

GBS Asean Summit 2025 Post Event Report



30th October 2025 | M World Hotel, PJ

GBS ASEAN Summit 2025

UNLEASHING GBS 5.0
HUMAN-CENTRIC, AI-DRIVEN, IMPACT-FOCUSED

30th OCTOBER 2025, THURSDAY

8AM-5PM

M WORLD HOTEL, PETALING JAYA

GBS ASEAN Summit 2025

UNLEASHING GBS 5.0

HUMAN-CENTRIC, AI-DRIVEN, IMPACT-FOCUSED

30th OCT 2025, THURSDAY | 8AM-5PM

M WORLD HOTEL, PETALING JAYA

MOOD BOARD



Grand & Centralized Feel



AI Driven + Current Flavour



Impactful Topics Focus



Effective Media Coverage



GBS 5.0 + Futurized Tech



Sold Out Event



Solid Speakers & Enraptured Audience



Diverse Crowd from Industry



Thank You Note

GBS Malaysia extends its deepest appreciation to the *Guest of Honour*, YB. Gobind Singh Deo, Minister of Digital, for gracing the GBS ASEAN Summit 2025 with his presence. His entrance into a packed ballroom of **464 delegates** set an inspiring tone for a day filled with meaningful exchange and forward-looking dialogue. The Summit featured **2 Keynotes, 4 Panel Sessions, 1 Fireside Chat, 1 AI Demo Showcase, 1 MOA Exchange**, and the **Launch of the GBS Malaysia Mid Term Report**, each contributing to the depth and success of the programme.

We are equally grateful to all **delegates, speakers, moderators, partners, and participating organisations** whose commitment and engagement made the Summit a truly impactful gathering. Your presence and insights strengthened the collaborative spirit that continues to drive the growth and resilience of Malaysia's digital and GBS ecosystem. GBS Malaysia thanks everyone for their invaluable support and looks forward to continuing this journey together.

 **GBS MALAYSIA**
DIGITAL GLOBAL BUSINESS SERVICES COUNCIL

An Initiative by
 **PIKOM**

 **GBS
ASEAN
SUMMIT 2025**

**UNLEASHING
GBS 5.0**
HUMAN-CENTRIC,
AI-DRIVEN,
IMPACT-FOCUSED

 **GBS
ASEAN
AWARDS 2025**

CELEBRATING REGIONAL GBS
GROWTH & INNOVATION EXCELLENCE





SAVE THE DATE
30th OCTOBER 2025, THURSDAY
M WORLD HOTEL, PETALING JAYA

 **8AM-5PM**  **6PM-11PM**  **BLACK TIE**

Summit By The Numbers

Actual Attendance **464**
from **185** Organisations! Out
of 520 Registered **(89%)**

GBS Asean Summit 2025 Delegates Demographics

40% Female
60% Male

Malaysia has established a minimum **30% threshold** for women's representation on the boards of public-listed companies (PLCs), a target that has been in place since 2012 (initially for large PLCs). For the top 100 PLCs, this target has been surpassed, reaching approximately 33% as of April 2025.

46% Non PIKOM/GBS Members
15% GBS Members
39% PIKOM Members

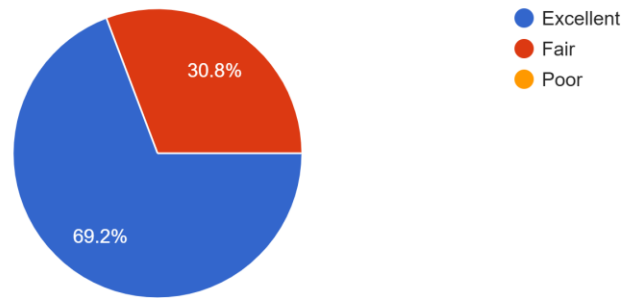
46% C Suite
30% Senior Managers to Directors
24% Managers

1% Automotive
10% BFSI
5% Consulting
1% Data Centre
13% Education & Training
21% GBS
1% GLCs
12% Government
1% Logistics

