

# Riding the Wave of Digital Disruption with Industry 4.0

15 December 2020 | Tuesday | (Kuala Lumpur)

10.00 am - 11.30 am



Presented by

**Dr Chua Wen-Shyan**  
Head of Malaysian Smart  
Factory 4.0



Presented by

**Puan Saliza Saari**  
Director of Organisational Excellence  
Development



**Tuan Muhtar Suhaili**  
CEO, Malaysian Timber Council

## TAKING ON IR4.0

**KUALA LUMPUR (15 DECEMBER 2020):** MTC organised its first webinar on automation and digitalisation today as part of its efforts to disseminate information and engage industry players on the latest government initiatives as well as technological advancements for the wood-based sector.

Smart manufacturing has been dominating the way businesses operate around the world and the timber manufacturing industry can no longer rely on analog processes and lag behind other sectors.

The webinar titled “Riding the Wave of Digital Disruption with Industry 4.0” had speakers Saliza Saari and Dr Chua Wen-Shyan sharing their insights with about 70 participants.

Saliza, who is the Director of Organisational Excellence Development of the Malaysian Productivity Cooperation, said it is all about how “ready” companies are in embracing IR4.0 in her presentation aptly titled “Discovering Your Potential Industry 4WRD Readiness Assessment”.

She said Malaysia has a national policy to help the manufacturing sector to move into IR4.0 which also meets the country’s commitment to the United Nation’s Sustainable Development Goals (SDGs). Saliza added that in a nutshell Industry 4WRD is about becoming a high-tech business and creating an eco-system as a total solutions provider for advance technology.

Dr Chua in his presentation “Kickstart Your Industry 4.0 Journey – Towards Sustainable Digital Transformation”, said leadership buy-in and sustainable digital transformation processes were crucial. He said it was not about having the best machines but how to reduce production delays in order to attain a competitive edge, among others.

MTC CEO Tuan Muhtar Suhaili, in his welcoming remark said MTC will be introducing the Factory Automation and Smart Manufacturing Programme next year. He said the programme will focus on intensifying efforts towards the adoption of automation and digitalisation for industry members.

