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Learning Hours: 2 hours



Fees: MYR 350 (fee is not inclusive of 6% SST)



CPE Points Earned: 5 CPE Points

DIGITAL TRANSFORMATION AND THE RISE OF GIG ECONOMY

24 JUNE 2021 | 10.00 AM - 12.00 PM



MODERATOR



JUAREZ SALIH LOWE
CEO and Founder,
Bumi Data Mining
Sdn Bhd



ALEJANDRO KIKUCHI
Head of Asia,
Workana



MUNA MUNIRAH
Co-founder & CEO,
Qwork



MOHD REDZUAN AFFANDI ABDUL RAHIM
Director of Sharing Economy
Development Department,
Malaysia Digital Economy
Corporation (MDEC)



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PROGRAMME OVERVIEW

When we think of the gig economy, e-hailing services and start-ups generally come to mind, however, the gig economy actually refers to independent employment, over geographically expansive areas, or any temporary contract employment such as freelancing, temporary work and jobs in the sharing economies. Therefore, the notion of the gig economy worker is wide ranging to include anyone from a Grab driver or Airbnb host, to copywriters, graphic designers, translators, trainers, human resource professionals, coders, designers and data scientists. The gig economy also supplies the project managers, consultants and developers who are central to digital transformation initiatives that companies with a global reach often invest in.

Mckinsey in its report "A labour market that works: Connecting talent with opportunity in the digital age" estimated that the gig economy could add US\$2.7 trillion per year or 2% to the global economy in 2025. According to Forbes, in the US more than one third (36 %) of U.S. workers are in the gig economy. In 2019, they contributed US\$1.4 trillion to the US economy.

The gig economy in Malaysia in 2018 has over 4 million workers (representing 26% of total workforce) which is a 31% increase from 2017, surpassing the traditional workforce growth. These numbers are expected to grow rapidly with millennials continuing to dominate the workforce and the increasing number of Gen Z graduates entering the job market with their preferences to prioritise work life balance and autonomy. Consumer behaviour with their reliance on digital platforms for instant gratification and the disruptive impact of the Covid-19 pandemic on businesses with anticipated occurrences of salary cuts and retrenchments across industries will also see Malaysians, employers and employees alike, leveraging on the resourcefulness and advantages of the gig economy to deliver services and as the main source of income to make ends meet.

PROGRAMME OBJECTIVE

This programme will provide insights on the rapid developments in the gig economy landscape, globally and in Malaysia including the role of digitalisation and the impact of the Covid-19 pandemic. This programme will also delve into the different composites of a gig worker and their motivations as well as the digital platforms that support the gig economy and enables businesses to scale up. Additionally, the programme provides insights on the policy directions for the gig economy, its synergies with the capital market, the case for widening the product suite and services to cater for the unique requirements of a gig worker and how businesses will forever be reshaped through the gig economy.

ICF COMPETENCY LEVEL

- Functional (Technical) – Market Analysis (Proficiency Level 3)
- Functional (Technical) – Digital Technology Application (Proficiency Level 3)
- Foundational (Product) – Capital Market Environment (Proficiency Level 3)

LEARNING OUTCOMES

Upon completion of this programme, participants will be able to:

- Describe the structure of gig economy and what it comprises
- Identify the factors that enabled the rapid development of gig economy in Malaysia and in the region
- Distinguish the concept of a gig worker in comparison to salaried worker
- Discuss the success factors that led to the globalisation of gig worker and the role of digitalisation
- Discuss the role of the capital market in relations to gig economy and gig worker
- Describe the policy decisions developed in supporting the growing gig economy and gig workers population
- Discuss how gig economy is reshaping future businesses

WHO SHOULD REGISTER?

Individuals

Business owners (Start-ups, SMEs), Consultants, Capital Markets Services Representative's License Holders, HR Managers, Policy Makers, Directors, C Suite leaders, Key Management and anyone who has an interest in digitalisation and the gig economy

Companies

SMEs, Start-ups, Government Agencies, Consultancy Firms, Legal Firms, Accounting Firms, Fund Management Companies, Stockbroking Firms, Investment Banks, Commercial Banks and Public Listed Companies (PLCs)

WHAT WILL YOU LEARN?

What do We Mean by Gig Economy?

