

Mid-Tier Companies Development Programme (MTCDP)

Upcoming Events Highlights (October – December 2024)

MTCDP Upcoming Events

As we continue to empower mid-tier companies, we're excited to present a series of **exclusive events** designed to provide **key insights** and **opportunities for business growth and sustainability**. From **discovering new customer insights** to **planning the future of family businesses**, and **exploring immersion experiences** in **Hong Kong** and **Vietnam**, these events offer **unparalleled learning and networking opportunities**.

Explore the events below and take the next step towards **global success!**

Flagship Event: MTC CEO Summit 2024

MTC CEO Summit 2024, 14th November 2024

Don't miss our **MTC CEO Summit 2024** with the theme **"Thriving Beyond Borders: Strategic Leadership Amid Trade Resistance."** Join industry leaders and innovators as they share strategies to overcome global challenges and scale businesses to new heights.

MTC CEO SUMMIT 2024 | Thriving Beyond Borders: Strategic Leadership Amid Trade Resistance

14 November 2024 | 9.00 am - 1.00 pm
Level 3, MATRADE Exhibition & Convention Centre (MECC)

Agenda

- Registration & Networking
- Welcoming Remarks & Scene Setting
- Featured Presentation by Industry Expert
- The Journey Ahead
- Keynote Address
- Fireside Chat - "Resilient Leadership: Leveraging Innovation and Digitalization"
- The Way Forward

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Scan the QR code to register

MTC CEO Summit 2024 | Thriving Beyond Borders: Strategic Leadership Amid Trade Resistance
Thursday, 14th November 2024 | Level 3, MATRADE Exhibition and Convention Centre (MECC)

➤ Register here: [link](#)

Customer Discovery & Insights Functional Workshop

Customer Discovery & Insights Functional Workshop, 30th October 2024

Take part in the **Customer Discovery & Insights Workshop** at **The Majestic Hotel Kuala Lumpur**. This workshop will provide companies with practical tools to identify customer needs—current, potential, and future—validate critical assumptions, and gather actionable insights. Participants will learn techniques like the Five Whys, user interviews, and hybrid discovery methods to uncover customer motivations and pain points, driving business resilience.

➤ Register here: [link](#)

CUSTOMER DISCOVERY & INSIGHTS FUNCTIONAL WORKSHOP

The Customer Discovery & Insights workshop equips companies with practical tools to pinpoint current potential and future customer needs, validate core assumptions, and gather data-driven insights. Participants will master techniques like the Five Whys, user interviews, and other hybrid discovery methods to uncover customer motivations and pain points towards business resilience.

WORKSHOP AGENDA

- WHAT IS USER DISCOVERY?
- UNDERSTANDING USER INSIGHTS
- CREATING VALUE FOR YOUR CUSTOMERS
- CUSTOMER-CENTRIC OPERATING MODEL

SCAN HERE TO REGISTER!
<https://forms.office.com/e/bLT8RBJSy4>

KAH HOONG LIEW
Human Capital - Workforce Transformation Manager, Deloitte Consulting SEA

DATE: 30 OCTOBER 2024 (WEDNESDAY) | TIME: 9:00 AM - 5:00 PM | LOCATION: MAJESTIC 2, THE MAJESTIC HOTEL KUALA LUMPUR

Family Business Succession Planning Workshop

Family Business Succession Planning Workshop, 12th November 2024

Join us for the **Family Business Succession Planning Workshop** at **M Resort & Hotel Kuala Lumpur**, where family business leaders will learn essential strategies for governance, succession planning, and structuring to ensure long-term success and a lasting legacy. Participants will gain valuable insights and actionable steps to navigate the complexities of succession planning.

➤ Register here: [link](#)

FAMILY BUSINESS SUCCESSION PLANNING WORKSHOP

WORKSHOP AGENDA

- FAMILY GOVERNANCE UNLOCKED: STRATEGIES FOR LASTING SUCCESS
- UNDERSTANDING SUCCESSION PLANNING AND IDENTIFYING SUCCESSORS: MERIT VS INHERIT
- PREPARING SUCCESSORS FOR SUCCESS: BRIDGING DEVELOPMENTAL GAPS
- FUTURE-PROOFING YOUR LEGACY: EFFECTIVE FAMILY BUSINESS STRUCTURES
- Q&A, WRAP UP AND GROUP PHOTO SESSION

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CHEE PEI PEI (Financial Services Tax Leader, Deloitte Private Leader, SEA)
HO WEI LIH (Managing Partner, Wei Lin Ho & Co.)
TSEN YEOH (Head of Design Group Director, YTL Construction)
SYAFIQ SAAD (Legal Associate, Inheritance & Succession, Wong Lu Peen & Tanuku Aina Advocates & Solicitors)

TUESDAY 12 NOVEMBER 2024 | TIME: 9:00 AM - 5:30 PM | VENUE: M RESORT & HOTEL KUALA LUMPUR

MTCs Market Immersion Mission to Hong Kong

Hong Kong Immersion Programme, 3rd to 5th December 2024

The **MTCDP Hong Kong Immersion Programme** presents a unique opportunity to explore business potential in key sectors, including:

- **Pharmaceuticals, Medical, and Healthcare**
- **Cosmetics and Personal Care**
- **Food & Beverage (F&B)**

This programme is designed to provide MTCs with valuable insights and strategies to successfully navigate and capitalize on the opportunities within these growing markets.

➤ Register here: [link](#)

HONG KONG IMMERSION PROGRAMME

3rd - 5th December 2024, Hong Kong

What Awaits you in Hong Kong?

- Experience Theoretical and Practical Insights on Doing Business in the Region from Local Leaders
- Explore Industry Trends and Gain Exclusive Market Perspectives from the Experts
- Discover Business Opportunities with Local Leaders
- Network with Business Communities, Trade Associations and Key Leaders

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Hosted by: **Yazrin Syakhairi**, MATRADE Hong Kong Trade Commissioner

MTCs Market Immersion Mission to Vietnam

Vietnam Immersion Programme, 4th to 6th December 2024

The **MTCDP Vietnam Immersion Programme** will take place in **Ho Chi Minh City** and offers a valuable opportunity to explore business prospects in various key sectors, including:

- **Professional Services:** Environmental, waste, and water treatment solutions
- **Construction & Building Materials**
- **ICT:** High-tech agriculture
- **Chemicals and Chemical Products**
- **FMCG:** Food and beverage (F&B), personal and beauty care, and consumer and household electronics

This programme aims to equip MTCs with insights to navigate these promising markets.

➤ Register here: [link](#)

VIETNAM IMMERSION PROGRAMME

4th - 6th December 2024
Ho Chi Minh City, Vietnam

What Awaits you in Vietnam?

- Gain Theoretical and Practical Insights on Regional Business from Local Experts
- Discover Industry Trends and Obtain Exclusive Market Perspectives from the Experts
- Uncover Business Opportunities with Local Experts
- Connect with Business Communities, Trade Associations, and Key Leaders

SCAN HERE TO REGISTER!
<https://forms.office.com/e/DGntW0EVsm>

Hosted by: **Firdaus Mohammad**, MATRADE Ho Chi Minh City Assistant Trade Commissioner

Please reach out to us for any inquiries and/or feedback pertaining to this MTCDP newsletter. You may reach out to us at myconsultingmtcdp@deloitte.com

Also, follow us on LinkedIn [Mid-Tier Companies Development Programme \(MTCDP\)](#) to check out our previous MTCDP events and stay tuned to our latest market updates as well as upcoming event invitations.