

Concept Note:
Industry - University Talent Bridging Conference on
25th July 2023

**“Reshaping Markets & Finance:
Thought Leadership,
Technology &
Talent as Levers for Change”**



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BACKGROUND

“Reshaping Markets & Finance: Thought Leadership, Technology & Talent as Levers for Change” is a conference that comes at a critical time, as the world grapples with the aftermath of the Covid-19 pandemic, geopolitical tensions and the rapid evolution of digital technologies.

With Malaysia’s capital market now at RM3.5 trillion and the country being a global leader in Islamic finance, there is a unique opportunity to be on the cutting edge to harness the power of markets to address some of the biggest economic, environmental and social challenges of today. Our markets also have the potential to be a key driver to facilitate the growth and impact needed for Malaysia’s structural upgrade of the economy and to finance the “new economy” of SME businesses and entrepreneurs.

However, the clock is ticking as global markets today are being rapidly transformed by newer technologies such as artificial intelligence (AI). The expansion of capabilities and capacity of markets coupled with the growth of new digital business models is widening accessibility and reach, reshaping the financial landscape and businesses globally and in Malaysia. And as the world embraces the digital revolution, the future of work is rapidly evolving.

This new landscape requires significantly different skill sets and expertise, and universities have the potential to act as “talent engines” to prepare students for the jobs of the future. But to tackle the complex issues that lie ahead- including sustainable markets, green technology, transition financing- there needs to be a platform for sharing of knowledge, facilitating greater university-industry interactions, and encouraging university talent to help upgrade our capital market capabilities.

At this conference, we will explore the theme ***“A whole greater than the sum of its parts?”*** by examining markets, technology, and talent from three interrelated perspectives. Drawing lessons from history, we will delve into the importance of embracing both new hardware in the form of technologies and new software in the form of new ways of thinking about work, life and markets, and how this approach can drive Malaysia's future success in a rapidly evolving global landscape. Our panel sessions will provide opportunities for collaborative discussion and knowledge sharing between academia, policymakers, and business practitioners, with the aim of developing new skills and insights that will drive Malaysia forward.

CONFERENCE OBJECTIVES

The conference themed ***"Reshaping Markets & Finance: Thought Leadership, Technology & Talent as Levers for Change"*** is aimed at encouraging greater interdisciplinary discourse and collaboration among policymakers, regulators, academia and the business sector on how Malaysia can propel its capital market to the next level and in particular the critical role of talent in the financial sector.

It will bring together **global and regional thought leaders** in key emerging areas to share their views and insights to encourage innovative and forward thinking on some of the issues and challenges faced by our capital markets and its impact on the economy and society.

The conference also aims to be the platform **to facilitate knowledge transfer between policymakers, industry and academia** through the deliberation of new ideas, approaches and perspectives and to enable the sharing of data and academic research.

As talent is a critical lever for greater capital market development, the conference also seeks to **build the bridge between academia and industry to create a talent pipeline** by sharing the value proposition of the capital market industry as a career choice. This is in line with the recommendation in ICMR and SIDC's joint talent study which put forth the need for greater knowledge transfer and interactions between policymakers, industry, and academia in the area of talent development.

TARGETED PARTICIPANTS

The conference will be held physically over a day, **to be held on the 25th of July 2023 at the Securities Commission Malaysia building.**

The agenda is provided in Appendix 1.

This conference is targeted to attract about 350 participants and is open to the following categories of participants:

- Policymakers and Regulators
- Capital Market Industry and Business Leaders
- Head of HR at Capital Market Intermediaries and Public Listed Companies
- Academic scholars, faculty members
- Career counsellors and industry liaison officers at public and private universities
- Students interested in the intersection of technology, finance and markets.

DETAILS OF THE SESSIONS

Fireside Chat with Tan Sri Munir Majid

This year marks 30 years since the establishment of the Securities Commission Malaysia (SC) in 1993 under the Securities Commission Act 1993 (SCA), entrusted with the responsibility to regulate and develop the Malaysian capital market. To commemorate this milestone, we are privileged to have Tan Sri Munir Majid, the founding Chairman of SC, join us for a fireside chat.