Outline

- Gig economy concept of "anytime, anywhere"
- What the sharing economy reflects?
- Gig economies in Malaysia and the region
- Impact of digitalisation and the pandemic

The Gig Economy Worker Composite

Outline

- The independent expert: Flexibility or on demand
- The gig worker vs salaried employee
- Digitalisation and the globalisation of gig worker

Capital Markets and the Gig Economy

Outline

- Synergies between the capital market and gig economy
- Widening the product suite for the gig worker
- Policy decisions on gig economy
- Reshaping and scaling-up businesses through gig economy

Moderator

- Juarez Salih Lowe** CEO and Founder, Bumi Data Mining Sdn Bhd

Panellists

- Alejandro Kikuchi** Head of Asia, Workana
- Muna Munirah** Co-founder & CEO, Qwork
- Mohd Redzuan Affandi Abdul Rahim** Director of Sharing Economy Development Department, Malaysia Digital Economy Corporation (MDEC)

Recommended Learning Hours:

2 hours / 5 CPE points / Pre & Post Assessments

Methodology:

Interactive presentations / Panel Discussions

MODERATOR



JUAREZ SALIH LOWE

Juarez has over 20 years of experience in developing businesses. He has been involved in consumer analytics working with companies such as Mitsubishi, Mercedes Benz, Johnson & Johnson and BMW as well as luxury watch brands. With the power of AI analytics, he is able to transfer that knowledge to machine analytics.

Juarez has successfully led the Bumi Data Mining team from a startup to an established regional player in the AI and big data space. His team is working with PETRONAS to use VROC AI for process optimization. He has spoken at numerous conferences both local and international on the Power of Digitalization, AI and future IR 4.0 from Aberdeen, Jakarta and Kuala Lumpur.

He and his team have also expanded to Asia, Europe and the Middle East and are responsible for the increased adoption of digitalization and AI. Bumi Data Mining have established themselves as a regional player in SEA and have also gained awards at OGA 2019.

He also sits on the boards of Whitespace International, a virtual office provider and is an avid tennis player and cyclist and wakeboarder. Juarez is chair of the Innovation Working Group at MOGSC and has led and driven numerous initiatives on digitalization including the RESET 2021 Conference hosted by PETRONAS and organized by SPE and MOGSC.

PANELLISTS



ALEJANDRO KIKUCHI

Kiku started off his career in 2004 at Fnbox.com, an internet startup, and became a Product Manager in the company in 2006. Highly skilled in strategic marketing, Kiku is also well-versed in digital advertising and team management. He's also worked independently providing marketing consulting for SMEs.

Described as creative, professional and dedicated with an objective oriented personality, Kiku is known to paying great attention to details. He is versatile and has excellent team management skills, always finding ways to deliver results. In his personal time, Kiku enjoys spending time with his family, playing piano and composing music.



MUNA MUNIRAH

Muna is the CEO of Qwork who loves working with giggers and believes in their abundant skills to make great projects realised. Her previous role as a Project Manager and her flair for film directing has taught her how to collaborate creatively with teams of giggers.

Hatching a career in Accounting and Finance didn't stop her from exploring and learning new skills. As a passionate leader who taught herself how to direct films and later have her documentaries broadcasted on Discovery Channel Asia among others, she believes that everyone can learn something new every day and experience the life-changing benefits that come with challenging your mind.

Muna has built Qwork in the spirit of realising the full potential of the gig economy. She nurtures Qwork to be a one-stop gigging career platform, covering everything from finding gigs to levelling up skills while giving giggers the tools and benefits that they need to do so. Basically, if you're a gigger who needs help charting your own career path, Qwork has got you covered!



MOHD REDZUAN AFFANDI ABDUL RAHIM

Mohd Redzuan Affandi Abdul Rahim is the Director of Sharing Economy Development Department with the Malaysia Digital Economy Corporation (MDEC). His main responsibilities include overseeing the development of Sharing Economy Ecosystem, addressing key enablers such as policies and regulation, facilitating growth of sharing economy models in strategic sectors and implementing 'gig workforce development' programme for targeted communities.

He holds a Bachelor of Science (Computer Science and Information System) from the University of Salford, United Kingdom and is also an ITIL certified individual. He is a member of the Internet Society (ISOC) since 2002 and was the Vice-President of the Malaysian Internet Society (2018 – 2019). He is a Senior Member of the Institute of Electrical and Electronics Engineers (IEEE) and previously served as an Executive Committee / Secretary of the IEEE Computer Society – Malaysian Chapter (2007 – 2011).

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