

WE-C
IEM-WE Conference



WOMEN ENGINEERS 5.0

Innovating and Bridging ASEAN



BEM APPROVED CPD: 6.0
REF NO: IEM25/HQ/499/C



APPROVED DURATION:
16/09/2025 - 19/09/2026
HRD CORP SERIAL NO:
10001600096



SCAN ME

8 NOVEMBER 2025
SATURDAY
8:30 AM to 5:30 PM

MRANTI
TECHNOLOGY PARK MALAYSIA



IEM Women Engineers Section (IEM WE)



IEM Women Engineers

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Time	Agenda
8.30 AM - 9.00 AM	Registration
9.00 AM - 9.10 AM	Welcoming Remarks by Venue Partner
9.10 AM - 9.20 AM	Opening Remarks by President, The Institution of Engineers, Malaysia
9.20 AM - 9.30 AM	Opening Ceremony by Guest of Honour
9.30 AM - 9.35 AM	Token Presentation to Guest of Honour & Group Photo
9.35 AM - 9.40 AM	Introduction Video on IEM-WE
9.40 AM - 10.10 AM	Special Keynote Address from Ministry of Digital
10.10 AM - 10.15 AM	Token Presentation to Special Keynote Address & Group Photo
10.15 AM - 10.30 AM	GOH & VVIP Booth Visit
10.30 AM - 10.45 AM	Morning Tea Break and Networking
10.45 AM - 11.30 AM	Keynote Speaker #1 Emeritus Prof. Dato' Dr. Halimah Badioze Zaman FASc Title: Leadership & Capacity Building: Empowering Women Engineers 5.0
11.30 AM - 12.15 PM	Keynote Speaker #2 Ms. Nurezmy A Majid Title: The Leadership Role of Women Engineers in Shaping ASEAN
12.15 PM - 12.20 PM	Token Presentation to Keynote Speakers & Group Photo
12.20 PM - 12.30 PM	Token Presentation to Sponsors & Group Photo
12.30 PM - 1.00 PM	Students Competition Presentation
1.00 PM - 2.00 PM	Lunch Break
2.00 PM - 3.25 PM	Forum Session #1 Beauty and Brain: Beyond Borders (4 panel speakers)
3.25 PM - 3.30 PM	Token Presentation to Speakers & Group Photo
3.30 PM - 3.45 PM	Afternoon Tea Break and Networking
3.45 PM - 5.10 PM	Forum Session #2 Future-Ready ASEAN: Shaping Tomorrow with Style (4 panel speakers)
5.10 PM - 5.15 PM	Token Presentation to Speakers & Group Photo
5.15 PM - 5.20 PM	Closing Remarks by Chair, IEM Women Engineers (WE) Section

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Registration Fees

CATEGORY	REGISTRATION FEE ONLINE (via IEM website) or NORMAL (via email) (all fees are <u>not</u> inclusive of SST 8%)	
	RM	RM (HRD CORP SERIAL NO: 10001600096)
IEM Student Members	250.00	300.00
IEM Members	550.00	660.00
Non IEM Members	750.00	900.00
ASEAN	USD	
AER Members (all categories)	150	



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Below Registration is STRICTLY by via EMAIL CORRESPONDENCE ONLY

Group Registration (02 - 05 participants)	5% Discount
Group Registration (06 - 10 participants)	7% Discount
Group Registration (11 participants and above)	10% Discount

For registration and more info, contact IEM Secretariat Ms. Siti Aisyah
at 03-7890 0133 or email at sitiaisyah@iem.org.my



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Hi-Tech with a Human Touch: Empower Development Across Borders

This conference focuses on the advancement of engineering technology and digital transformation through a dynamic and unconventional human-machine collaboration. It aims at building a future and leading the way in automation, sustainability, and digital transformation, while shaping a smarter and stronger Women Engineers for ASEAN.



