

MAICSA ANNUAL CONFERENCE 2024

SUSTAINABILITY TODAY FOR TOMORROW

22 & 23 October 2024
Sime Darby Convention Centre, Kuala Lumpur



S.T. RUBANESWARAN
Chief Executive Officer
Beyond4 Sdn Bhd

**BUILDING A SUSTAINABLE BUSINESS ECOSYSTEM
THE MAICSA MASTER CLASS APPROACH**



BEYOND4



BEYOND4

An ecosystem builder with an aim to fuel future talent, innovation and entrepreneurship through an all-inclusive ecosystem



BEYOND4



Who Are We



Ecosystem Accelerator

Beyond4 (B4) is dedicated to fostering and expanding ecosystems across Southeast Asia, with a focus on talent development, enterprise innovation, and startup growth. As a recognized leader in **Malaysia**, we have extended our presence to **Singapore** and established strategic partnerships in **India**, the **United Kingdom**, **France**, **Thailand**, **Hong Kong**, **Taiwan**, and the **Philippines**.

Our unique accelerator models are tailored to help governments and enterprises address pressing challenges through innovative solutions. These models are developed within the robust partner network of the Beyond4 ecosystem and are delivered by a specialized team of experts to ensure **impactful results**.

We are at the forefront of establishing Malaysia and Southeast Asia as global hubs for **innovation**, **growth**, and **entrepreneurship**.

Talent + Startup Acceleration



*Hub in Penang,
MY*



*Hub in Pahang,
MY*



*Upcoming Hub
Medini 9, JS SEZ*

Our **Achievements** + **Targets** (2022 – 2026)

3,199 RESKILLED
TALENTS

189 ACCELERATED
STARTUPS

International Engagements



*Launching of Beyond4 in Singapore
June 2023*



*IAPS MoU Signing in Taiwan
August 2024*



*T-Hub MoU Signing in India
August 2024*

Multi-Tier Accelerators For Future Talent, Innovators & Entrepreneurs in our Ecosystem Offerings



