

13th Malaysian



SHARED SERVICES & OUTSOURCING WEEK

Date: 5-8th May 2026 • Venue: Kuala Lumpur, Malaysia

JOIN US FOR MALAYSIA'S LARGEST ANNUAL GATHERING OF SSC AND GBS LEADERS

BUILDING FUTURE-READY GBS HUBS WITH AI, TALENT, AND VALUE CREATION



NITIN MENDON
Vice President
(Head of Operational
Excellence),
Toll Group



MANDEEP KAUR
Group Director -
HUB,
Jebsen & Jessen
Group Services Sdn
Bhd



MEERA BHAI
Vice President Global
HR and Shared Services,
Ertha Energy



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BIN OMAR**
Head, Global HR
Services Group HRM,
Petronas



KAMAL CHODHRI
Head of IT and
Digital Solutions,
Siemens

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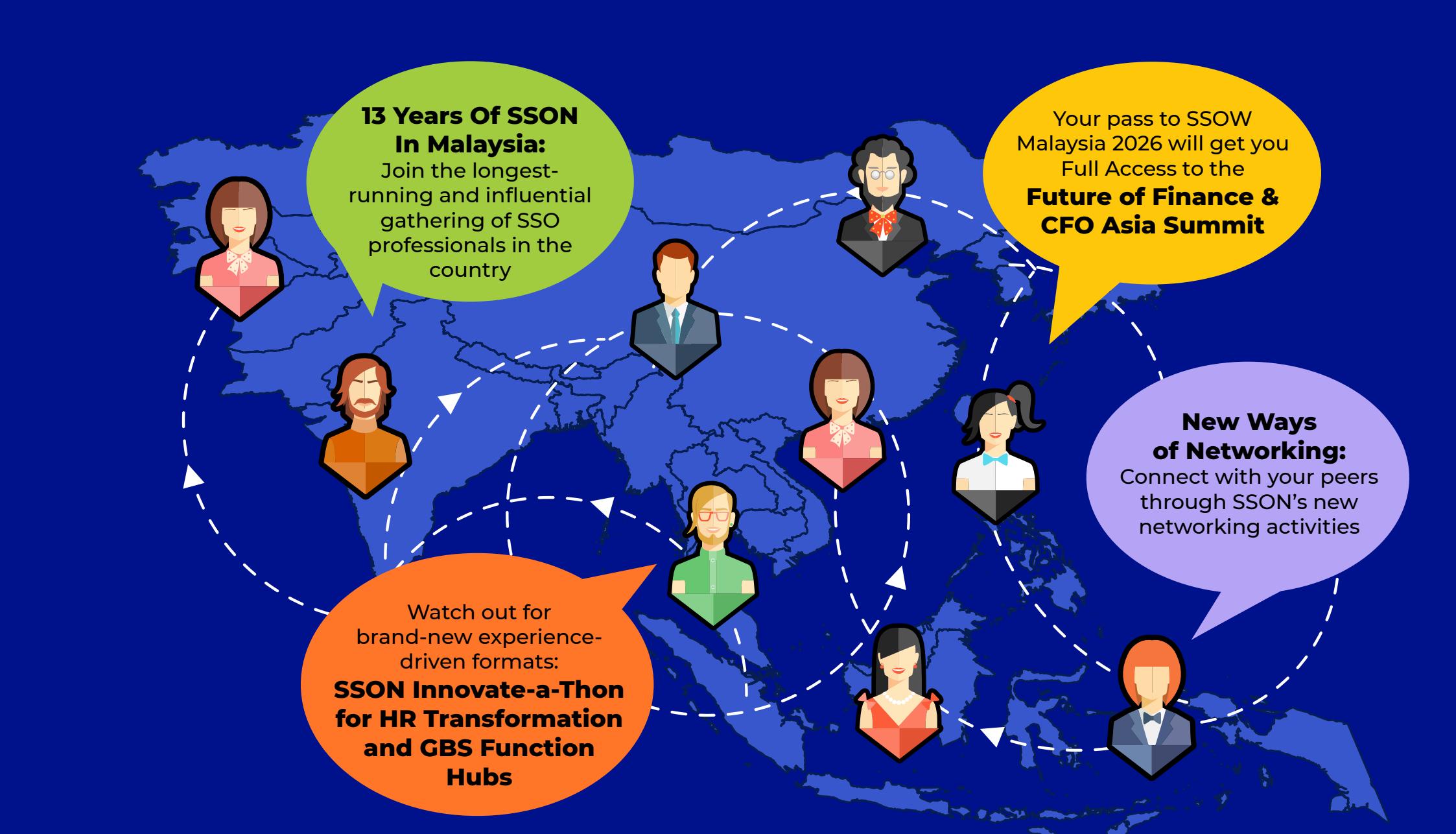


FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE OR WRITE TO US:

