



## WHAT IS

## DESIGN THINKING?

A process that utilizes empathetic, creative, innovative and analytical skills to provide solutions to an established and understood problem.



Keeps the end user in mind



A cycle that can be repeated



Involves pre-defined steps as part of framework

## 7 REASONS TO

## ATTEND DESIGN THINKING WORKSHOP

- 1 Encourage people to be more innovative and creative
- 2 Able to apply new ideas instead of relying on the same approaches every day
- 3 Able to use the tools to change conventional method of thinking, eliminate redundancy and increase productivity
- 4 Able to understand and create user needs and facilitate solutions
- 5 Able to solve complex problems with timely manner in viewing through multiple perspectives
- 6 Able to undertake market-driven R&D towards commercialisation of R&D outputs
- 7 Able to capitalise intellectual work through Intellectual Property (IP) commercialization and funding



## FACT



Workshop from 8 am to 6 pm



Kuala Lumpur Convention Centre  
Grand Hyatt Kuala Lumpur



Fee MYR 1650.00/person (excl. GST)



HRDF Claimable



Workshop inclusive of 3 daily meals  
(Morning break, Lunch, Tea Break)



Co-organize by



For more details  
[estcon.utp.edu.my](http://estcon.utp.edu.my)



# PROGRAMME OVERVIEW

**Monday 13 August 2018**

**Venue: Kuala Lumpur Convention Centre**

08:15 am	Registration
08:50 am	Arrival of YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry OPENING CEREMONY
09:00 am	Welcoming Speech by Prof Ir Dr Mohamed Ibrahim Abdul Mutalib, Covering Vice Chancellor, UTP
09:10 am	Officiating Speech by YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry
09:25 am	Launch of ESTCON 2018
09:30 am	Visit Exhibition
10:00 am	Keynote 1: Dr David Wood, Chair, London Futurist/Principal, Delta Wisdom "Anticipating Successive Waves of Changes at the 4 <sup>th</sup> Industrial Revolution Accelerates"
11:00 am	Keynote 2: YBhg. Prof Dato' Dr Asma Ismail, President of Academy Sciences/ Vice Chancellor of University Sains Malaysia "Malaysian Megatrend: Role of IR 4.0 in Developing the Nation"
12:00 pm	Keynote 3: YBhg. Datuk Seri J. Jayasiri, Secretary General of Ministry of Trade & Industry "Malaysian 4 <sup>th</sup> Industrial Revolution Framework for Manufacturing"
13:00 pm	LUNCH ASSEMBLE AT EXHIBITION PITCHING STAGE AREA
14:30 pm	Welcoming Remarks Prof Ir Dr Mohamed Ibrahim Abdul Mutalib, Covering Vice Chancellor, UTP
14:45 pm	Preamble by Dr Viraj Perera, CEO Platcom Ventures
15:15 pm	Preamble by Mr. Ashran Dato' Ghazi, CEO MaGIC
15:45 pm	TEA BREAK
16:00 pm	Preamble by Design Thinking Trainer
16:30 pm	Intellectual Property – The First Step towards Market Entrance
18:00 pm	End of Day 1

**Tuesday 14 August 2018**

**Venue: Grand Hyatt Kuala Lumpur**

08:30 am	Registration
09:00 am	Design Thinking Workshop
10:30 am	TEA BREAK
10:45 am	Cont. Design Thinking Workshop
13:00 pm	LUNCH
14:00 pm	Cont. Design Thinking Workshop
16:00 pm	CLOSING CEREMONY
14:30 pm	Speech by YB Datuk Seri Panglima Wilfred Madius Tangau, Minister of Science, Technology & Innovation
16:45 pm	Awards Presentation
17:15 pm	TEA BREAK
18:00 pm	End of Day 2

**Wednesday 15 August 2018**

**Venue: Grand Hyatt Kuala Lumpur**

09:00 am	Cont. Design Thinking Workshop
10:30 am	TEA BREAK
10:45 am	Cont. Design Thinking Workshop
13:00 pm	LUNCH
14:00 pm	HIP 2 Funding Session and Way Forward
17:00 pm	CERTIFICATE PRESENTATION & CLOSING CEREMONY

**STOP  
TALKING  
START  
MAKING**  
DESIGN THINKING WORKSHOP

\*Subject to final confirmation