Forum #1

Beauty and Brain: Beyond Borders

Innovation knows no boundaries and neither should opportunity. This creates empowerment, creativity, and the transformative use of Artificial Intelligence (AI) as tools for inclusion. It is a call for action to connect, collaborate, and ignite change across ASEAN.

From automation and AI to sustainability and inclusivity, we are diving into what it means for engineers to grow together.

Join us to connect, collaborate, and shape the future of engineering.



8 November 2025,
Saturday



8:30 AM – 5:30 PM



MRANTI
Technology Park Malaysia
Bukit Jalil

Forum #2

Future-Ready ASEAN: Shaping Tomorrow with Style

The future will not await you. Looks at how to drive change through STEM education, cross-border collaboration, and skills mobility. It's about unlocking next-gen talent for better future. Dive deep into how STEM education, cross-border collaboration, and skills mobility can drive change across ASEAN. It's about unlocking next-gen talent with purpose for a brighter, more connected future.

Why You Should Attend?

This conference sets out for ASEAN inclusivity and sustainability. Join with IEM-WE as we explore how to harmonious human creativity and technology in shaping a smarter and more inclusive future. Whether you're into AI, sustainability, or want to upskill and networking, this is the conference for you to be inspired and go beyond borders.

Who Should Attend?

Industry leaders, innovators, engineers, STEM professionals, students, graduates seeking growth and inspiration, academics educators, researchers, and advocates focused on sustainability, digital transformation, and gender equity.



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The Institution of Engineers, Malaysia (IEM)

The Institution of Engineers, Malaysia (IEM), established in 1959, aims to promote and advance the science and profession of engineering across all disciplines. It also facilitates the exchange of information and ideas related to engineering.

IEM is a society established to promote and advance the Science and Profession of Engineering in any or all its disciplines and to facilitate the exchange of information and ideas related to Engineering.

Women Engineers (WE) Section

A Sub Committee on Lady Engineers was set up under the purview of the Standing Committee on Welfare and Service Matters in the year 2000 with seven (7) Committee Members. In June 2013, the Sub Committee was officially re-organised as IEM Women Engineers Section (IEM-WE). At the same time, the setting up of a Women Engineers Section for ASEAN Federation of Engineering Organisations (AFEO) was approved.

The IEM-WE Section have since come a long way establishing a network beyond the ASEAN region through participation in the International Network of Women Engineers and Scientists (INWES) which is under the purview of WFEO as well as the Asia Pacific Network Nations (APNN).

Vision

Build a network connecting Women Engineers and drawing strategic alliances amongst engineering professional bodies to inspire, support, and celebrate Women Engineers in their professional development.

Mission

Ensure the Engineering Profession values, supports and celebrates the contributions and achievements of Women in Engineering.

IEM-WE Conference

IEM-WE Conference is a yearly energising and empowering conference, focused on gathering of brilliant minds across ASEAN. This conference brings together leaders, and innovators to explore how to shape a harmonious and a smarter next-gen, through human-machine technology and collaboration.

From automation and AI to sustainability and inclusivity, we're diving into what it means for engineers to grow together. Real talk and a whole lot of inspiration to be motivated. Whether you're a student, professional, or industry leader, this is your space to shine, connect, grow, and lead the future.



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KEYNOTE SPEAKERS



Emeritus Prof. Dato' Dr. Halimah Badioze Zaman FASc

Holder | Tan Sri Leo Moggie Distinguished Chair in Energy Informatics
Institute of Informatics and Computing in Energy (IICE), UNITEN



Ms. Nurezmy A Majid

Chief of Staff,
MIMOS Berhad



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Keynote Speaker

Emeritus Prof. Dato' Dr. Halimah Badioze Zaman FASc

Holder | Tan Sri Leo Moggie Distinguished Chair in Energy Informatics
Institute of Informatics and Computing in Energy (IICE), UNITEN

Emeritus Prof. Dato' Dr. Halimah Badioze Zaman is currently the Holder of the Tan Sri Leo Moggie Distinguished Chair in Energy Informatics, at the Institute of Informatics and Computing in Energy (IICE), and Founder as well as Advisor of the National Energy Centre (NEC), Universiti Tenaga Nasional (UNITEN). She was the longest serving independent Director of the Malaysia Digital Economy Corporation (MDEC), from 2019 through 2025. Prior to this, she has served in various capacities and roles for four decades at Universiti Kebangsaan Malaysia (UKM). She worked very closely with the Government and Industry, both nationally and globally.