Education Accelerator

*Proficiency + Aptitude
Alignment*

*Industry Expertise
+ Experience*

*Fast Tracked
Education Model*



Skills Accelerator

*Gap Analysis + Potential
Identification*

*Rapid Upskilling
Programs*

*Customized Skilling
for Professionals*



Enterprise Accelerator

*Business
Solution Consulting*

*Talent & Manpower
Consulting*

*Customized Skilling
for Enterprises*



Innovation Accelerator

*R&D Outsourcing
Solutions*

*Corporate Innovation
Programs*

IP Innovation Programs



Startup Accelerator

*BEYOND4
Pre-Accelerator Program*

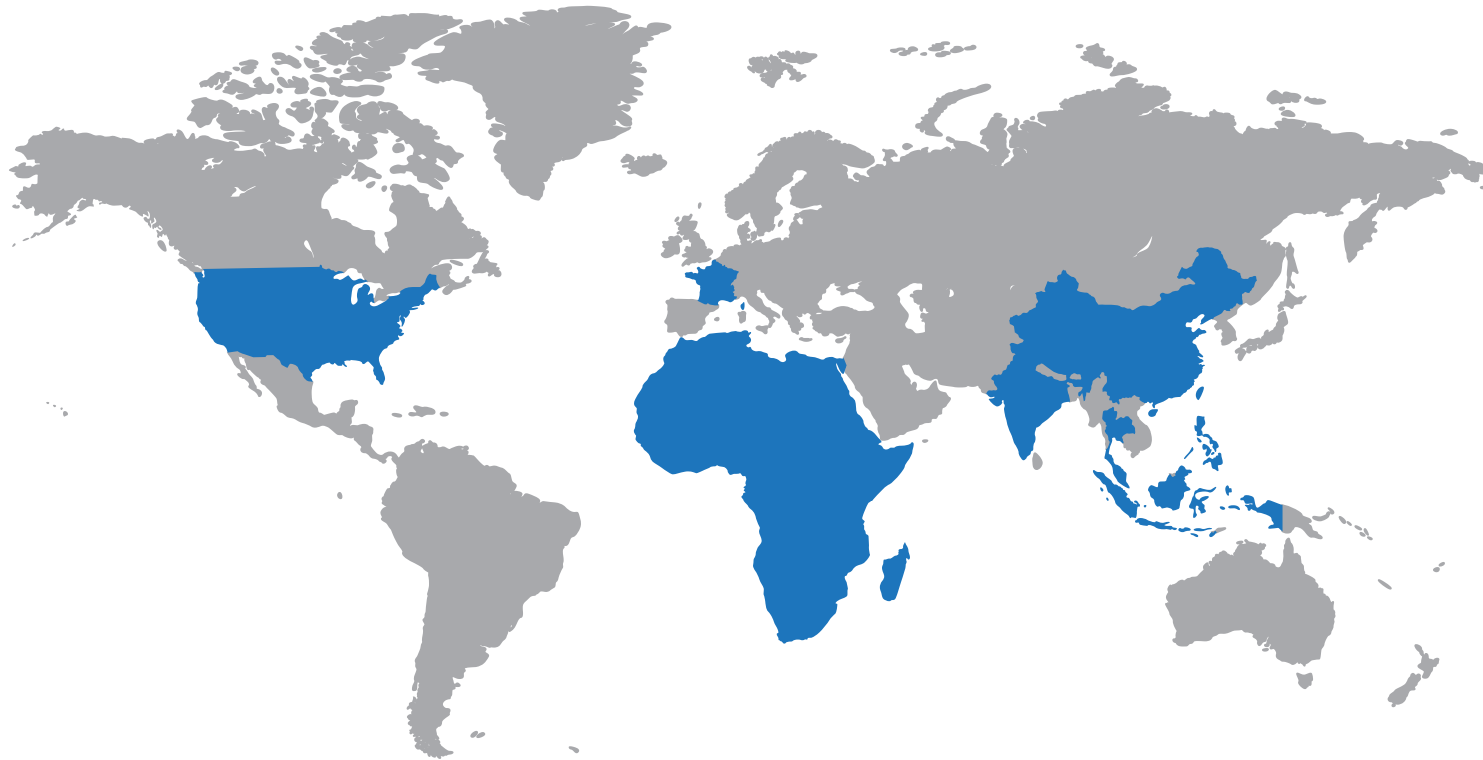
*BEYOND4
Accelerator Program*

*ASEAN Ecosystem
Market Outreach Program*

Regional Ecosystem

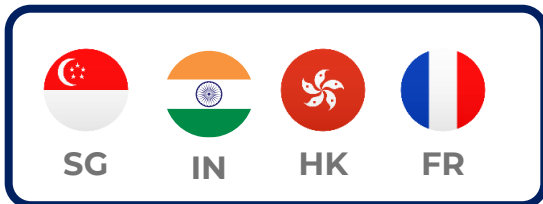


To bring the Global Startup Ecosystem from Malaysia into 10 Countries



1st Phase - 2023-25

2nd Phase - 2025-27



Benefits of a Global Ecosystem

Access to
Global Talents + Opportunities

Access to
Global Startups + Partners

Access to
Global Investors + Mentors

Ease for
Global Startup Expansion



MASTERCLASS Session

Building a Sustainable Business Ecosystem

- Business Ecosystem Case Studies
- 3 Pillars of Corporate Sustainability
- Innovation as the Key Driver
- Business Leaders
- Question and Answers