In this fireside chat, Tan Sri Munir Majid will share his high-level reflections on how Malaysia's capital market has fared over the past 30 years, reviewing the key milestones in the development of the capital markets and how it has served Malaysia's economy as well as its relevance vis-à-vis its regional and global peers, today.

At the same time, this fireside chat will also include a discussion on how the Covid-19 pandemic has intensified some of the challenges and tensions between the pursuit of profits by businesses and the negative social and environmental externalities at the expense of the long-term interests of society as a whole. This leads to the bigger questions on how our financial system and businesses can better serve the needs of the majority, and not just enrich the few- demanding a fundamental shift in the way we think about capitalism and the role of business in society.

Session 1: Reimagining the Role of Markets

Markets, physical and financial, are changing very rapidly through technology, geopolitical rivalry, and emerging social and ecological trends. This session will explore the challenges and opportunities of a rapidly evolving financial landscape and examine how the role of markets can be redefined to better meet society's needs. The discussion will start off with re-think of how current debt-based capital markets may not be serving the real economy in terms of addressing environmental, social and governance (ESG) issues. Islamic finance, an area of comparative advantage in Malaysia, is equity and ethics-based, focused on risk-sharing and promoting a caring, sharing governance model. As many Islamic countries are still striving to improve their financial markets, Malaysia can pioneer efforts in addressing ESG issues from a new perspective, drawing upon improvements in technology and new sources of funding from different market and economic players.

Whilst the conference will not be specifically on Islamic finance, an underlying theme is to explore how to grow the real economy and finance in an ethics and

equity-based direction without the imbalances of the current conventional debt-based model.

This includes exploring the potential of newer market-led initiatives such as social enterprise-funding, social exchanges, carbon markets and transition financing to facilitate the transition toward an inclusive, low-carbon and more sustainable economy. Malaysia's capital markets have shown resilience with long periods of stable growth. However, as markets continue to evolve and new business models and technologies arise, it is important to revisit the critical components of any well-functioning market such as governance, transparency and trust, and enhanced regulatory efforts.

In addition, the rise of non-bank financial intermediation (NBFIs) and fast-growing fintech and platform companies has also increased the complexity of the regulatory landscape. While capital markets have been traditionally highly regulated, and for good reason- to maintain market integrity and protect investors' interests, the regulatory framework has often been criticized for being too conservative and slow to adapt to new technologies.

Decentralised finance, tokenisation, AI, as well as sustainability and climate change are among the regulatory hot topics changing global and local market rules and standards. Thus, in reimagining the role of markets in an era of disruptive and transformative technologies, it is imperative that we consider how our regulations can role-model a new approach-one which is forward-looking, flexible, and adaptable to the rapid pace of technological change in order to foster greater innovation.

The panel session will explore:

1. How will the old paradigms on the role of markets and finance shift in the future driven by the secular factors such as rising geopolitical tensions, ESG and climate change and technological advancements?
2. Given the rising demand from regulators, investors, and consumers for more sustainable business practices, how would new market-led initiatives such as social exchanges, carbon markets and transition financing operate alongside traditional platforms?
3. How will these structural trends impact our critical talent needs to meet the demands of a new market landscape and what would be the roles of universities and businesses in building this talent?

The session will be moderated by Tan Sri Andrew Sheng, ICMR's Distinguished Fellow

Session 2: Evolution of Technology and its Impact on Markets

The rise of new technologies has proven time and time again that it will continue to threaten conventional and established industries. Lessons from history has also

shown that embracing new technologies (hardware) will need to be complemented with new software or ways of thinking about work, lifestyles and markets. Most recently, the meteoric rise of AI applications such as ChatGPT has reopened discussions on the impact of technology on the future of work.