She is a fellow of the Academy of Sciences Malaysia (ASM). She has won many accolades for her research at many research exhibitions and conventions nationally and internationally. She was awarded as one of the Most Inspiring Icons in Asia by AirAsia Academy amongst many renowned individuals. Most recently, she was awarded the Kesatria Malaysia by the Malaysia Convention & Exhibition Bureau (MyCEB), Ministry of Tourism Malaysia.

Over those years she has had tremendous experience in organising national and international symposiums, conferences, and congresses in the field of Computer Science, Visual Informatics and Energy Informatics. She is currently the advisor to one of the renowned research universities to spearhead together with the Ministry of Science, Technology and Innovation (MOSTI) on the establishment of the National AI Centre (NAIC). She is also currently involved in a national impact project called the National Address System (NAS) spearheaded by the Malaysian Communications and Multimedia Commission (MCMC) as the Lead Consultant and Advisor of the Project.



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Keynote Speaker

Ms. Nurezmy A Majid

Chief of Staff,
MIMOS Berhad

Nurezmy A Majid exemplifies forward-looking leadership that combines strategic vision, technical expertise, and unwavering commitment to national development. As Chief of Staff, she drives the realisation of the President & CEO's vision, aligning MIMOS's mission with Malaysia's technological and R&D aspirations.

A graduate of Sekolah Tun Fatimah, she holds a Bachelor's in Electrical & Electronic Engineering (UNITEN) and a Master's in Telecommunications (University of Essex, UK). Her career spans impactful roles at Flextronics, Infineon, and the Office of Senior Advisor to the Prime Minister, where she advanced technology transfer, product innovation, and policy formulation.

At MIMOS, her leadership has enabled award-winning sensor technologies, the establishment of two production facilities, and contributions to national policies such as Industry4WRD, IoT, E&E Roadmap, and Blockchain Roadmaps. She also played a key role in the Regional Conference on 4IR: New and Emerging Technologies in Achieving SDGs, in collaboration with MESTECC, APCTT, and UN ESCAP.

Renowned for her collaborative and inspiring leadership style, Nurezmy fosters innovation and teamwork, propelling MIMOS as Malaysia's premier R&D and ICT institution. She stands as a testament to effective, future-focused leadership guiding Malaysia towards progress and technological excellence.



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Ir. Mazliza Zahari

Lead, Integrated Facility Management,
Property Services Department
Tenaga Nasional Berhad



Ir. Sharifah Azlina Raja Kamal Pasmah

Chief Executive Officer
HSS Engineers Bhd



Ms. Khoo Choon Chew

PETRONAS Leading Women Network (PLWN)



Dr. Fairoza Amira Hamzah

President
Women in AI Malaysia



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Ir. Mazliza Zahari

Lead Integrated Facility Management :

Championing Future-Ready Infrastructure at Tenaga Nasional Berhad

Leading the Integrated Facility Management (IFM) at Tenaga Nasional Berhad (TNB), Ir. Mazliza oversees more than 13.35 million square feet of assets—including offices, quarters, warehouses, and commercial spaces—under the Property Services Department. Her mission centers on infrastructure hygiene, operational excellence, sustainability, and innovation, aligning with international standards such as ISO 41001:2018.

Under her leadership, TNB has earned numerous awards, including GBI Platinum certification, the National Energy Award 2025, and the PAM Gold Award, recognizing TNB's excellence in sustainability and smart infrastructure.

