Technology Partner

Microsoft

PSDC



WORK SMARTER . WIN MORE . GROW FASTER .

Office to Factory Floor: AI for the Next Generation of SMEs

SME Tech Summit 2026 takes AI from the office to the factory floor. In one day, Penang SMEs will hear from global technology leaders, see how AI is being applied across finance, operations, data, product design and factory management, and get hands-on time applying it to their own business.

OBJECTIVES

- Gain insights from industry leaders and global experts
- Explore practical AI and digital solutions for your business
- Connect with technology partners and ecosystem players
- Join hands-on masterclasses and innovation labs
- Discover new opportunities for sustainable growth

SME 2026 TECH SUMMIT

AGENDA

9:00 – 9:15	Welcome Speech	**Dato' Solomon A Lorthu** Chairman, PSDC Management Council
9:15 – 9:30	Guest of honour address	VVIP — TBC
9:30 – 9:45	MoU Exchange Ceremony	Microsoft-PSDC · 3DS-PSDC
9:45 – 10:45	Keynote: **The Frontier Manufacturing Firm**	**Joanna Lim** SMB Lead, Microsoft ASEAN
10:45 – 11:00	Tea break · Exhibition	
11:00 – 12:00	Keynote: **Industrial AI: Redefining Malaysia's Manufacturing Horizon.**	**Patrick Ong** Senior Director, Customer Process Experience, Dassault Systemes Singapore Pte Ltd

12:00 – 13:30 LUNCH

13:30 – 16:00 AFTERNOON · Choose ONE track

TRACK A · HANDS-ON
Masterclasses & Labs
Limited seats · Prior registration required

Masterclass 1 Finance Workflow Automation	50 seats
Masterclass 2 Manufacturing Operations Workflow Automation	50 seats
Masterclass 3 Trusted AI Decision Intelligence with Fabric IQ, Copilot Agents and Data Agents	50 seats
Design Lab ML Driven Virtual Twin of Physics Behavior	20 seats
Factory Lab AI Virtual Twin for Operations and Maintenance with Data Science Experience	20 seats

TRACK B · TALK SERIES
Frontier Technologies
for Smart Manufacturing · Auditorium

Four back-to-back sessions on the technologies reshaping manufacturing:

- **AGENTIC AI · VIRTUAL TWIN · PHYSICAL AI**
  The Adaptive Factory: Orchestrate, Rehearse, Execute
- **AGENTIC AI**
  Autonomous AI Agents in Manufacturing
- **PHYSICAL AI**
  Teaching Robots to Work: What 20 Humanoids Running 24/7 Tell Us About the Next Factory Floor
- **VIRTUAL TWIN**
  Virtual Twins Powered by Industrial AI

> 100 seats

Open to all participants, including those whose preferred masterclass or lab is full.

16:00 – 16:25 CLOSE · Lucky draw & closing

How seats are allocated: Masterclass and lab seats are limited and confirmed on a first-come, first-served basis upon registration. If your preferred session is full, you will be seated in the Frontier Technologies track in the Auditorium.

WORK SMARTER • WIN MORE • GROW FASTER

SME TECH SUMMIT 2026

TRACK A · HANDS-ON | Masterclasses & Labs

Masterclass 1

Finance Workflow Automation

Jobe Edgar Gasper

Director of Operations
FinHero

Overview
Build an AI agent that reads incoming invoices, statements and payment records. It pulls out the key fields, checks them against your rules and sends exceptions to a person for approval. You'll leave with one working finance workflow, tested on a real example.

Target audience
CFOs, finance directors and SME owners who want to see what can be automated, plus finance systems or IT support staff; Finance managers, accountants, AP/AR and credit control executives, and finance analysts who handle invoices, statements and payments every day.

Best fit
Teams spending hours on manual data entry, matching or approval chasing.

Masterclass 2

Manufacturing Operations Workflow Automation

Dev Tiwari

Solutions Consultant
Tech Data Advanced Solutions Pvt Ltd

Overview
Build an AI agent that reads work orders, extract key details, check production readiness against sample material, equipment, quality and delivery data and identified exceptions, recommends next action and routes the request for human approval.