E: enquiry@ssonetwork.com

W: <https://www.ssonetwork.com/events-ssomalaysia>

ATTEND SSOW MALAYSIA WEEK 2026 & GET FULL ACCESS TO THE FUTURE OF FINANCE & CFO ASIA SUMMIT



13 Years Of SSON In Malaysia:

Join the longest-running and influential gathering of SSO professionals in the country

Your pass to SSOW Malaysia 2026 will get you Full Access to the **Future of Finance & CFO Asia Summit**

Watch out for brand-new experience-driven formats:
SSON Innovate-a-Thon for HR Transformation and GBS Function Hubs

New Ways of Networking:
Connect with your peers through SSON's new networking activities

NETWORK WITH OVER 100+ SSO & GBS LEADERS FROM MALAYSIA AND ASIA

MAXIMISE YOUR WEEK: FOCUS DAYS & SITE VISIT ACCESS

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SHARED SERVICES &
OUTSOURCING WEEK

PRE-CONFERENCE FOCUS DAY
5 MAY 2026



PRE-CONFERENCE FOCUS DAY
5 MAY 2026



POST-CONFERENCE SITE VISIT
8 MAY 2026



HR TRANSFORMATION FOCUS DAY

Reimagining People, Capability Service Delivery

Dive into a full day of practical strategies and peer insights on modernising HR for a digital-first workforce.

KEY TAKEAWAYS:

- Elevate HR as a strategic business partner
- Upskill teams & redesign talent experiences
- Participate in the SSON Innovate-a-Thon to collaborate, co-create and pitch innovation solutions for your HR teams

FUTURE OF FINANCE & CFO ASIA SUMMIT

Exploring the Next Frontier of Finance: From Transformation to Enterprise Value

Join Malaysia's finance and CFO leaders for a deep dive into the tools and thinking shaping next-gen finance.

KEY TAKEAWAYS:

- Redefining finance business partnering and enterprise collaboration
- Using AI and Automation to Power Real-Time Decision-Making
- Using compliances as a catalyst to modernise the finance function

INSIDE SIEMENS GBS – A REAL-WORLD TRANSFORMATION IN ACTION

Get exclusive access to one of Kuala Lumpur's most advanced GBS centres.

Get behind the scene actions into how Malaysia's leading GBS centres are leading transformation.

KEY TAKEAWAYS:

- Behind-the-scenes in delivering high-value services across Finance, HR, Procurement, Supply Chain, Digital Services, and Automation (please add in the words in highlighted, I think it was cut off)
- Experience how Siemens drives operational excellence, innovation, and measurable business impact
- Learn how a modern GBS accelerates enterprise-wide digital transformation wide digital transformation

DESIGN YOUR EXPERIENCE AT SSOW MALAYSIA 2026

Don't miss these engaging presentations, panels, fireside chats, and thought leadership sessions that will explore the latest trends and strategies in Shared Services and GBS:



VALUE CREATION & INNOVATION

- PRESENTATION:**
Building the Next-Gen GBS: Expanding Scope, Driving Efficiency, and Shaping a Global Vision

- PRESENTATION:**
SSon Analytics Insights
Understanding How the 2026 Most Admired SSCs Used Metrics & Benchmarking to Drive Growth

- PRESENTATION:**
Embedding Agile and Design Thinking in Shared Services Growth



FINANCE TRANSFORMATION

- PRESENTATION:**
Finance as a Competitive Advantage: Enabling Innovation Through People, Purpose & Performance

- PRESENTATION:**
Driving Efficiency and Future Readiness: How Shared Services Leaders Are Transforming OTC, Talent, and AI Integration

- INTERACTIVE DISCUSSION GROUP:**
Redefining Finance Roles: Building the Next-Gen Digital Finance Workforce



HR TRANSFORMATION

- PRESENTATION:**
Reimagining HR Service Delivery: From Operational Support to Strategic Talent Partner

- PRESENTATION:**
Data-Driven HR: Leveraging People Analytics to Enable Strategic Decision-Making

- INTERACTIVE DISCUSSION GROUP:**
Building Agile Talent Pipelines: Strategies for Rapid Skill Deployment Driving Employee Engagement in a Hybrid and Digital-First World



GBS TRANSFORMATION

- PRESENTATION:**
Accelerating Shared Services Transformation: From Digitalisation to AI-Ready Talent

- PRESENTATION:**
The Leadership Evolution: Empowering GBS Teams to Think Like Entrepreneurs

- PRESENTATION:**
Balancing Talent, Cost, and AI: Redefining Operational Strategy for the Future of Shared Services



AI-POWERING SHARED SERVICES & GBS

- PANEL DISCUSSION:**
E2E with GenAI: Can Machines Really Replace the Middle Layer?