Driven by the vision of “FM of the Future,” she champions the integration of smart technologies, AI-driven predictive maintenance, and ESG initiatives—with TNB Platinum as a flagship model of a green, intelligent, and energy-efficient building. Through her leadership, TNB is setting a national benchmark for sustainable, tech-driven facility management.



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Ms. Khoo Choon Chew

PETRONAS Leading Women Network (PLWN)

Currently leading and driving business transformation with real impacts to assets. My background in Instrument engineering with 3-4 upstream projects experiences and a short operation stint in Kerteh PMA positions me well in my current role to better understand business pain points and opportunities to unlock using digital and AI.

Graduated from University Technology PETRONAS (UTP) back in 2004, I was assigned an Asset engineer for almost 2+ years in Kerteh before found my calling as an Instrument engineer for development division, working on few interesting projects for a good 9+ years, building my technical foundation of oil and gas industry. I then shifted to managerial role in Joint Venture Engineering, overlooking front end engineering phases of Malaysia Joint Ventures projects. Spent another 4 years here before another restructuring put me in the path of looking for a new adventure.

Joined Nervcentre (NC) in 2020 as Engineering Digital Transformation Program Lead for ARIES, delivering more than RM2bil value creation through transformative and breakthrough AI analytics that directly impact business bottom line, improving yields, product quality giveaway, energy efficiency and network optimization. ARIES program and solutions won numerous awards such as ADS – Downstream Project of the Year & Sustainable Plant of the Year, Finalist for iCHEM award and PETRONAS MIPAC event – Digital Virtual Booth & Insight Driven Action awards. Aries program also received honorary mentions in various publications such as PETRONAS Integrated Report 2022, Global Lighthouse Network Playbook White Paper 2022 and Forbes Magazine 2023. Our team consists of technical domain experts, digital delivery partners, and alliance strategic partners with NC as the central orchestrator who connects the dots.

With the advancement of AI going beyond ML for predictive capability, we are now dealing with more advanced AI such as genAI and Agentic AI, enabling us to re-imagine our domains and unlock transformational value, changing how work is done.



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Ir. Sharifah Azlina Raja Kamal Pasmah

Chief Executive Officer

HSS Engineers Bhd

Ir. Sharifah Azlina Raja Kamal Pasmah is the Director & Chief Executive Officer of HSS Integrated Sdn. Bhd., HSS Engineering Sdn. Bhd. and BIM Global Ventures Sdn. Bhd. She is also the director of HSS International Sdn. Bhd. and HSS Propick Technologies Sdn. Bhd. She graduated with a Bachelor of Science in Civil Engineering from Memphis, USA in 1990 and completed her Master of Business Administration in UK, year 2012. Ir. Sharifah Azlina, a Professional Engineer with Practising Certificate with the Board of Engineers, Malaysia, is also a Fellow of the Institution of Engineers, Malaysia (FIEM), an ASEAN Chartered Professional Engineer and a member of the International Professional Engineer, IntPE (MY).

She served as the BEM Board member (2022 -2023), and is part of the following BEM sub-committee: BEM Engineers Act (2019-2022) BEM Working Group (WG) for BIM; BEM Guidelines on Integrity Management System for ECP and the Chairman for BEM ESG WG. She was the Council member of the Association of Consulting Engineers Malaysia (2019-2021) and Honorary Secretary (2021-2022 & 2023 -2024) and is also the committee member of Financial and Administration committee. She is a Principal Interviewer for IEM's Professional Interview/Professional Assessment Examinations and served as a committee member for the IEM Women Engineers Section (2009 - 2020).