Target audience
COOs, plant managers and operations directors, operations IT or digitalisation staff; Operations and production managers, production planners, procurement and purchasing executives, sales coordinators, and supply chain or logistics leads.

Best fit
Teams re-keying details across email, Excel and ERP.

Masterclass 3

Trusted AI Decision Intelligence with Fabric IQ, Copilot Agents and Data Agents

Ganesh Durai

Senior Solutions Architect - Cloud and AI
Tech Data Advanced Solutions Pvt Ltd

Overview
This is an interactive demo show & tell session with interactive session on the use case of supplier risk and anomalies detection; enable business glossary using Fabric IQ, govern data privacy and provide govern AI insights, visualize graphs and automate approvals and create executive presentations slides.

Target audience
Business and data analysts, Power BI or Excel report owners, BI developers, and IT or data engineers; Engineering, quality and production leads who own plant or machine data, plus IT managers and CIOs planning their data and AI roadmap.

Best fit
Organisations whose reports come from several disconnected Excel, ERP or machine data sources.

Design Lab

ML Driven Virtual Twin of Physics Behavior

Alwan V

Technical Executive
Dassault Systemes Singapore Pte Ltd

Overview
High-fidelity simulation is accurate, but it is slow and specialist. Most design decisions rest on a handful of runs, and the analyst becomes the bottleneck.

A Virtual Twin of Physics Behavior is an AI/ML model, built through a SIMULIA Generative Experience on the 3DEXPERIENCE platform and trained on high-fidelity simulation data, so designers can predict product performance KPIs and 3D results in seconds rather than hours.

You'll see how one is built: a design of experiments generated with SIMULIA solvers, trained in Virtual Twin Physics Behavior Creator, then predicted in Physics Simulation Advisor and re-validated against a full simulation. Then you'll use a pre-trained model yourself to explore design options, find the best trade-off, and check it against the full run.

Target audience
Design and product engineers, simulation and CAE analysts, R&D and NPI engineers, and engineering managers deciding how to scale simulation across a team.

Best fit
Teams where simulation is a bottleneck and design variants go unexplored because each run takes too long.

Factory Lab

AI Virtual Twin for Operations and Maintenance with Data Science Experience

Firas Mahmoud

AI & Virtual Twin Sales Engineer Senior Manager
Dassault Systemes

Overview
The data needed for good maintenance decisions already exists. It is scattered across sensors, maintenance logs, technician reports, ERP and engineering systems. The hard part is no longer handling billions of events, it is bringing heterogeneous 2D, 3D, image, text and IoT data into one consistent, normalised model that several teams can work from.

An AI Virtual Twin on the 3DEXPERIENCE platform unifies that data, contextualises it on the asset's 3D model, and applies AI/ML to predict failures and guide maintenance decisions, powered by AURA, the Virtual Companion. Failures are predicted before they happen, maintenance is planned on actual asset condition, and availability goes up while downtime and spare-parts cost come down.

You'll see AI/ML detect anomalies, predict remaining useful life and pull failure insight out of technician reports. Then you'll contextualise a virtual twin yourself with 3D representation and operations data, and configure Virtual Companions.

Target audience
Maintenance and reliability engineers, plant and operations managers, asset and facilities managers, and data or digitalisation leads responsible for uptime.

Best fit
Plants running reactive or calendar-based maintenance that want to move to condition-based.

SME 2026 TECH SUMMIT

Frontier Technologies for Smart Manufacturing

AUDITORIUM
> 100 seats

PSDC · Microsoft · Mr. Robot · Dassault Systèmes

13:30 - 13:45

AGENTIC AI · VIRTUAL TWIN · PHYSICAL AI

The Adaptive Factory: Orchestrate, Rehearse, Execute

Three frontier technologies, arriving together, and they converge into one thing: an adaptive factory that orchestrates the work, rehearses the change, and executes in the physical world. What that means for a Penang supplier, and what PSDC is building next.

