

**30th & 31st October 2023**  
at **SUNWAY PYRAMID CONVENTION CENTRE,**  
**MALAYSIA**

Accelerating Startup Success in **INDO ASEAN**

Organised by:



Co Organised by:



In Collaboration with:



Accelerator Partner:



Venue Sponsor:



In partnership with:



# ABOUT

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**INDO ASEAN STARTUP SUMMIT 2023** is an unprecedented Summit, a collaboration event between Malaysia and India attracting delegations and stakeholders from the INDO ASEAN region.

**MALAYSIA** as the host, is often regarded as one of the most business-friendly country in Asia offering conducive environment for startups to thrive. The country has developed a well-established infrastructure and a supportive ecosystem that encourages entrepreneurship and innovation.

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# WHAT TO EXPECT

1

## Networking Opportunities

- Mentor Connections
- Investor Networks
- Business Partnership

2

## Leadership Insights

- Innovations & Trends
- Future Impacts
- Transformational Growth

3

## Business Essentials

- Legal Advice
- Branding Strategy
- Compliance & Governance

4

## Entrepreneurial Wisdom

- Resilience Formula
- Success Pathways
- Real World Experience

5

## Access to Capital

- Funding Sources
- Investment Strategies
- Capital Mechanism Dynamics

6

## Skills and Talent

- People Development
- Team Alignment
- Performance Enhancement

# EXPECTED ATTENDEES

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**600+**

Start-ups

**50+**

Investors domestic  
and international

**100+**

Government officials

**100+**

Start-up hubs, incubators  
and accelerators

## KEY STAKEHOLDERS:

### GOVERNMENT OF MALAYSIA

- Policy Makers
- Startup Agencies

### GOVERNMENT OF INDIA

- Policy Makers - Federal & State Level
  - Startup Agencies
-

**Healthcare & Wellness**



**Food & Agriculture**



**Energy & Environment**



**Digital Innovation**



**Education**



**Women Startups**



# WHO WOULD BENEFIT

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- **Startup Boosters** - Hubs, incubators, and accelerators driving startup potential.
- **Showcase Startups** - Startups eager to raise funds & / or promote their products/services globally.
- **Project Seekers** - Investors expanding their investment portfolio.
- **Women Business Community** - Associations/Foundation Supporting Upliftment of Women Start-ups
- **Startup Supporters** - Government agencies backing the startup ecosystem.
- **Impact Advocates** - Entities championing Social Impact startups.
- **Business Seekers** - Professionals looking for business services/partners
- **Idea Seekers** - Individuals who want latest market trends & updates
- **Existing Founders** - Startup founders with ongoing businesses.
- **Product Innovators** - Startups presenting novel product innovations.
- **Funding Institutions** - Investing in Start-up founders
- **Academic Institutions** - Interested in setting up incubation centers for Start-up Development
- **Expert Advisors** - Business Trainers, Coaches & Consultants
- **Influential Leaders** - Industry leaders shaping business trends.

# EVENT DETAILS



## 2 DAYS EVENT

30th & 31st October 2023



## VENUE

Sunway Pyramid Convention Centre,  
Malaysia



## FEATURE

Keynote speeches, panel discussion, startup pitches,  
exhibition booth and business matching.



## BRING TOGETHER

1000+ Delegations Globally



Participating countries

Partner countries  
hosting the event



## DAY 1

**MONDAY 30<sup>TH</sup> OCTOBER : 9AM TO 6PM**

- **Secrets of Unicorn Success – Welcome Address**
- **Malaysia’s Startup Blueprint 2030 – Keynote (Malaysia) Guest of Honour**
- **“250+ Unicorns by 2025” India’s Success plan – Keynote (India)**
- **Embracing Disruption - Experts Forum with Q&A**

**Lead by:**

- FinTech Revolution - Enabling Business with Blockchain
- Metaverse and Virtual Realty as Business Tools
- Redefining Startups
- The Rise of Online Marketplaces
- Customer Experience through AI and Machine Learning
- **Sustainable Entrepreneurs - Innovations for Greener Future (Panel Discussion)**