She was the Vice - Chairman of Session 2012 to 2014. She also steered the team into forming the Women Engineers Section at the ASEAN Federation of Engineering Organization (AFEO) in Phnom Penh, Cambodia in the year 2012 and was awarded the Honorary Member of AFEO in 2020. Other committees include Council Member of the Malaysia Rail Industry Corporation (MARIC) since 2022; Member of Building Smart Malaysia Chapter since 2016; Member of Suruhanjaya Perkhidmatan Air Negara (SPAN); Industry Advisory Panel (IAP) for Monash University Malaysia since 2019; University Teknologi Petronas since 2022 and Tuanku Abdul Rahman UMT since 2022. Ir. Sharifah Azlina was part of the senior management team in the successful listing of HSS Engineers Bhd. to the KL Stock Exchange, and serves as the Board of Director of HEB, promoting gender diversity and a greater women representation at senior management and board level. Ir. Sharifah Azlina has over 34 years of experience within the engineering consultancy industry and has led numerous prestigious projects locally and on international grounds.



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Dr. Fairoza Amira Hamzah

President

Women in AI Malaysia

Dr. Fairoza Amira Hamzah is a distinguished AI researcher, educator, and entrepreneur with extensive expertise in Artificial Intelligence, Machine Learning, and Data Science. With a strong academic foundation in Electrical, Electronics, and Information Engineering, she has earned her Bachelor's, Master's, and Ph.D. from Nagaoka University of Technology, Japan. Throughout her career, Dr. Fairoza has held pivotal roles across academia, research, and industry, contributing significantly to AI innovation. She has served as an Assistant Professor at The Kyoto College of Graduate Studies for Informatics, a Data Scientist at STMicroelectronics, and also as an industry fellow for various higher learning institutions. Currently, she leads as the Lead AI Engineer at MyEG Services Berhad while co-founding and managing Hazfa Seri Utama Enterprise and Ever AI Holdings Sdn Bhd. A passionate advocate for diversity in technology, Dr. Fairoza serves as the Women in AI Ambassador for Japan and Malaysia. She has played a vital role in mentoring and empowering women in STEM, receiving prestigious accolades such as the Women in ICT Awards (ASEAN) – Rising Star and the STMicroelectronics ONE Award for Diversity, Equity & Inclusion. With a relentless drive for excellence, she consistently pioneers AI-driven solutions, fosters innovation, and mentors the next generation of AI professionals. Dr. Fairoza remains committed to pushing the boundaries of AI research and ensuring its positive impact across industries.



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Forum #2

Future-Ready ASEAN: Shaping Tomorrow with Style

The future won't await you. Looks at how to drive change through STEM education, cross-border collaboration, and skills mobility. It's about unlocking next-gen talent for better future. Dive deep into how STEM education, cross-border collaboration, and skills mobility can drive change across ASEAN. It's about unlocking next-gen talent with purpose for a brighter, more connected future.



Ir. Noorfakhriah Yaakub
Strategic Planning Department
PLUS Malaysia Berhad



Prof. Ts. Dr. Mohd Naz'ri Mahrin
Dean Faculty of Artificial Intelligence
Universiti Teknologi Malaysia



Datin Ts. Habsah Nordin
President
Data Management Association (DAMA) Malaysia



Ir. Simon Yeong Chin Chow
Head Commissioner
ASEAN Engineers Register (AER)

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Ir. Noorfakhriah Yaakub

Strategic Planning Department
PLUS Malaysia Berhad

Ir. Noorfakhriah Yaakub has 15 years of rich experience in Traffic Engineering and Transportation Planning & Forecasting, of which 10 years as a Senior Consultant involved in Traffic Impact Assessment (TIA) studies, Traffic Studies for regional and national highway projects, and various Transport Masterplan studies in Malaysia. She possesses professional qualifications for Civil and Transportation Engineering from BEM, IEM, ACPE, DOE (Subject Specialist) and CIHT. Her current role in Strategic Planning & Development at PLUS Malaysia Berhad includes annual Traffic Revenue and Forecast for all PMB assets, technical review on third party applications and liaison with relevant government agencies on Traffic Planning matters. She has successfully assisted in securing the Johor Lane Widening and Juru-Sungai Dua projects as parts of PLUS network expansion by providing reports and inputs from traffic planning point of view.

