

## **Redefining the Good Life**

10-11 October 2016, Connexion@Nexus, Bangsar South, Malaysia

**Conference Agenda as of 05th October 2016. There may be changes going forward.**

<b>Day 1</b>	
0930	<b>Welcome</b> by Gerald Miranda, CEO, Zenith / Acacia Blue
0940	<b>Opening Address</b> Dr. Sally Uren, Forum for the Future, CEO
1000	<b>Redefining the Good Life around the World</b> Koann Skrzyniarz, Sustainable Brands CEO & Founder
<b>Network break (1030)</b>	
1100	<b>There's always a way to make life better</b> Muhammed Ali Jaleel, Philips Malaysia, CEO
1130	<b>A brighter future for all</b> Janet Neo, Fuji Xerox, Head of Corporate Sustainability, Asia Pacific,
1200	<b>Achieving the Good Life and the important role of the workplace</b> Gregers Reimann, IEN Consultants Sdn Bhd, MD
1230	<b>How a brand can be less bad, moving towards Net Positive</b> Sally Uren, Forum for the Future, CEO
(1300) Lunch (1355) Recap & Intro: Dr. Sally Uren	
1400	<b>Panel 1: How to succeed by embracing inclusion?</b> Moderator: Lalit Gupta, Iclif, Chief Marketing Officer Panellist 1: Ali Jaleel, Philips Malaysia, CEO Panellist 2: Datuk Kamal Khalid, Media Prima Berhad, Group Managing Director Panellist 3: Marcus Luer, Sportsfix & Total Sports Asia, Group CEO
1445	<b>Nestlé: Driven by Purpose, Guided by Values</b> Alois Hofbauer, CEO Nestle Malaysia, Singapore & Brunei
1515	<b>Panel 2: The Growing Importance of Sustainability to Investors</b> Moderator: Jubin Mehta, Goals 101, Co-Founder & CEO Panellist 1: Najmuddin Mohd Lutfi, BIMB Investment Management Bhd, CEO Panellist 2: Phang Kar Yew, Malaysian Financial Planning Council, VP Panellist 3: Dato' Arif Siddiqui – Standard Chartered Bank Malaysia, Board Advisor
<b>Network Break (1600)</b>	
1630	<b>Panel 3: Why &amp; how brands need to equip themselves for continuous reinvention.</b> Moderator: Koann Skrzyniarz, Sustainable Brands, CEO Panellist 1: Wong Xin Yi, H&M, Sustainability Manager, SEA Panellist 2: Janet Neo, Fuji Xerox, Head of Corporate Sustainability, Asia Pacific Panellist 3: Nor Azahar Md Husain, Sime Darby Property, Head of Sustainability & Quality Management
<b>Closing Remarks (Dr Sally Uren)</b>	

**Day 2:**

0910	<b>Opening Address</b> Dr. Sally Uren, Forum for the Future, CEO
0930	<b>How P&amp;G brands enable positive consumption in pursuit of the Good Life</b> Virginie Helias, P&G, VP of Global Sustainability
1000	<b>The Circular Economy</b> Laura Allen, Gone Adventurin', Co-Founder & COO
<b>Network break (1030)</b>	
1100	<b>Enriching brands through education</b> Ralph Dixon, YTL, Director of Environmental Investments
1130	<b>Measuring the good life: ESG Impact Metrics explained</b> Redha Shukor, PWC, Sustainability & Operations Lead
1200	<b>The Renewable Energy Revolution: Are you ready?</b> Nadia Kahkonen, South Pole Group, Head of Communications
1230	<b>How the Tesla Effect will change your business and your life</b> David Ward, Noo Trees Sustainable Products, Founder & GM
<b>(1300) Lunch (1355) Recap &amp; Intro: Dr. Sally Uren</b>	
1400	<b>Panel 4: Waste to Wealth: The Circular Economy advantage</b> Moderator: Laura Allen, Gone Adventurin', Co-Founder & COO Panellist 1: Emma Biddles, Kellogg Asia Pacific, EHS Manager, Environmental Sustainability Panellist 2: Karen Lee, Interface, Sustainability Lead Panellist 3: Ralph Dixon, YTL, Director of Environmental Investments
1500	<b>Panel 5: Linking sustainability to brand equity and embedding sustainability as a marketing priority</b> Moderator: Dr. Sally Uren, Forum for the Future, CEO Panellist 1: Ashran Dato' Ghazi, Malaysian Global Innovation & Creativity Centre (MaGIC), CEO Panellist 2: Andrew Chan, PWC, Sustainability & Climate Change Leader Panellist 3: David Ward, Noo Trees Sustainable Products, Founder & GM
<b>Network Break (1600)</b>	
1630	<b>Panel 6: How can brands foster a stronger sense of place in a rapidly urbanising Malaysia?</b> Moderator: Gwyneth Fries, Forum for the Future, Senior Strategist Panellist 1: Eddie Chan, Gamuda Land, Senior General Manager, Product Management Panellist 2: Nadia Kahkonen, South Pole Group, Head of Communications Panellist 3: Gregers Reiman, IEN Consultants Sdn Bhd, MD
<b>Closing Remarks (Dr Sally Uren)</b>	