**- Lunch Break -**

- **“Power of Networking for Acceleration” - Interactive Exchanges**
  - Relationship & Referral Marketing Strategies
  - Success Formula for Global Connections
  - Steps to Purposeful Networking
  - Converting Contacts to Cash
- **“Scaling Your Startup Challenges & Opportunities” - Thought Leaders’ Dialogue**
  - Branding & Visibility
  - Entrepreneur Mindset to growth
  - Funding Options
  - Success of Carsome

- **Emerging Business Opportunities in ASEAN region – Keynote**

**- END OF DAY 1-**





## DAY2

### TUESDAY 31<sup>ST</sup> OCTOBER : 9AM TO 11PM

- **Enabling Entrepreneurship through Technology - Keynote**
- **Investing in startups - Trends & Opportunities - India & ASEAN - Keynote**
- **Is Creating Positive Change and Social Impact Possible through Business?**
  - Fire Chat cum Debate Session
- **Experiential Session: "Accessing Money in the Market" Money Conversation!**
  - Different Funding Mechanism, Criteria for seeking funds / qualifying for investment through Conscious Capitalism
  - Future Trends in Fundraising

- Lunch Break -

- **"Growth Potential - The Business Treasures of India" - Keynote**
- **Delegates Breakout Sessions:**
  - I. Breakout One**
    - Discussion & Dialogue with Policy Makers & Entrepreneurs**
    - The barriers and gaps that can be filled through collaboration?
  - II. Breakout Two**
    - Partnership and Growth Opportunities based on industry**
    - Digital Technology, Education, Woman, Healthcare Wellness, Environment & Energy, Food & Agriculture
- **Business Matching Activity - Scaling Growth through Creative Collaboration**

- 4.30pm : OFFICIAL CLOSING OF SUMMIT -



## DAY2

**TUESDAY 31<sup>ST</sup> OCTOBER : 6.30PM TO 11PM**

**Embracing Cultural Diversity GALA DINNER with PITCH SHOWDOWN FINALIST**

**Keynote Address – Guest of Honor (Invited YBM Dato Seri Tiong King Sing)**

**Embracing the WEB3 World - Special Address**

- Presentation by top 5 business Pitch Finalists
- Announcement of Winners for the Investment Pitch
- Charity Cultural Show
- With Sumptuous Dinner



*Please note that the agenda presented here is a draft and is subject to change as we finalize the schedule and speaker lineup. For the latest and most up-to-date agenda, please visit our official summit website at [www.startupsummitasia.com](http://www.startupsummitasia.com)*

# KEY TIMELINE



## SOFT LAUNCH

- Invitation to Ministry representation to officiate INDO ASEAN Startup Summit 2023 Soft Launch
- Announcing second round of sponsors, speakers, government agencies, GLCs, Investors and partners.
- Lead up to promotional events and activities with partners in India and Malaysia.
- Social Media announcements and teasers.



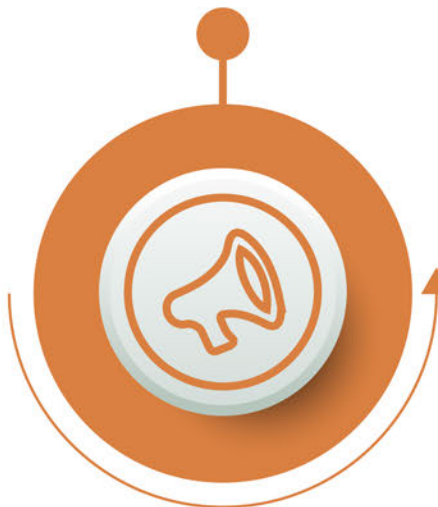
July 2023

August / September 2023

September / October 2023

## JOIN PRESS RELEASE

- Indian High Commission / DEWI Wealth Accelerator – Announcing first round of sponsors, speakers, venue sponsors, government agencies support and details of the event to the media and public.
- Lead up to promotional events and activities with partners in India and Malaysia.



