to South East Asia countries. With the support of MATRADE, chamber of businesses and business network, we believe attendees will benefit in finding more business opportunities to expand your horizon.

## **SPEAKERS BIODATA**

**Mr. Wei Fung, Nyou** is a CEO of Harvestnet Sdn Bhd. He is responsible for business development in South East Asia business development ie Malaysia, Singapore, Vietnam, Thailand, Myanmar, Indonesia, Philippines and Cambodia. He is also having a HRDF TTT Certified Training, MaGIC Mentor, Virtual LearnCaster, VCL Certified and has undergone multiple trainings and qualified in Telecommunications, Medical Device Authority, ILSAS and JACO. Mr. Wei Fung also has more than 20 years of consulting and training experience and expertise areas ie SaaS solutions for eGovt compliances, business process outsourcing & optimisation and data management, Consulting on cross border trade competitiveness/ compliances for IoT related industries (Telecommunications, Medical, Automotive, Manufacturing, Consumer Goods, Retail and Good Agriculture Practices) and Trainings (Govt Regulations, Customs, Product Cycle Management) and Clients' Acquisitions (projects tenders, channels management, industry advisory for growth/change management). In addition, Mr. Wei Fung has a record of individual achievement in Projects SaaS and data management for trade compliances.

**Mr. Abdul Ghani Bin Zainal** Abidin is a COO of Harvestnet Sdn Bhd. He obtained BSc in Electronic Communication in 1983 from the University of Salford, United Kingdom. He is a Former Advisor and Consultant to SIRIM QAS International Sdn. Bhd. on telecommunication and regulations. He has more than 25 years of experience in the telecommunication field. In addition, he has more achievements in his career, ie Internal trainer for ISO/IEC 17025, ISO/IEC 17065, Communications & Multimedia Act 1998, Technical Standards Regulations 2000, Custom Act 1967, Work Procedures / Instructions, Technical Standards, Chairman for Technical Committee on Electro-magnetic Compatibility (EMC), SIRIM and Internal Quality Auditor (EMC), SIRIM. He has also been a Speaker for Government agencies and the Telecommunication industry.