Ir. Noorfakhriah was appointed as the Working Committee for the Malaysia Highway Authority in Planning Category to review and update the existing MHA guidelines for Traffic Forecasting, Level of Service, and Toll Highway Planning Process to name a few. She also serves as a Committee Member for the Highway and Transportation Engineering Technical Division under the Institution of Engineers, Malaysia for session 2024/2025.



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Datin Ts. Habsah Nordin

President

Data Management Association (DAMA) Malaysia

Datin Ts. Habsah Nordin is a distinguished leader with over 30 years of experience in artificial intelligence, data strategy, digital transformation, governance, strategic planning, and enterprise-wide change management.

As the Head of the PETRONAS Artificial Intelligence Centre of Excellence, she spearheads the development and implementation of AI policies, governance frameworks, and ethical standards. Her leadership has been instrumental in driving large-scale AI enablement programmes, fostering cultural adoption, and enhancing organisational competencies to support AI transformation across the enterprise.

Previously, Datin Habsah led the institutionalisation of the Data Centre of Excellence, championing data liberalisation and accelerating analytics adoption throughout PETRONAS.

Her contributions have earned her prestigious recognition, including being named one of the SPARK Asia 200 Digital Visionary Leaders and receiving the MIA CxO Impact Circle – Stellar CxO Award in 2023. Under her guidance, PETRONAS has garnered multiple global accolades for transformational initiatives in data and knowledge management since 2020.

A respected thought leader on the international stage, Datin Habsah has delivered keynote addresses at the World Data Summit, KM World Summit, and the Gartner Data and Analytics Conference. She also serves as the President of DAMA Malaysia, actively contributes to Malaysia's national AI and data technical committees—including the ISO SC 42 (Artificial Intelligence)—and contributes to the academia as an Adjunct Lecturer and Industry Advisory Panel Member at Universiti Teknologi PETRONAS.



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Prof. Ts. Dr. Mohd Naz'ri Mahrin

Dean Faculty of Artificial Intelligence
Universiti Teknologi Malaysia

Prof. Dr. Mohd Naz'ri Mahrin served as the Dean of the Razak Faculty of Technology and Informatics (RFTI) at Universiti Teknologi Malaysia (UTM) from January 2022 to May 2024. Starting in June 2024, he has taken on the critical role of being the inaugural Dean for the newly established Faculty of Artificial Intelligence (FAI) at UTM, a national initiative dedicated to developing the future workforce in Artificial Intelligence. He has served UTM since 1997, contributing to both academia and research in advanced technology.

A proud alumnus of UTM, Dr. Naz'ri earned his BSc in Computer Science and MSc in Real-Time Software Engineering before completing his PhD in Software Engineering from the University of Queensland, Australia. Prior to his current role, he held significant administrative positions as the Deputy Dean (Academic and Student Affairs) and Assistant Dean (Quality and Strategy). Dr. Naz'ri's expertise spans Software Engineering, Information Systems, Information Security Management Systems, and AI for Big Data Analytics.

Navigating the complexities of a multidisciplinary faculty has posed challenges, but Dr. Naz'ri has showcased transformative leadership, steering the faculty towards success on multiple fronts. His leadership style, characterised by a balanced approach to both people and tasks, renders him highly approachable while ensuring effectiveness in completing assigned tasks. Dr. Naz'ri is a Senior Member of IEEE and the IEEE Computer Society.



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Ir. Simon Yeong Chin Chow
Head Commissioner
ASEAN Engineers Register (AER)

Ir. Ts. Yeong Chin Chow (otherwise known as Simon), a Professional Engineer certified to practise in Civil Engineering by the Board of Engineers Malaysia, graduated from the University of Windsor, Canada in 1996 with a Bachelor of Applied Science (Hons) Civil Engineering. Since then, Simon has gone on to hold numerous directorships, fellowships, and honorary memberships in association to his professional expertise which spans across almost three decades and involves various civil and structural engineering projects such as mixed and industrial development, Renewal Energy development, Data Center Development and more.