## STARTUPS PITCHING

- Invitations to Startups from India, Malaysia and ASEAN countries to submit proposal to pitch for funding.
- Start of Pitch session with industry experts and investors.
- Promotional videos of sponsors platinum and diamond sponsors in social media.
- Announcement of collaboration industry partners, startup incubators, startup agencies .

# WHO WE ARE

**Proudly Organized by:**

## **DEWI Wealth Accelerator Sdn Bhd**

First of its kind Business Accelerator in Asia. DEWI (Dynamic Entrepreneurial Women Initiative) is an integration of missions of WORLD WOMEN FORUM, Malaysia and GoGLOBAL Accelerator, Singapore and India. We provide transformational business education, quality credible connections with value-added funding strategies & sources, focused on positive community impact through Conscious Capitalism. Our Mission in nurturing a thriving ECO System for Women-Owned SME Businesses in Asia.



**Co Organized by:**

## **INPUT STRATEGY SDN BHD**

Entrepreneur, Technology and Industry Development Institute (INPUT) was established in 2013 in response to the Economic Empowerment program that was launched by YAB Dato Seri Najib Tun Razak. The purpose of the vehicle is to guide, provide opportunities, as well as increase resilience and competitiveness amongst entrepreneurs, particularly for women and youth.



## **COEXRT SDN BHD**

Center of Excellence for Extended Reality Technology (COEXRT) is a research and innovation leader in XR technology with a strong social purpose. A partnership entity with Commonwealth Youth Innovation HUB giving presence in commonwealth countries. COEXRT focused on developing innovative XR solutions to address critical global issues using technology to create lasting social impacts.



# OUR ADVISORY



Dato Seri Dr  
S K Devamany



Puan Sri Datin Seri  
Dr Susan Cheah



HE B. N Reddy  
(Indian High Commissioner)



Datin Junaidah  
Mohamed



Dato Amrit Kaur



Sri. Ayyappa  
Dass Kunnath



Dato Seri  
Azman Ujang

# CORE ORGANISING TEAM



Datin Malliga  
Subramaniam



Sean Lee



Navinderan  
Mageswaran



Dr.h.c. Azeeza  
Jalaludeen



Datin Najiha  
Angie Emam



Dr Claire  
Keow



Dr Yogeswari RS



Eva Wong



Dorothy Tai



Khushboo  
Nangalia



Ajmair  
Singh



Sheryl Stella  
Barretto



Surina  
Subramanian



Irene Foo



Yogathipan  
Shanmugam



Mohanraj  
Kumarason

# SPEAKERS



**DATO SERI DR  
S K DEVAMANY**

*Former Deputy Minister in  
Prime Minister Department  
(Economic Planning Unit)*



**HE B. N REDDY**

*Indian High Commissioner  
to Malaysia*



**DATIN MALLIGA  
SUBRAMANIAM**

*Founder - DEWI Wealth  
Accelerator Sdn Bhd*



**DR. H. C. AZEEZA  
JALALUDEEN**

*Founder - Managing Director  
Our SHINE GOGLOBAL Ltd &  
Group of Companies*



**JASMINE NG**

*Founder and CEO  
of 365DB Consortium*



**VICTOR CHUA**

*Founding & Managing Partner of  
Vynn Capital*



**RAMESH IYER**

*Vice Chairman Mahindra Group  
MD, Mahindra Finance, India*



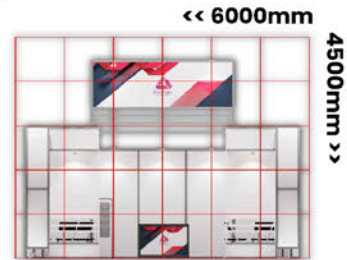
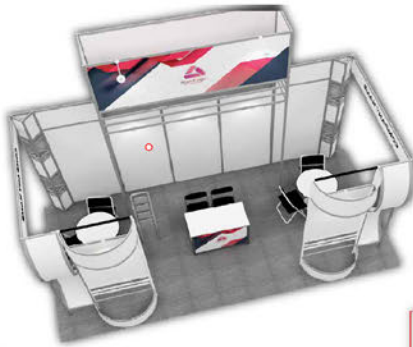
**VINEETA HARIHARAN**