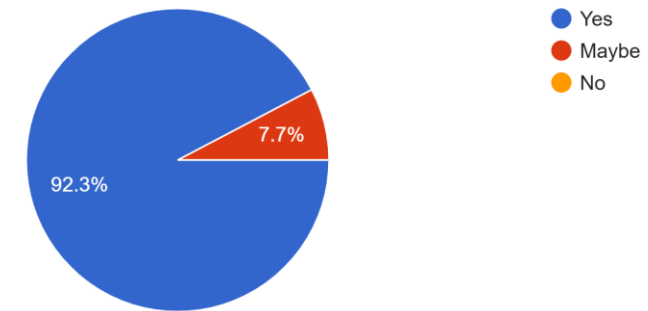
1% Media
2% Non Profit
1% Pharmaceutical
2% Property
1% Retail
1% Services
21% Solution Providers
8% Talent Development
2% Telco
6% Utilities

GBS Asean Summit 2025 Survey Responses from Delegates

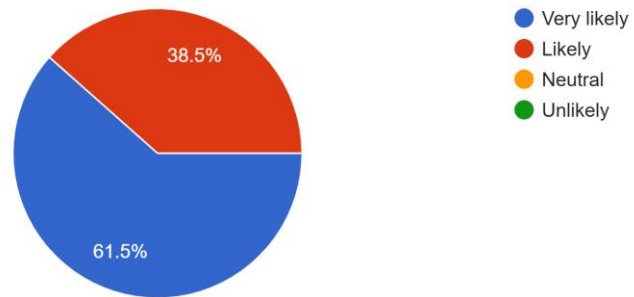
General Experience How would you rate your overall experience at the GBS ASEAN Summit 2025?



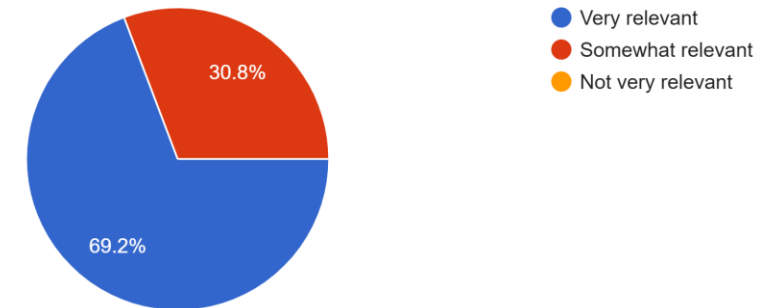
Future Participation Would you attend the next GBS ASEAN Summit?



General Experience How likely are you to recommend this event to a colleague or industry peer?



Event Content How relevant were the panel discussions and sessions to your role or business?



Representation of Delegates at GBS Asean Summit 2025



International



IMPACT CENTE



CYBERVIEW



DigitalPerak

AIA Digital+

AstraZeneca

TELECONTINENT



FROST & SULLIVAN

CLaaS digital skilling







YB. Gobind Singh Deo, Minister of Digital, was Guest of Honour for the GBS Asean Summit 2025. Entering a Ballroom with 464 delegates and full house, 2 Keynotes, 4 Panel Sessions, 1 Fireside Chat, 1 AI Demo Showcase, 1 MOA Exchange & 1 Mid Term Report Launch – Engaging, Interactive & Conversational.



**Diversity, Global Outlook
& Interactive
Engagement with
Audience**



"Thanks for having me. It was an amazing summit and crowd was so attentive. Honoured to be a part of GBS Summit" - Dr Nadia, UKM

"The GBS ASEAN Summit 2025 was truly inspiring. A convergence of brilliant minds, transformative ideas, and a glimpse into the future of business services" - Syed Mohd Nizam, Antasis BPO

"Thank you very much for putting together such a successful and memorable summit and having me and our guests from Sabah at the event" - Dang Tin Wai, Nubitel

"It was a very well-organised and successful event and super well done to you and the entire team who put it together! I look forward to continuing our collaboration and contributing to future initiatives together" - Charanjit, Daythree Digital Berhad