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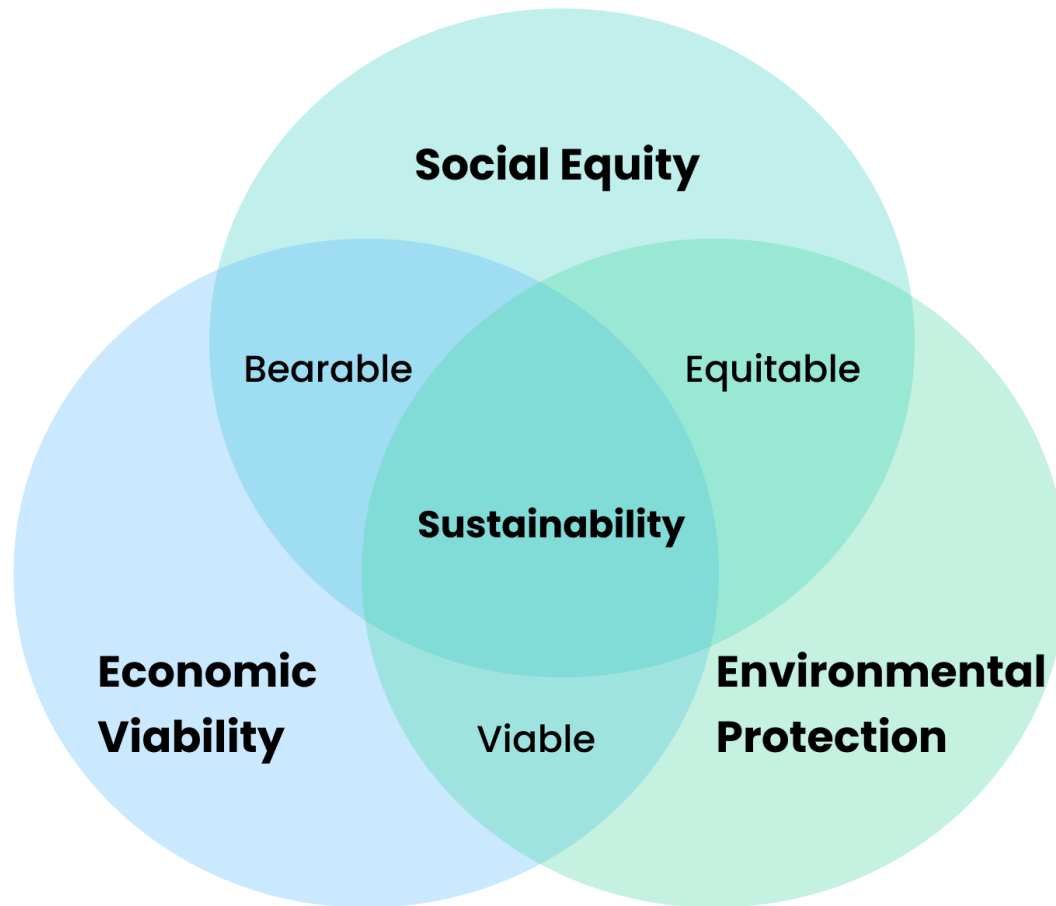


Sheik Zayed Road, Dubai- 1985



Sheik Zayed Road, Dubai- 2024

» Three Pillars of Corporate Sustainability



The three pillars of sustainable development were first mentioned in the **Brundtland report in 1987**. The 3 pillars mean that sustainable development can be achieved only when **environmental protection, social equity, and economic profitability** coexist without one area taking over any of the others.

Environmental Protection: Reducing carbon emissions, conserving energy and water, managing waste effectively, and using renewable resources.

Social Equity: Fair labour practices, diversity and inclusion, community development, and ensuring that businesses have a positive impact on society.

Economic Viability: Economic sustainability emphasizes efficient resource use, innovation, and long-term growth while balancing the interests of shareholders, employees, and other stakeholders

