

**Welcome Remarks by  
Tan Sri Azman Hashim,  
President of MAJECA & MASSA  
iNNOVATE Tech Show –  
C-Level Roundtable Discussion on the Industrial Use of AI & Robotics  
Friday, 21 October 2022**

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**It gives me great pleasure to welcome all of you to the iNNOVATE Tech Show C-Level Roundtable Discussion on the Use of AI & Robotics to spearhead industry innovation and robotics technology to increase SME productivity.**

**The COVID pandemic certainly left an unforgettable impact on all of us and our Governments, economies, businesses and society, not only affecting lives and livelihoods around the globe but we are witnessing unprecedented global economic challenges never seen before. These include financial volatility, supply chain disruptions, energy crises and these are further exacerbated by the ongoing climate change crisis and the geopolitical instabilities.**

**The COVID pandemic also accelerated the development of the digital infrastructure ecosystem and it has opened up and levelled up the business playing field. Businesses need to keep abreast with the innovations and solutions available for businesses to leverage, through exchanges and dialogues such as the Roundtable today, to remain resilient and competitive in the face of the Volatile, Uncertain, Complex and Ambiguous (VUCA) situation the world faces today.**

**This Tech Show and Roundtable Discussion is timely as businesses, more than ever, should leverage on platforms such as this to network, dialogue and reconnect and, reach out to new markets and potential partners. We are now in the last day of the three-day show, many technology leaders and global brands across the digital ecosystem, industry sector which include Space Tech, Sustainability, Artificial Intelligence, Agrotech, Robotics and Connectivity, have shared and showcased their innovations and insights across the Tech Show and the third edition of the Global Drone Conference. I urge participants to make full use of this Tech Show to avail to the latest innovations and weigh the opportunities what / how these innovations can give your business a competitive edge.**

**As supporters of the iNNOVATE Tech Show, the Malaysia – Japan Economic Association (MAJECA) and the Malaysia South-South Association (MASSA) take cognizance of the imperative need for digital tech innovations to be mainstream in our respective businesses.**

**Through our Associations' network, we have brought together several leading Japanese technology players, to share their experiences and insights in their respective industry sector, and to spotlight on how Japanese innovation can be a model for emulation. MAJECA is leveraging on the 40<sup>th</sup> Anniversary of the Look East Policy this year to highlight the importance of the development of digital ecosystems**

as the forerunner to build of partnerships and collaborations across borders that can assist Malaysia in its aspiration to become a high-tech and high-income nation.

Malaysia is a competitive investment destination, and I urge our foreign friends to consider leveraging Malaysia as your hub in ASEAN and Asia to expand your markets.

Ladies and gentlemen,

Allow me now, a brief moment to share and introduce MAJECA and MASSA to you.

Malaysia-Japan Economic Association (MAJECA) is a bilateral association formed with the purpose of promoting a closer economic relationship between the private sectors of Malaysia and Japan through mutual discussions at an annual economic forum with our counterpart, the Japan-Malaysia Economic Association (JAMECA), and other related activities, including business missions and information sharing to name a few. Japan remains a key investor and key partner for investments into Malaysia.

The Malaysia South-South Association (MASSA), on the other hand, is a business organization comprising Malaysian businesspersons interested to tap into business opportunities in the markets of the developing countries, or the South-South countries. The Association fosters economic, trade and cultural relations between Malaysia and developing countries and serves as an informal liaison body between the Malaysian & South-South private sectors and Governments. MASSA members, over the three decades of the Associations, have established their business presence with partners in the developing countries. The technology that we have seen at this Show in the last two days, and what we can learn this afternoon, can be brought to the developing South countries. These technologies can be applied in these countries to enable them to leapfrog innovation and address the ESG components to some extent.

Ladies and gentlemen,

I encourage participants, to visit the respective booths of our Associations, to learn more about our roles as private sector platforms, and to seize the emerging opportunities for partnership and consider joining us to further mutual goals towards advancing society and business development.

With these words, let me once again, thank everyone for being here with us at this Roundtable. I wish you all fruitful interactions and deliberation.

Thank you. Terima Kasih.

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Tan Sri Azman Hashim  
President

Malaysia – Japan Economic Association | Malaysia South-South Association  
MAJECA | MASSA