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TechnoMech

NETWORKING PARTNER



SIGNATURE SESSIONS PARTNER

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SESSIONS PARTNER

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DELL Technologies



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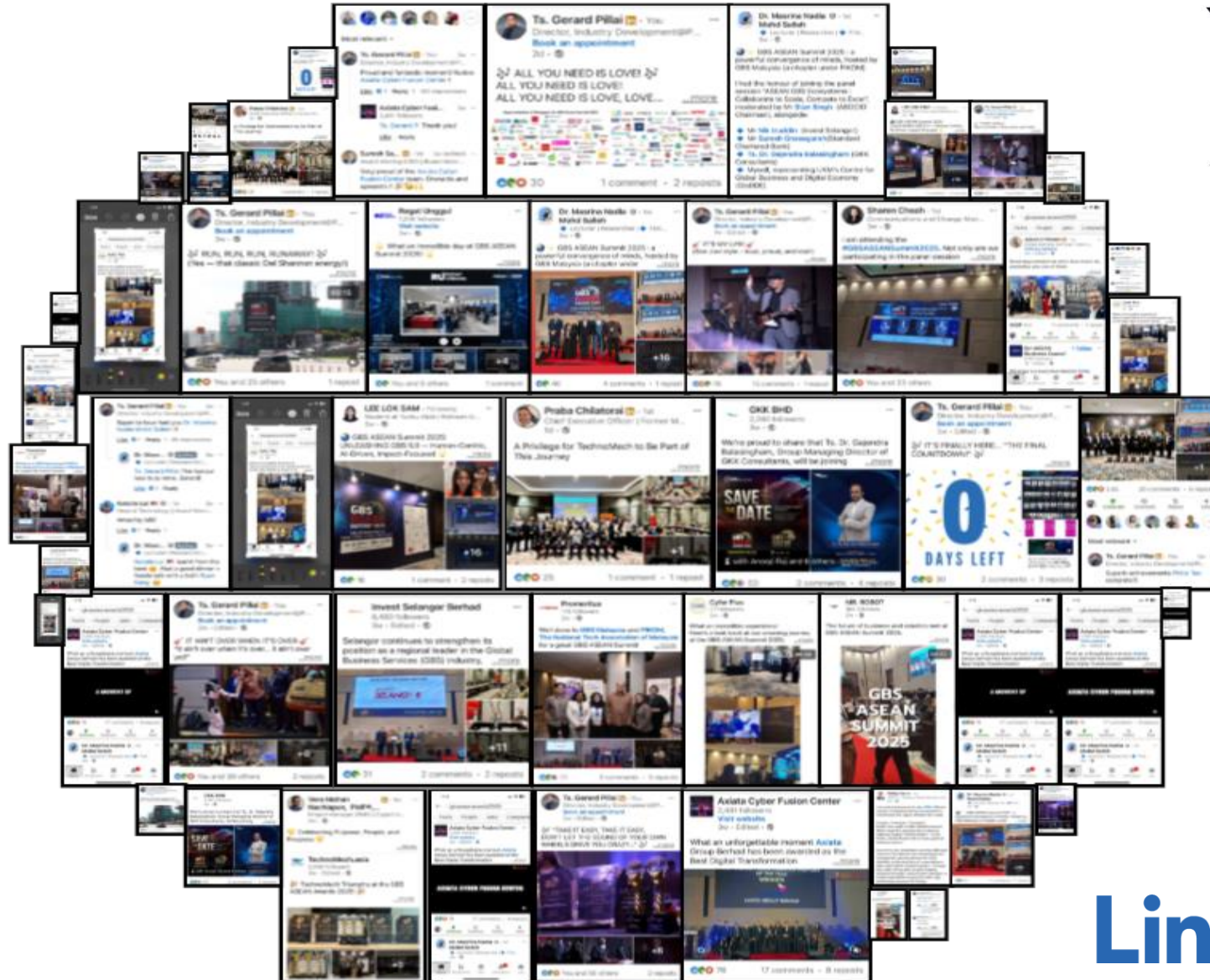


