



YM 2.9.3.1  
18 April 2018  
Release 04 / April 2018

## MEDIA ADVISORY

### **CATALYSING THE DIGITAL TRANSFORMATION IN THE MALAY/MUSLIM VOLUNTARY SECTOR**

Riding on the digital revolution that is impacting the way we work, play and live, Yayasan MENDAKI will be holding a sharing session with the Malay/Muslim Organisations (MMOs) and community leaders as part of efforts to spearhead and catalyse the community's move towards digital transformation.

The event will also showcase three presentations on the different aspects of digital transformation and how these organisations have or will be leveraging on digital technology in their work. Mr Syed Ismail, Principal at SAS Institute will focus on the impact of data analytics in improving service delivery whilst Mr Ali Mahmood, CEO of PPIS will share on PPIS digital journey.

**Dr Yaacob Ibrahim, Minister for Communications and Information, Minister in-Charge of Cyber Security and Minister-In-Charge of Muslim Affairs** will be gracing the event.

We cordially invite your reporters, cameramen and photographers to lend coverage to this event. Opportunities for interviews will be made available. Details of the event are as follows.

<b>Digital Transformation Sharing with MMOs</b>
Saturday, 21 April 2018
12.00pm to 2.00pm
Legacy Centre , #07-13 37, Jalan Pemimpin, Singapore 577177

Please RSVP your attendance to the following officer by 5.00pm on Friday, 20 April 2108

Detailed programme is also attached in ANNEX A for your reference. Thank you.

Contact Person:

Name	Julinah Sulaiman (Ms) Snr Manager Communications
DID	6248 5149
Mobile	9686 4348
Email	julinah@mendaki.org.sg

## Digital Transformation Sharing with MMOs

Saturday, 21 April 2018  
 12.0pm to 2.00pm  
 Legacy Centre , #07-13  
 37 Jalan Pemimpin  
 Singapore 577177

Time	Programme
12.00pm	<b>Registration &amp; Reception</b>
12.15pm	<b>Event starts</b>
12.15pm	<b>Arrival of GOH: Dr Yaacob Ibrahim</b>  <i>Minister for Communications and Information,            Minister-In-Charge of Cyber Security,            Minister-In-Charge of Muslim Affairs and Chairman of Yayasan            MENDAKI</i>
12.15pm	<b>Opening Address by GOH</b>
12.25pm	<b>Presentation I</b> How Data Analytics Benefit Organisations in Service Delivery Mr Syed Ismail Ahmad Principal, SAS Institute
12.40pm	<b>Presentation II</b> MENDAKI Digital Journey Mr Zuremi Sukri, Senior Manager Digital Transformation, Yayasan MENDAKI
12.50pm	<b>Presentation III</b> PPIS Digital Journey Mr Mohd Ali Mahmood CEO PPIS
1.05pm	<b>Panel Discussion.</b>

**Panellists are:**

1. Minister Dr Yaacob Ibrahim
2. Mdm Rahayu Buang, CEO Yayasan MENDAKI
3. Ms Catherine Chong, Deputy Director, IMDA
4. Mr Alwi bin Abdul Hafiz, Chairman Digital Transformation Steering Committee

Moderator: Mr Abdul Wahab Yusof  
VP, Asia Forescout Technologies Inc  
Member, Digital Transformation Steering Committee

**1.40pm      Presentation of Tokens of Appreciation**

**1.50pm      Door Stop Interview**

**2.00pm      Programme Ends**