Tan Chian Ming · *Chief Technology Officer, PSDC*

13:45 - 14:30

AGENTIC AI

Autonomous AI Agents in Manufacturing

From AI tools to AI teammates — multi-agent systems that execute multi-step work with limited human oversight.

Amir Ismail · *Country lead AI Business Solutions, Microsoft Asia, ASEAN SME&C*

14:30 - 15:15

PHYSICAL AI

Teaching Robots to Work: What 20 Humanoids Running 24/7 Tell Us About the Next Factory Floor

Humanoids are not a hardware problem — they are a data problem. Why the ability to show a robot a task instead of programming it changes the economics of high-mix, low-volume production, and an honest account of what these machines can and cannot do in 2026.

Edwin Yap · *Founder, Mr. Robot, CEO, Jemco Group*

15:15 - 16:00

VIRTUAL TWIN

Virtual Twins Powered by Industrial AI

Why the riskiest automation decision is the one made on a quotation. How a validated production twin becomes a programmed, commissioned robot cell — and how high-mix manufacturers test the investment before committing to it.

Patrick Ong · *Senior Director, Customer Process Experience, Dassault Systemes Singapore Pte Ltd*

SPEAKERS



Joanna Lim leads the Small and Medium Business (SMB) sales strategy and execution across ASEAN and Korea, driving growth through diverse sales channels, pricing models, and solution areas.

Joanna is responsible for driving SMB customer growth across Microsoft cloud solution areas, ensuring that businesses leverage the full potential of Microsoft's cloud offerings to achieve their goals. She partners with Cloud Solution Areas leads, Go-To-Market leads, Partner Development Managers, and Channel Sales to empower the channel to drive customer transformations at scale. Her role involves working on global offers, programs, assets, and investments that are market relevant and executing them into the region.

Joining Microsoft in 2003, Joanna held marketing and partner sales roles in Singapore and Asia Pacific for a decade. After a stint with Symantec & Veritas, she returned to Microsoft in 2018 as Business Group lead for Modern Work & Security, then became Chief Marketing & Operations Officer for Microsoft Singapore in 2022. Joanna assumed her current position as ASEAN SMB lead in late 2023.

Joanna is passionate about empowering SMBs to thrive in a digital-first economy and fostering strong partnerships that drive innovation and impact.

Joanna Lim
SMB Lead | Microsoft ASEAN



Patrick Ong is a veteran technology leader with extensive expertise in driving industrial innovation across the region. He champions the use of virtual twin technology to help organizations achieve sustainable growth and manufacturing agility. Patrick is deeply passionate about fostering public-private partnerships, future mobility ecosystems, and digital talent development across the Asia-Pacific market.

Patrick Ong
Senior Director, Customer Process Experience | Dassault Systemes Singapore Pte Ltd



Edgar "Jobe" Gasper is Director of Operations at FinHero, where he works on FinHero FiX, the company's workflow automation service. His focus is the manual work that surrounds a finance system: invoices keyed in by hand, payments matched line by line, approvals chased over email.

He has spent more than two decades on problems like these. At a global technology company, he worked as a process engineer and later led IT application deployment across Asia Pacific. He went on to serve as chief operating officer of a financial trading platform.

Jobe Edgar Gasper
Director of Operations, FinHero



Dev Tiwari, as a Solutions Consultant specializing in Microsoft AI, Microsoft 365 Copilot, Copilot Studio, and AI Agents. As a Microsoft Certified Trainer (MCT), he works with partners and customers across APJ to translate AI capabilities into practical solutions, accelerate adoption, and drive business transformation through intelligent automation and agentic AI.

Dev Tiwari
Solutions Consultant | Tech Data Advanced Solutions Pvt Ltd

SPEAKERS



Data & AI solution engineering leader with 19 years of enterprise technology experience, including 13 years in banking and financial services. Leads APJ customer and partner engagements across modern data platforms, governance and AI-ready architectures from discovery and technical decision through PoC, live demonstration and adoption.