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**More than 60+
Media Outlets
and Platforms
Carried both
Summit &
Awards Events
– Print + Digital
+ Social Media**

Social Media Footprints



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30.10.2025 | 8AM - 5.30PM
M WORLD HOTEL, PETALING JAYA

FIRESIDE CHAT

UNLEASHING GBS 5.0: MID TERM REFLECTIONS, FUTURE DIRECTIONS



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The Fireside Chat, "Unleashing GBS 5.0: Mid-Term Reflections, Future Directions," moderated by **Dr. Mandy Sim**, focused on benchmarking Malaysia's position in the GBS landscape. **Anuar Fariz Fadzil (CEO of MDEC)** highlighted ongoing development and the importance of public-private partnerships, emphasizing the often-overlooked role of academia. He urged embracing academic thinking and collaborative knowledge-sharing for collective improvement. **Anthony Raja Devadoss** stressed sustainability, inclusivity, compliance, and continuity within the GBS ecosystem, emphasizing the need for strong partnerships and addressing talent gaps to keep pace with rapidly evolving business demands. He also highlighted the importance of linking academia to industry through real-world case studies.



Raymond Davadass pointed out the alternative positioning Malaysia holds, bridging the big gap between the US and China while leveraging low costs and existing infrastructure to become an emerging hub. He encouraged attendees to download the GBS Malaysia Strategy 2022-2027 Mid-Term Report, highlighting its use for business leaders to justify investment decisions to their HQs and soliciting feedback for future iterations. The report contains essential data to convince stakeholders and drive progress.

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PANEL SESSION 1

REGIONAL DIGITAL TRANSFORMATION - LOCAL ROOTS, GLOBAL REACH

Digital Transformation In Asean And At A Global Level Isn't One-Size-Fits-All. This Panel Showcases How Regional And International Players Are Navigating Legacy Systems, Policy Gaps And Market-Specific Challenges While Deploying Automation And Cloud At Scale; With Practical Insights From The Americas To Asean And Beyond.



Moderator

PHIL CAPTAIN
International Business Coach
& GBS Malaysia Advisor



Panelist

RYAN KANG
Director of UnBound
(ASEAN Researcher & AI
Task Force Member)



Panelist

PHILIP TAN
Head of Centre
UOB Innovation Hub 2



Panelist

JEREMY LANGEVIN
Co-Founder &
Chief Executive Officer,
Horizontal Talent, USA



Panelist

NITIN MENDON
Vice President,
Head of Operational Excellence –
GBS, Toll Group



Panelist

Tc. CHIEW SIN KWANG
Chief Digital Officer,
Daythree Digital Berhad

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Panel Session 1, "Regional Digital Transformation - Local Roots, Global Reach," moderated by **Phil Captain**, explored strategies for success in the digital landscape. **Tc. Chiew Sin Kwang** emphasized cost reduction and the critical importance of data protection, highlighting the need for simplified customer experience (CX), user understanding, and robust security measures to facilitate international service delivery. **Jeremy Langevin** noted the advantages of operating in Malaysia, including compliance regulations, relationship building, and local talent acquisition, while advocating for expedited government guidance for foreign companies. **Philip Tan** stressed a holistic regional perspective, emphasizing that regulatory compliance should be a foundational design element, not an afterthought.



He highlighted the power of data to generate insights, foresights, and ultimately, oversight through effective governance. **Nitin Mendon** underscored that digital transformation begins with people, advocating for digital squads composed of diverse expertise and leveraging GBS data for impactful analytics. **Ryan Kang** emphasized a human-centric approach to technology, focusing on risk assessment and collaboration with regulators like Bank Negara to meet evolving customer expectations in financial services. The panelists agreed on the necessity of human oversight in AI applications and prioritizing customer service. **Phil Captain** concluded by emphasizing the core themes of extracting value from data and maintaining a people-centric approach.