*Public Policy Leader  
- Impacting Nation, State  
and Communities*

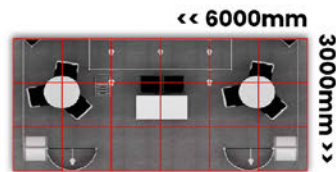
**THIS ASSEMBLY INCLUDES DISTINGUISHED GLOBAL SPEAKERS, SEASONED INVESTORS AND INVESTMENT PLATFORMS, STARTUP FOUNDERS, INFLUENTIAL LAW MAKERS AND RENOWNED BUSINESS LEADERS.**

# EXHIBITOR PACKAGE

## INDO ASEAN STARTUP SUMMIT 2023 PREMIUM BOOTHS



FRONT VIEW



TOP VIEW

## PREMIUM EXHIBITORS (RM10,000)

- ✓ 2 Entry passes for the Startup Summit & Exclusive Entry Ticket for the 2days Luncheon
- ✓ 2 Exhibition Space at the Foyer (1 exhibition space area of 3M X 3M)
- ✓ LOGO in Social Media, Facebook, INDO ASEAN Website and Event Website
- ✓ LOGO on RED CARPET Main Photo Wall & Backdrop

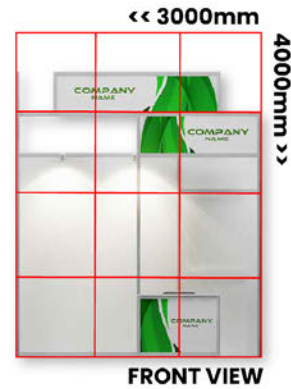
**Don't miss out on our Early Bird special!**

Secure your booth at the INDO ASEAN Startup Summit 2023 at an advantageous rate.

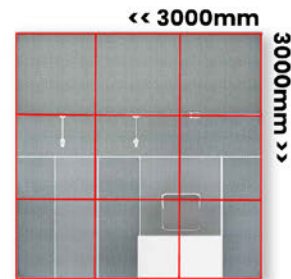
Visit [www.startupsummitasia.com](http://www.startupsummitasia.com) to explore your options and make the most of this opportunity to connect, inspire, and thrive in the vibrant startup ecosystem of Southeast Asia.

# EXHIBITOR PACKAGE

## INDO ASEAN STARTUP SUMMIT 2023 CLASSIC BOOTHS



FRONT VIEW



TOP VIEW

## CLASSIC EXHIBITORS (RM6,900)

- ✓ 2 Entry passes for the Startup Summit
- ✓ 2 Exclusive Entry Ticket for the 2days Luncheon
- ✓ Exhibition Space at the Foyer

### Don't miss out on our Early Bird special!

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For an in-depth understanding of what the **INDO ASEAN Startup Summit 2023** offers and how you can benefit from participating, we invite you to visit our website:

**[www.startupsummitasia.com](http://www.startupsummitasia.com)**

Should you have any queries or need additional information, our chief correspondent,  
**Mr. Sean Lee, Contact Number: +6017-285-0849.**

For further discussions or any specific inquiries, do not hesitate to email us at  
**[info@startupsummitasia.com](mailto:info@startupsummitasia.com).**

At the INDO ASEAN Startup Summit, we believe in fostering a collaborative environment that encourages innovation and economic growth. We're thrilled at the prospect of having you join this stimulating journey.

**THANK YOU**

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