A technology-led recovery can be one of the most powerful levers the financial industry has to address the current industry challenges and deliver future opportunities. The expansion of capabilities and capacity of markets coupled with the advancements in technology and the growth of new digital business models has the potential to significantly widen access and reach for greater financial inclusion. Smaller funding requirements should be made available to micro, small and medium sized enterprises (MSMEs) and in more remote areas. For example, decentralised platforms such as the Celo Foundation Microwork Platform in Kenya has democratised finance by allowing people to earn small amounts of money through completing tasks and surveys which can be used to access financial services. The growth in popularity of innovative and alternative finance platforms such as the equity crowdfunding (ECF) and peer-to-peer lending platforms (P2P) has the potential to enable risk-based sharing aligned with Islamic principles to a wider reach.

Additionally, as investing becomes increasingly accessible to a broader part of society through availability of micro-savings and digital platforms, shifts in investor and consumer behaviour and preferences will also shape the future of capital markets. It is important to understand these behavioural shifts in the context of rapid systemic change driven by political, economic and regulatory developments. More importantly, technology and behaviour intersect at several points- user-centredness and personalisation, feedback loops, and behavioural change. By understanding the ways in which technology and behaviour interact, both businesses and policymakers can create technologies that are more effective, usable, and valuable to users. These technological advancements will also clearly impact talent needs and requirements to manage these continuously shifting requirements.

The panel session will explore:

1. What would be the impact of the rapid development of generative AI applications such as ChatGPT and Bard on businesses of the future? (Video presentation and discussion)
2. How can we apply a more nuanced understanding of the different needs of users and investors to meet the regulatory, policymaking and investment objectives, while meeting data privacy and protection standards?
3. What kind of human expertise will be needed to optimise and complement the use of emerging technologies such as AI in the finance industry?

This session will be moderated by Datin Azleen Osman Rani, Director of ICMR

Session 3: Talent – the Critical Lever in the AI Age

Like many highly regulated and traditional industries, the capital market industry is also faced with a dearth of young talent due to various factors. Demographic changes, the impact of technological advancements and the inability of the industry to keep pace with the changing values and preferences of the younger generations who place a higher value on trust, impact and social responsibility. There is also perhaps an unjustified perception that the certain industries, such as the capital market are “old” and “boring”, thus lacking the excitement of newer, more innovative and dynamic fields. The result is thus an industry that is predominantly made up of older generations, who tend to be resistant to change.

In order to attract the talent needed, there is a need to redefine what the capital market and businesses in general have to offer to younger job seekers and the new graduates entering the workforce.

Adapting to emerging technology and addressing concerns from the younger generations are only two means of creating a viable workplace. Further action is needed in the form of early engagement with future talent to instil a better understanding of the role of capital markets to serve the wider economy with a purpose beyond profits. This session will focus on the challenges faced in attracting and retaining talent in the capital market and what efforts needs to be taken to promote the capital market as a viable career path.

The panel session will explore:

1. What are the new skillsets needed in capital markets and businesses, especially with the changing demographics and rapid advancements in technology?
2. How can universities change their curricula, research and re-skilling programmes to catch up with rapid changes in technology and finance?
3. How do we create and profile a new and dynamic value proposition of the capital market industry and businesses as a whole to young job seekers?
4. What would be the distinctive and complementary roles of universities, policymakers and industry to ensure our talent workforce remains competitive in a rapidly evolving environment?
5. Should we explore the possibility of a new social contract between workers and employers to futureproof the industry, and what would this look like?

The session will be moderated by Tengku Zarina Tengku Chik, CEO of SIDC

Special Feature: A conversation with Tan Sri Azman Mokhtar

Wrapping up the conference, we are privileged to sit down with Tan Sri Azman Mokhtar to share his thoughts on a new vision for the future of markets and finance, in general and of Islamic Finance in particular, to help Malaysia successfully navigate forward.

As the world shifts from a shareholder to a stakeholder economy model, we tap on Tan Sri Azman's illustrious career as the ex-Managing Director of Khazanah, Malaysia's sovereign investment fund, as well his extensive experience in the corporate world, academia and public service, to explore if Islamic finance can provide an alternative and dominant model that promotes sustainability, offering a broader conception of what "true value" really means, alongside financial returns.