Live Interactive Engagement with Delegates

KEYNOTE 1

ASEAN's GBS 5.0 Advantage - Balancing Tech, Talent & Trust

DR MADHAVAN BALAN NAIR
VICE PRESIDENT
SECTOR HEAD
MYMAHIR SECTOR DEVELOPMENT
TALENTCORP MALAYSIA



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PANEL SESSION 2

HUMAN-CENTRIC GBS – CX, CULTURE & AGENTIC AI IN ASEAN

Agentic AI is only as effective as the cultural context it serves. This panel discusses how companies in ASEAN are embedding empathy, multilingual nuance and cultural intelligence into their AI-driven customer engagement models and why “localisation” is the secret sauce to global excellence.



Moderator

HEW WEE CHOONG
Regional Director,
Cyclone Robotics



Panelist

NATALIE LOI YOKE KEI
Head of Technology,
Unbound Malaysia



Panelist

KOAY TZE SIANG
Deputy Chair – Shared Services,
GBS Malaysia and Managing Director,
Dell Technologies Malaysia



Panelist

KEVIN LEONG
Malaysia Site Lead,
Synopsys HAT



Panelist

MATTHEW BARSING
Director,
EPS Consultants and Ambassador,
IT Park Uzbekistan



Panelist

CHARANJIT KAUR
Chief Operations Officer,
Daythree Digital Berhad

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Panel Session 2, "Human Centric GBS - CX, Culture & Agentic AI in ASEAN," moderated by **Hew Wee Choong**, delved into the intersection of technology and human elements within the GBS sector. The discussion emphasized the importance of human analysis and cultural intelligence in navigating the evolving landscape. **Natalie Loi** highlighted that only 30% of work is currently suitable for automation and AI, emphasizing the crucial role of empathy, which AI currently lacks. She questioned how culture factors into AI applications, noting AI's unfamiliarity with nuances like Malaysian culture and the potential for propaganda.



Matthew addressed anxieties surrounding job displacement due to AI, acknowledging the rapid advancements and the potential for tools like AI to automate tasks previously done in Excel within minutes. **Charanjit** touched on the accelerating pace of digital evolution. The panelists explored the need to balance technological advancements with human considerations, ensuring AI augments rather than replaces human capabilities and that cultural sensitivities are adequately addressed in AI implementations, especially within the diverse ASEAN region.

The session underscored the ongoing need for human skills and cultural awareness in the age of AI.

KEYNOTE 2

ESG, Ethics & Purpose - The ASEAN GBS Mandate

DENNIS AKKERMAN

**FOUNDER & MANAGING DIRECTOR
ORBIS BUSINESS SCHOOL**



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PANEL SESSION 3

GBS WITH IMPACT – EMBEDDING ESG IN ASEAN’S OPERATING MODELS

This discussion highlights practical ESG integration; covering diversity metrics, green infrastructure, inclusive leadership and supplier responsibility, with voices from Vietnam, Malaysia, Singapore and the Philippines sharing regional frameworks and implementation success stories.



Moderator

**ADJUNCT PRACTICE PROF.
CHEAH KOK HOONG**

President, ESG Association of Malaysia (ESGAM)
and Executive Chairman, Steerquest Group



Panelist

AMAR CHHAJER

Vice President &
Country Head,
UST Global Malaysia



Panelist

**DATO' SIVANANTHAN
SHANMUGAM**

Member Board of Directors,
Media Prima Berhad



Panelist

THILLAI RAJ T. RAMANATHAN

Chief Technology Officer,
BAC Education Group



Panelist

FARRA FARISH

Head of Employee Experience
& Operations, Techno Mech



Panelist

JAY PADASIAN

Director,
NUGKK Borneo Sdn Bhd

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Panel Session 3: GBS with Impact - Embedding ESG in ASEAN's Operating Models

(Moderator: Prof. Cheah Kok Hoong; Panelists: Amar Chhajer, Thillai Raj T. Ramanathan, Farra Farish, Dato' Sivananthan)

Panel Session 3, "GBS with Impact - Embedding ESG in ASEAN's Operating Models," moderated by **Adj. Practice Prof. Cheah Kok Hoong**, explored the integration of Environmental, Social, and Governance (ESG) principles into GBS operations within ASEAN. The discussion acknowledged that not all organizations possess the budget to fully deploy ESG initiatives. **Amar Chhajer** cautioned against automatically migrating everything to the cloud and emphasized the importance of Service Level Management (SLM) and Multi-Level Marketing (MLM).