Three Pillars of Corporate Sustainability



ENVIRONMENT PROTECTION



SOCIAL EQUITY



ECONOMIC VIABILITY

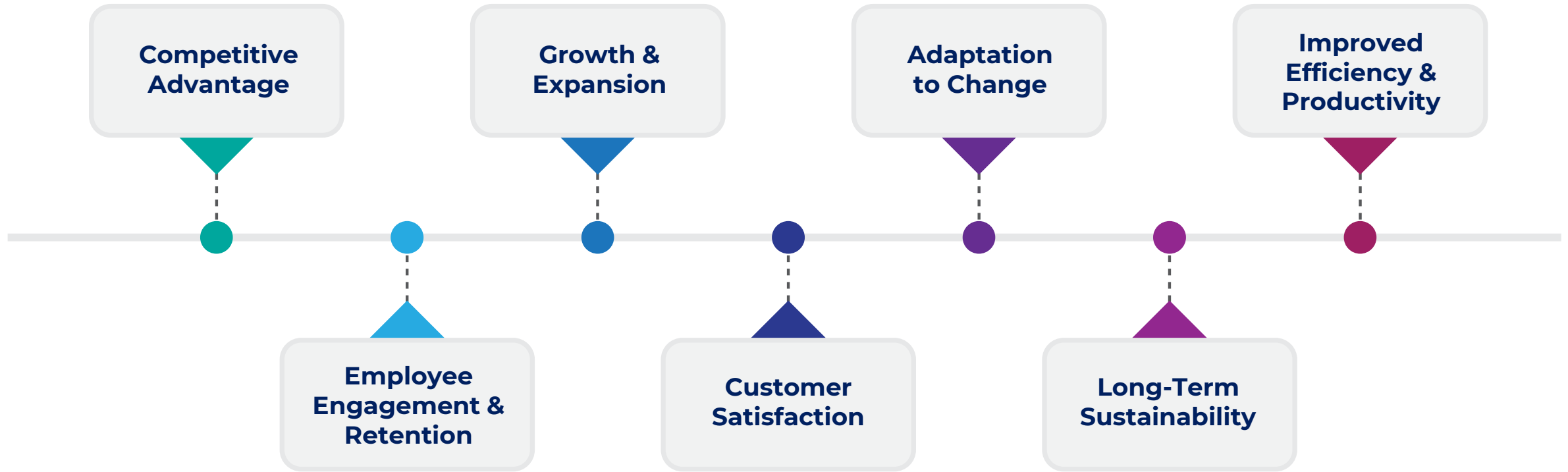


Worlds Most Sustainable Company 2024
Tech & Software
140.52 Billion EUROS – Market Cap



Schneider Electric, Paris, France

» Innovation is the Driver of Business Sustainability



» Building a Sustainable Business Ecosystem



Establish a Clear Vision & Purpose

- Define the ecosystem's mission.
- Identify strategic areas of focus.

Create Strong Leadership & Governance

- Leadership with a collaborative mindset.
- Establish governance structures.
- Public-private partnerships.

Cultivate a Culture of Innovation

- Promote a mindset of experimentation and risk-taking.
- Support innovation through education.
- Celebrate failures and successes.

Leverage Technology & Digital Infrastructure

- Invest in digital platforms.
- Develop innovation labs.
- Data-driven decision-making.

Build for Scalability & Sustainability

- Scale through partnerships.
- Sustainable business models.
- Global perspective.

Measure Impact & Success

- Track innovation metrics.
- Assess social and economic impact.
- Iterate and improve.