Ganesh Durai
Senior Solutions Architect - Cloud and AI | Tech Data Advanced Solutions Pvt Ltd



With 15 years of industry experience, Alwan helps to bring the industry transforming technology for the customers to adapt & transform their process & the product. Having worked across different industries, he works closely with the customers to identify their key value indicators and enable them to use Dassault Systemes diverse technology portfolio to enhance their business performance.

Alwan V
Technical Executive | Dassault Systemes Singapore Pte Ltd



Firas Mahmoud is a Senior Technical Sales Leader for Industrial AI and Virtual Twin Experience at Dassault Systèmes. Based in Singapore, he leads strategic Industrial AI and Virtual Twin engagements across Asia-Pacific, helping leading organizations accelerate digital transformation through the adoption of the 3DEXPERIENCE platform.

With more than 10 years of international experience at Dassault Systèmes across Europe, the United States, and Asia, Firas has developed a strong track record in driving complex transformation initiatives for global enterprises. Over the past five years, he has played a key leadership role across Korea, Japan, China, Southeast Asia, and ANZ, supporting organizations in rethinking how they design, simulate, manufacture, and operate products and systems in the age of AI.

Firas currently leads cross-functional teams of consultants and technical experts across Asia, working closely with executives, industry leaders, and ecosystem partners to accelerate the adoption of Industrial AI, Virtual Twins, and next-generation engineering platforms. He has contributed to multiple enterprise modernization programs spanning digital engineering, smart manufacturing, operational transformation, and sustainable innovation.

Recognized for his ability to bridge technology, business strategy, and industrial transformation, Firas focuses on helping organizations connect the virtual and physical worlds through modeling, simulation, data, and AI-driven technologies. He is a strong advocate for the role of Industrial AI in shaping the future of industry and regularly engages with partners, and executive audiences on its impact on resilience, efficiency, and sustainability across global value chains.

Firas holds a double engineering degree from École Centrale de Lille and ENSI, combining strong foundations in systems engineering, industrial technologies, and digital transformation.

Firas Mahmoud
AI & Virtual Twin Sales Engineer Senior Manager | Dassault Systemes

SPEAKERS



CM Tan is a seasoned technology and innovation leader with over 30 years of experience driving digital transformation across enterprise and government sectors. Formerly Head of Products Architecture and Technology at Motorola Solutions, he led global teams in delivering AI-powered, cloud, and mission-critical communication solutions. Passionate about innovation and talent development, he actively mentors future technology leaders and advises organizations on AI-driven growth and strategic transformation.

Tan Chian Ming
Chief Technology Officer | PSDC



Amir Ismail brings strong industry experience in enterprise solutions, workplace modernisation, and AI adoption across various sectors. As a Partner Solution Sales Manager at Microsoft, he supports organisations across Malaysia in their digital transformation journeys.

He works closely with customers and partners to modernise the workplace, strengthen security, and implement AI capabilities such as Microsoft Copilot in a practical and responsible manner.

His experience spans Microsoft 365, Security, and Dynamics 365, with a focus on translating technology into tangible business and productivity outcomes. Amir is passionate about helping organisations navigate change, simplify complexity, and make informed decisions as they embrace modern work and AI-driven innovation.

Amir Ismail
Country lead AI Business Solutions | Microsoft Asia, ASEAN SME&C



Edwin Yap is the CEO of Jemco Group and Founder of Mr. Robot, an AI robotics company focused on bringing humanoid and service robotics into real world commercial environments across Southeast Asia. Under Jemco Group, he leads businesses spanning retail fixtures, warehousing solutions, modular structures, automation, and robotics. Through Mr. Robot, Edwin works closely with global robotics innovators such as AgiBot to drive practical deployment, integration, and adoption of advanced robotics technologies. He also leads Mr Robot AI Lab, which focuses on advancing embodied AI and humanoid robotics through AI research and development, as well as Data as a Service (DaaS) for collecting and preparing real world robotics data for AI training. Together with Mr. Robot's sales, leasing, secondary development, and integration capabilities, these efforts support the deployment of humanoid and service robots into practical commercial roles and day to day operational tasks.

Mr. Edwin Yap
Founder, Mr. Robot | CEO, Jemco Group

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