He advocated for embracing AI while stressing the need to protect data and ensure its meaningful use. **Dato' Sivananthan Shanmugam** discussed how ESG can support media and community engagement, highlighting the practice of inviting ministers to reinforce policy integration. **Thillai Raj T. Ramanathan** urged caution regarding AI, citing potential biases and high energy consumption. **Farra Farish** emphasized that human capital is the most important asset and promoted the use of biodegradable items as part of ESG efforts, advocating for starting an ESG drive. **Jay Padasian** acknowledged the expense of rolling out ESG initiatives and, as a sustainability practitioner, questioned how to implement changes with long-term impact.

LIVE DEMO: INTELLIGENT OPS IN ACTION - REAL-TIME AGENTIC AI IN GBS : 'FEEL - DO - BELONG'

PANG SERN YONG
FOUNDER, AIHQ TRAINING AND
CONSULTANCY



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PANEL SESSION 4

ASEAN GBS ECOSYSTEMS – COLLABORATE TO SCALE, COMPETE TO EXCEL

How do ASEAN countries collaborate while staying competitive? This panel dives into cross-border innovation, shared services hubs and regional alliances that are transforming ASEAN from individual markets into an integrated GBS powerhouse.



Moderator

STAN SINGH
ASOCIO Chairman and
Managing Director,
Iron Horse Asia



Panelist

GOPI GANESALINGAM
Senior Vice President,
Malaysia Digital Economy
Corporation (MDEC)



Panelist

**DR. MASRINA NADIA
MOHD SALLEH**
Centre of Global Business and
Digital Economy (GloBDE),
The National University of Malaysia (UKM)



Panelist

SURESH GNASEGARAH
Executive Director of Digital
Transformation & Enablement,
Standard Chartered Bank Malaysia



Panelist

**Ts. DR. GAJENDRA
BALASINGHAM**
Group Managing Director,
GKK Consultants



Panelist

**NIK IZUDDIN
MOHD YUSOF**
Director,
Investment Development Division,
Invest Selangor

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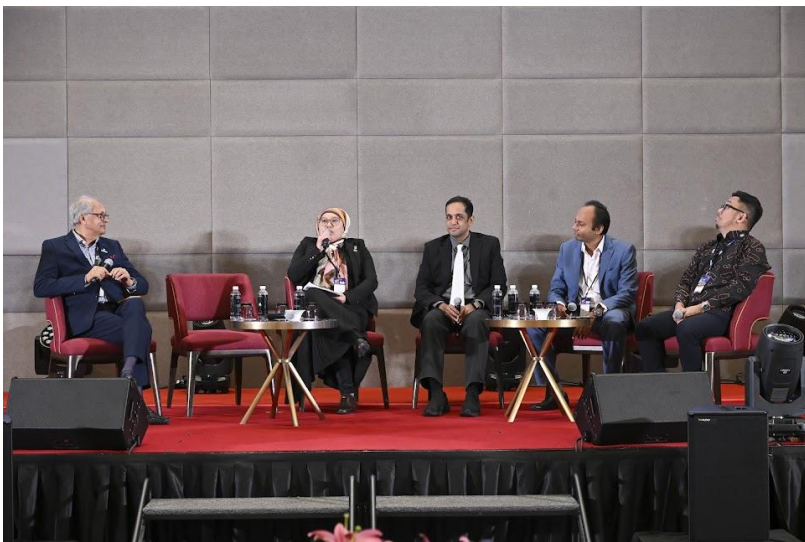