Business Ecosystems Globally

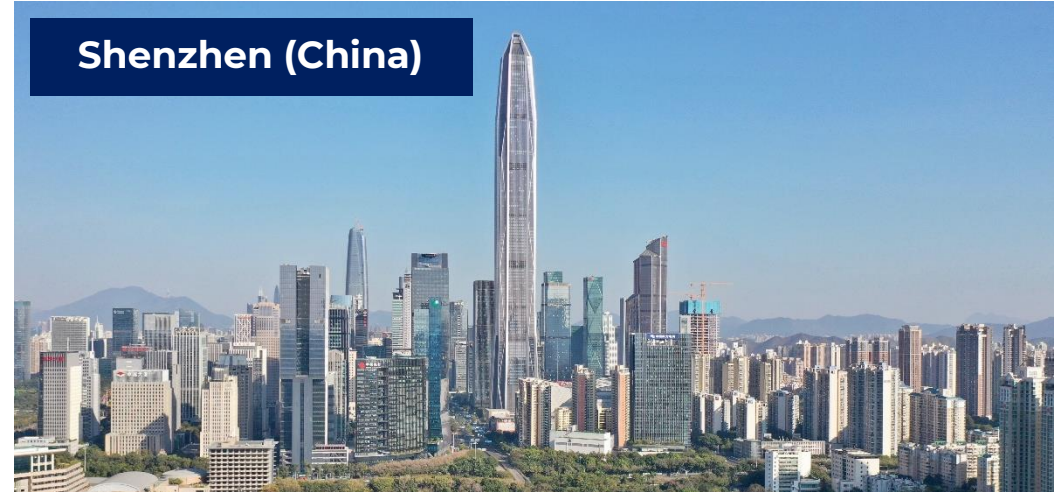


Silicon Valley (USA)



Known for its vibrant innovation culture, strong investor networks, tech talent, and close partnerships with academia (e.g., Stanford University).

Shenzhen (China)



Evolved into a global hardware innovation hub with a strong manufacturing base, government support, and a culture of rapid prototyping.

Berlin (Germany)