And as norms and expectations of what corporations should do are changing rapidly in the post-pandemic landscape, our discussion will delve into Tan Sri Azman's views on the state of Malaysian capital markets- how do we accelerate the corporations' capacity for innovation to remain competitive, balance long-term sustainability goals with short-term financial pressures and harness the role of markets, in general and Islamic finance, in particular to boost entrepreneurship and finance SMEs?

These discussions will be anchored by an exploration into the critical role played by universities in shaping the future talent needs for markets and businesses.

Appendix 1

AGENDA

<i>8:00am – 9:00am</i>	<i>Registration</i>
<i>9:00am – 9:05am</i>	Welcoming remarks by Datin Azleen Osman Rani, Director of ICMR
<i>9:05am – 9:20am</i>	Keynote address by Dato' Seri Awang Adek Hussain, Chairman of SC
<i>9:20am – 9:30am</i>	<i>Launch of conference</i>
<i>9:30am – 10:00am</i>	Fireside Chat with Tan Sri Munir Majid, Chairman of ICMR
<i>10:00am – 10:30am</i>	<i>Coffee Break</i>
<i>10:30am – 12:00pm</i>	<p>Panel session: Reimagining the Role of Markets <i>Moderated by Tan Sri Andrew Sheng, ICMR Distinguished Fellow</i> <i>Panel Speakers - Amarjeet Singh, Executive Director, SEBI, India</i> <i>- Dr. He Ping, Associate Dean, Professor and Chair, Department of Finance, School of Economics & Management, Tsinghua University, China</i> <i>- Dr. Charika Channuntapipat, Research Fellow, Thailand Development Research Institute</i></p>
<i>12:00pm – 1:00 pm</i>	<p>Panel session: Evolution of Technology & its impact on Markets <i>Moderated by Datin Aida Jaslina Jalaludin Director of ICMR</i> <i>Panel Speakers - Sanjay Sarma, CEO, President and Dean, Asia School of Business</i> <i>- Lim Su Ann, Head of Government Affairs and Public Policy, Google Cloud, Southeast Asia Cluster</i> <i>- Dr. Wong Huei Ching, Executive Director, Securities Commission Malaysia</i></p>
<i>1:00pm – 2:30pm</i>	<i>Networking Lunch</i>
<i>2:30pm – 3:30pm</i>	<p>Panel session: Talent – the critical lever in the AI age <i>Moderated by Tengku Zarina Tengku Chik, CEO of SIDC</i> <i>Panel speakers - Wing K. Lee, Chief Executive Officer, YTL Communications Sdn Bhd</i> <i>- Gurdip Singh Sidhu, Group Chief Operating and People Officer, CIMB</i> <i>- Professor Dr. Shamsul Bahri Hj. Md Tamrin, Director, Center for Industry</i></p>

	<i>Linkages & Networks (CiRNet) Universiti Putra Malaysia</i>
3:30pm – 3:45pm	Research Collaboration Network: Award of top 3 papers under the Call for Paper initiative
3:45pm – 4:15pm	Special Feature: A conversation with Tan Sri Azman Mokhtar
4:15pm – 4:30pm	Conference Wrap-up

Appendix 2

ABOUT THE ORGANISERS

The Institute for Capital Market Research Malaysia (ICMR) was established by the Securities Commission Malaysia (SC) as an independent think tank, dedicated to the provision of high-quality research and thoughtful insights on a broad range of thematic topics relevant to Malaysia's capital market development. ICMR seeks to create value by delivering a combination of independent research with practical ideas built upon collaborative research processes.

The Securities Industry Development Corporation (SIDC) is the leading capital market learning and development solutions provider for industry participants in Malaysia and the growth and emerging markets that include market professionals, company directors and regulators. Established in 1994 as the learning and development arm of the SC and incorporated in 2007, SIDC has been a standard-bearer of quality and innovation for over two decades.

To further complement the work of ICMR and SIDC as well as to leverage on our common developmental mandates and facilitate synergies based on each organisations' strengths, ICMR and SIDC is collaborating to co-host this inaugural capital market talent bridging conference.