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Panel Session 4, "ASEAN GBS Ecosystems - Collaborate to Scale, Compete to Excel," moderated by **Stan Singh**, explored the balance between collaboration and competition in driving GBS growth within ASEAN, particularly concerning the adoption of AI and cybersecurity. **Dr. Masrina Nadia Mohd Salleh** likened the ecosystem to a football field, emphasizing the need for agreements despite the diversified nature of each country, and highlighting the importance of establishing groundwork for collaboration. She noted that talent is a key challenge and advocated for industry collaboration with academia, emphasizing technology's role in empowering people. **Suresh Gnasegarah** disagreed with the notion of competition, positioning Malaysia as a complementary force to Singapore, akin to Shenzhen and Hong Kong. He emphasized that the pie is expanding, encompassing domestic, regional, and foreign opportunities, and cautioned against taking Malaysia's successful QR code implementation for granted.



Ts. Dr. Gajendra Balasingham highlighted the Philippines' advancements and expressed hope for Malaysia's rise in rankings, while noting the lack of government funding for GBS. He stressed the importance of cost-benefit analysis and leveraging Special Economic Zones (SEZs), advocating for industry-relevant projects for students starting in their second year. **Nik Izuddin Mohd Yusof** presented a positive investment perspective, emphasizing the attractiveness of the region to investors and the importance of a unified approach. The panelists agreed that the pie is growing, offering opportunities for all, and that the domestic market should not be neglected alongside Foreign Direct Investments (FDIs). They emphasized the need for policy frameworks and structured approaches to foster sustainable growth and innovation.

Live Interactive Engagement with Delegates



SELANGOR GBS ROUNDTABLE LUNCHEON



TP | Dell Technologies | Technomech | Zimmer Biomet
GSK | Shell | Kimberly Clark | Experian | HDC | CASB
Daythree | Eli Lilly | DXC | UST Global



Selangor GBS
Roundtable
Luncheon on **30th**
October 2025, hosted
by **YB Ng Sze Han**
(State Exco) with **14**
Selangor Based
Companies & Invited
Partners.

MOA between UKM and GBS Malaysia



During the GBS Asean Summit 2025, an **MOA** was exchanged between both GBS Malaysia and UKM, witnessed by **YB Gobind Singh Deo, Minister of Digital**. This MOA essentially solidifies the partnership between both parties to tap on the available Talent Pool within the University and Tertiary Space and connect with Potential GBS Employers in the Industry – also providing Speakers and Mentors from GBS Malaysia Member Companies, to help shape young minds and cultivate the Curriculum for the GBS Industry.

Initiative and Platform to Tap on Talent Pool and Develop GBS Space and Eco-System

MID TERM STRATEGY REPORT



GBS Malaysia Mid Term Report Launched by YB. Gobind Singh Deo with over 300+ QR Registrations to obtain Soft Copy.



University of
Nottingham
UK | CHINA | MALAYSIA





Diversity, Interactive, Non – Stop Networking Opportunities with Transactional Value both Locally & Internationally



Over 21 Exhibition Booths Displaying Robotics, AI, Education & Training, VR/AR, Publications, Solutions, Gamification among other Unique Solutions & Services



Robotics & AI in ACTION at Summit!

MILESTONES & OPPORTUNITIES MOVING FORWARD

1

HIGHEST NUMBER OF DELEGATES & EXHIBITORS

2

MOST DIVERSE INDUSTRY VERTICALS REPRESENTED

3

LARGEST REPRESENTATION OF FEMALE C-SUITE DELEGATES

4

ALL ROUND SUPPORT FROM ALL CORRIDOR PARTNERS

5

**INTERNATIONAL POOL OF SPEAKERS, PANELISTS & MODERATORS
FROM OVER 6 CONTINENTS**

GBS GLOBAL SUMMIT 2026:

“Tides of Transformation”

Pinnacle Partner



Special Keynote: Elon Musk, CEO of Tesla & SpaceX

USD500 Per Ticket



SEE YOU IN 2026!

info@gbsmalaysia.org.my