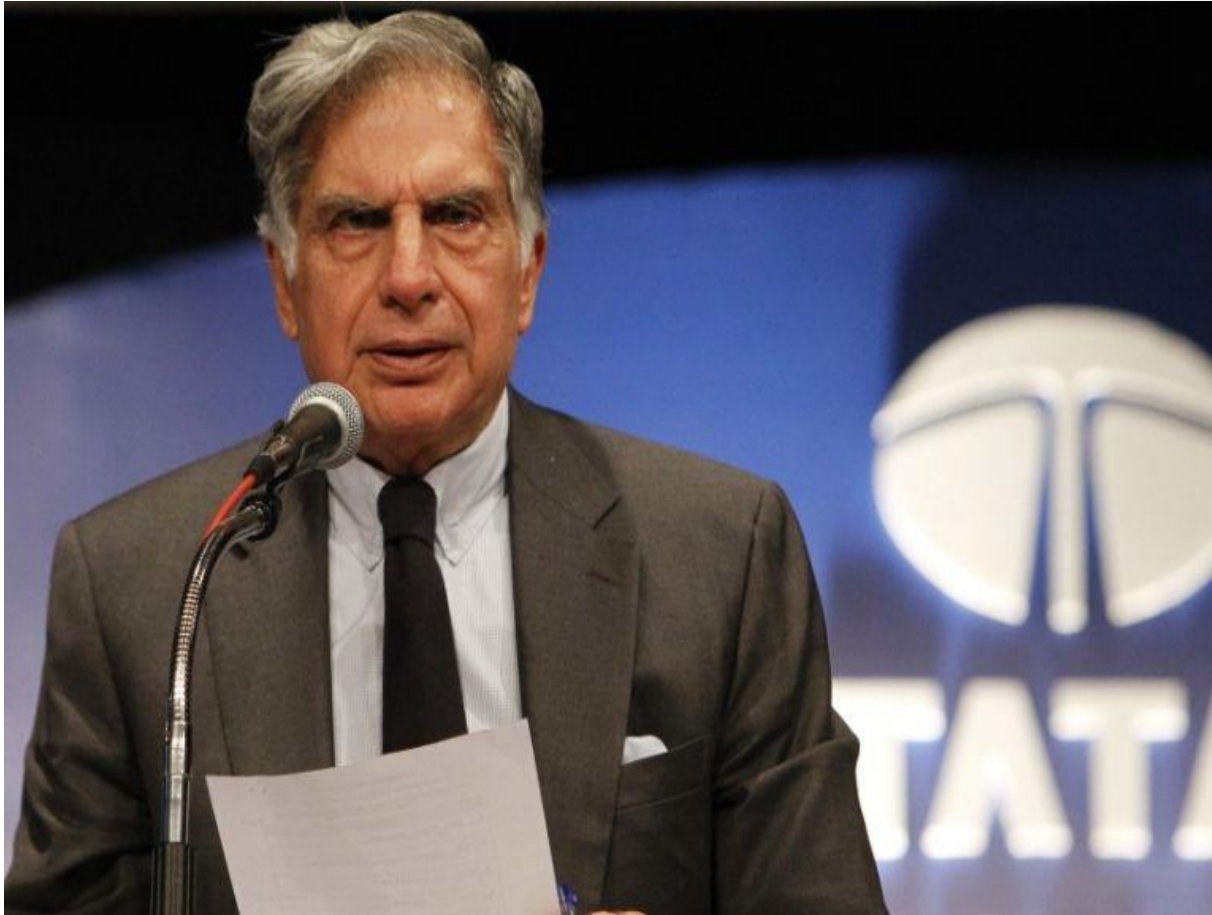


A growing tech hub driven by entrepreneurship, strong public and private funding, and a diverse, creative workforce.



Steve Jobs: Contribution to a Sustainable Business Ecosystem

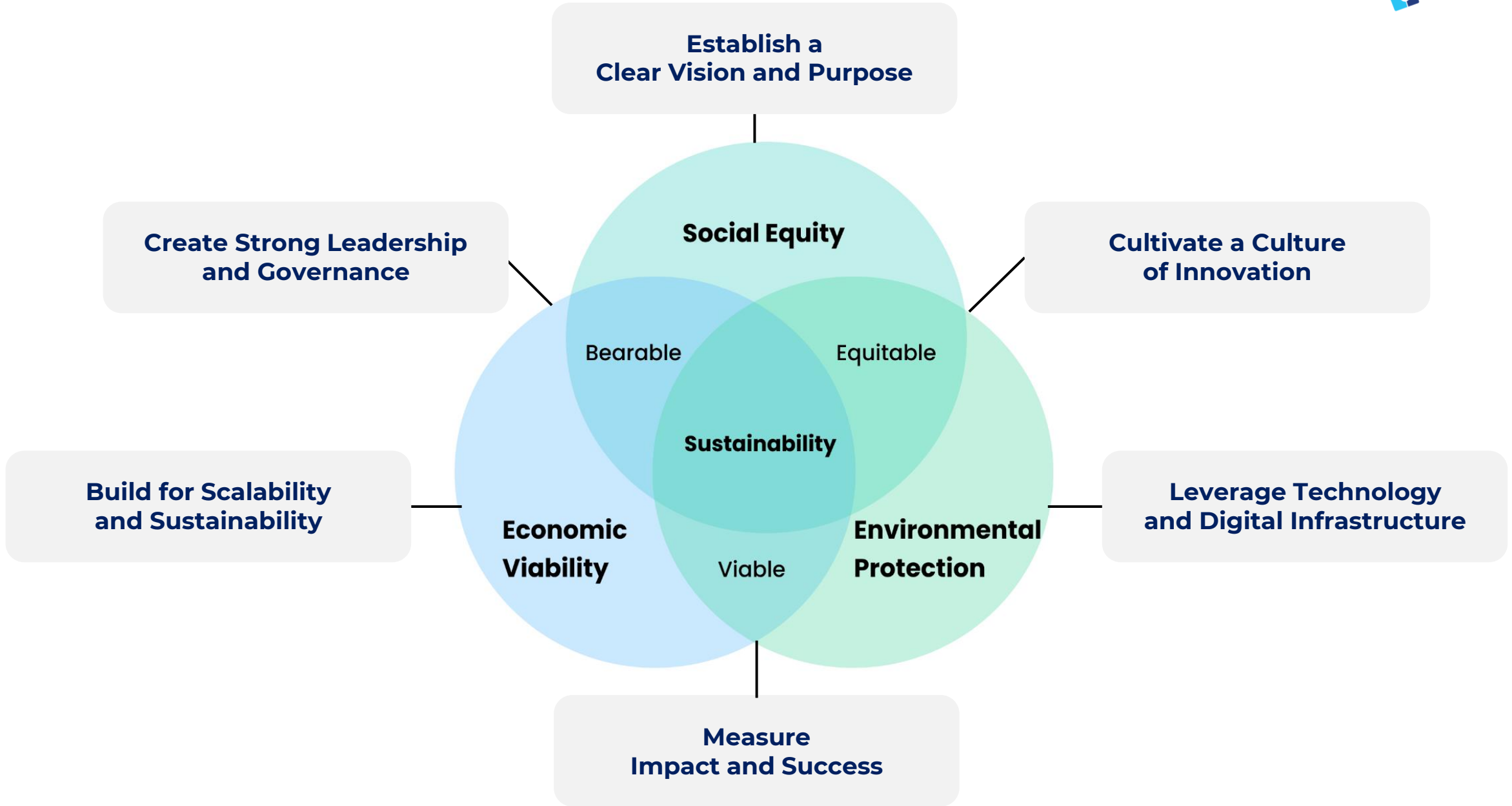
Steve Jobs created a business ecosystem focused on innovation, long-lasting products, and a seamless user experience. While not all of Apple's sustainability achievements occurred during his tenure, Jobs laid the foundation for future developments by fostering a culture of excellence, innovation, and attention to detail. His approach contributed to **economic sustainability** (through customer loyalty and continuous innovation), **social sustainability** (by empowering people with transformative tools), and the groundwork for **environmental sustainability** (through durable, efficient products and improved supply chain practices).



