

Event Name : Cyber Entrepreneurship: Threats & Trends
 Venue : Plenary Theatre, Level 3, KL Convention Centre
 Date : Monday, October 25, 2010
 Time : 09:00 a.m. – 05:30 p.m.

Time	Programme
08:30 – 09:00	Registration
09:00 – 09:05	Satellite Event Introduction & Doa Recital
09:05 – 09:35	Brand Building in the Digital City: the Anti Sweden Experience By Kjetil Wold, Creative Director & Founder, Anti Sweden
09:35 – 10:05	Nurturing Cyber Entrepreneurs - The SMECorp Way Keynote Speech I by Fadzilah Ahmad Din, Senior Director, Business Development Division, Small and Medium Industries Development Corporation Malaysia
10:05 – 10:35	Intellectual Properties Issues in e-commerce Dato' Mohd Bustaman Hj Abdullah, Managing Partner, Bustaman & Co
10:35 – 11:05	Globally Informed for Entrepreneurship Success Keynote Speech II by YBhg. Dato' Dr Nellie S.L.Tan-Wong DSNS, KMN, PMC, PJK, JP Co-Founder/CEO, Women's Institute of Management Former Trustee, Women's World Banking, New York
11:05 – 11:20	Tea Break
	Official Opening of Cyber Entrepreneurship: Threats & Trends Workshop
11:20 – 11:30	Welcome Speech by Puan Hajah Hapsah Rahmat Chairman, Federation of Women Entrepreneur Associations Malaysia
11:30 – 11:40	Opening Speech by YBhg Dato' Dr Sharifah Zarah binti Syed Ahmad Deputy Secretary General (Policy), MOSTI
11:40 – 12:10	Launching of e-Women Directory Graduation Ceremony for i-Kit Selangor 2010
12:10 – 13:30	Panel Discussion I - Threats: How Cyber Safe are You and Your Business? Moderator: Siti Hamimah, MIMOS Berhad Panelist 1: Michael Sentonas, Vice President & APEC Chief Technology Officer, McAfee Panelist 2: Jim Simon, Chief Strategist, Microsoft Panelist 3: Fadzilah Ahmad Din, Senior Director, Business Development Division, Small and Medium Industries Development Corporation Malaysia Panelist 4: Adli Abd Wahid, CyberSecurity Malaysia
13:30 – 14:30	Lunch
14:30 – 16:00	Panel Discussion 2 – Trends: Digital Brands: Unlocking the Secrets of Successful Brand Building on the Internet Moderator: Dato' Mohd Bustaman Hj Abdullah, Managing Partner, Bustaman & Co Panelist 1: Tengku Farith Ritauddeen, Group CEO & Co-Founder of SKALI Panelist 2: Jim Simon, Chief Strategist, Microsoft Panelist 3:Kjeti; Wold, Founder Anti Sweden Panelist 4: Ahmad Izham bin Khairuddin, CyberSecurity Malaysia
16:00 – 16:30	Tea Break
16:30 – 17:30	Interactive Workshop: Taking on Cyber Threats