Ratan Tata: Architect of a Sustainable and Socially Responsible Business Ecosystem

Ratan Tata's leadership was instrumental in building a business ecosystem that thrives on sustainability, ethical governance, and social responsibility. His focus on **diversification**, **long-term growth**, **environmental stewardship**, and **social impact** has made Tata Group a global leader in sustainability. By embedding sustainability across business operations, from manufacturing and energy to CSR and ethical leadership, Ratan Tata created an ecosystem that not only drives economic success but also benefits society and the environment. His legacy continues to influence the corporate world, proving that businesses can succeed while maintaining a deep commitment to social and environmental responsibility.

Overall Ecosystem



Programs in Collaboration with MAICSA



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In partnership with **BEYOND4**

MASTERCLASS SERIES PROGRAMME

An informative programme designed to equip Accounting Professionals and Company Secretaries with key knowledge and skills of entrepreneurship fundamentals.

REGISTER NOW!

Scan QR code to register

***RM50 DISCOUNT FOR EARLY BIRD REGISTRATION!**
*Terms & conditions apply. Contact us for details.

DURATION: 4 HOURS / SESSION | CLASS: VIRTUAL | 4 CPD HOURS

MASTERCLASS MODULES	SPEAKER
Financial Modelling & Valuation for High Growth Companies	IVAN FONG
Corporate Governance for High Growth Companies	IVAN FONG
The Art & Science of Start-up Fundraising Excellence	BRYAN CHUNG
Mastering Start-up Law, Contracts & Support Solutions	JASON KEAN
Optimising Workforce Efficiency for High Growth Companies	BRYAN CHUNG
Accelerating High Growth Companies with Best Practices	JASON KEAN

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MASTERCLASS SERIES PROGRAMME

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CORPORATE IT TRAINING

MODULES	DURATION
A: IOTBIZ INTERNET OF THINGS FOR THE BUSINESS PROFESSIONAL (IOZ110)	1 DAY
B: DATA SCIENCE FOR BUSINESS PROFESSIONALS (DSZ-210)	1 DAY
C: ARTIFICIAL INTELLIGENCE FOR THE BUSINESS PROFESSIONAL (AIZ-210)	1 DAY
D: CHATGPT FOR FINANCE	2 DAYS
E: MICROSOFT 365 FUNDAMENTAL	1 DAY
F: CYBERSAFE	1 DAY

DURATION: 8 - 16 HOURS / SESSION | CLASS: VIRTUAL | 8 - 16 CPD HOURS

REGISTER NOW!

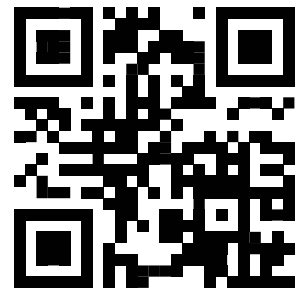
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CORPORATE IT TRAINING

ECOSYSTEM ACCELERATOR



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