- PRESENTATION:**
AI for Empowered Workforces: Driving Operational Excellence and Strategic Value in GBS

- FIRESIDE CHAT:**
From Mandate to Mastery: Using AI to Elevate E-Invoicing Efficiency

MEET VISIONARY LEADERS FROM SSOW MALAYSIA AND FUTURE OF FINANCE & CFO ASIA SUMMIT

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SHARED SERVICES & OUTSOURCING WEEK



JESSICA PINTO
Chief Financial Officer -
Asia Pacific,
Veolia Water Technologies



NURUL AMNI MOHD AMIN
Chief Financial Officer,
Credit Guarantee
Corporation Malaysia
Berhad



RAMANATHAN AMN
THIAGARAJAN
Chief Financial Officer,
AirAsia MOVE



LI WEI GOH
Chief Financial Officer,
Terberg Tractors Malaysia
Sdn Bhd



IVAN CHONG
Chief Financial Officer,
Ingram Micro Malaysia



PHOEBE TOH
Chief Financial Officer,
Knight Frank Malaysia



FAISAL IRFAN
Head of Asia
Pacific Finance,
Volvo Cars Group



CHRISTINA ONG
Country Head of Finance,
HAVI Logistics



NOR ADNI ISMAIL
Vice President Finance
& Business Ventures,
Multimedia University



NITIN MENDON
Vice President
(Head of Operational
Excellence),
Toll Group



IZDIHAR IBRAHIM
Head of Business
Controls, Finance,
UEM Edgenta Berhad



NYON KAM YEW
Head of Global Business
Services (GBS) APMEA
& Europe,
Kerry Group



PHILIP TAN
Head,
UOB Innovation Hub 2 and
UOB Centre of Excellence



KURT BERGMANS
Global Head
Enterprise Services,
SWIFT



KARAN R BHATIA
Head of Global Business
Services Hub,
Opella



PUNEET GUPTA
Managing Director
Business Service Centre,
Air Liquide Group



AHAMED ASLAM
Director - Global
Business Services, Asia
Pacific, **Kimberly-Clark**



TONY GREENWOOD
Head of WM Operations
Asia at RBC Wealth
Management & General
Manager,
RBC Wealth Management



DR. PATRICIA FRANCIS
Head - Business
Operations EDPR
APAC, **EDP Malaysia**
Business Services



MANDEEP KAUR
Group Director - HUB,
Jebsen & Jessen Group
Services Sdn Bhd

MEET VISIONARY LEADERS FROM SSOW MALAYSIA AND FUTURE OF FINANCE & CFO ASIA SUMMIT

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SHARED SERVICES & OUTSOURCING WEEK



AZLINDA AB KASIM

Shared Services
Centre Director,
Page Group



MATTHEW SIA

Head of APAC Finance
Shared Services &
Global OTC,
Hitachi Vantara



NAINA OMAR

Head, Global HR
Services Group HRM,
Petronas



SHEE NA WEE

Head of Centre of
Finance Services,
Pall Corporation



MEERA BHAI

Vice President Global HR
and Shared Services,
Ertha Energy



DARREN THOR

Head of Operations
Shared Services,
Ideagen



JEEN EU KHOR

Director, Shared
Financial Services APAC
and Malaysia Shared
Service Center Lead,
PPG



JOANNE TSUNG

Director Finance Controlling
APAC MEA and Director
GSSC KL,
Electrolux



CHENGHAN CHEE

Finance Director,
GEODIS



RACHEL HONG PUI CHEE

Finance Director,
Jollibee Malaysia



ANDY MUNIANDY

Regional HR Director –
Malaysia, South Asia and
Asia Emerging Markets,
Dell Technologies



JAMILAH HARON

Associate Director,
Global Finance Services
(GFS) Continuous Process
Improvement,
AstraZeneca



SRI THEVI

Country HR Lead &
SEA SC HRBP,
Ecolab



SHAHAB JAFRI

Head HR,
Fujitsu



SYAZANA LIM

Senior Analyst &
Head of Product,
**SSOn Research &
Analytics**



Senior Representative,
Bluecopa

Conference Day One Wednesday, 6 May 2026	
08:15	Registration Opens
08:50	Welcome Address & Opening Greetings by SSOn
08:55	Opening Remarks from Chairperson Dr. Patricia Francis , Head of Business Operations, EDP Business Malaysia Services
Evolving SSCs and GBS Centres into Strategic Value Creators for Businesses	
09:00	Opening Keynote Building the Next-Gen GBS: Expanding Scope, Driving Efficiency, and Shaping a Global Vision <ul style="list-style-type: none"> Practical steps to broaden GBS coverage and enhance end-to-end process ownership. Approaches to positioning GBS as a global capability hub, not just a cost center. How to integrate automation, analytics, and AI tools to boost productivity and decision-making Puneet Gupta , Regional GBS Director, Air Liquide
09:30	Industry Thought Leadership
10:00	Panel Discussion  The Leadership Evolution: Empowering GBS Teams to Think Like Entrepreneurs <ul style="list-style-type: none"> Equipping GBS leaders with business acumen, innovation mindset, and customer-centric leadership skills Fostering accountability and autonomy within teams to encourage intrapreneurial thinking Building leadership pipelines that integrate talent mobility across global business units Panelists: Nyon Kam Yew , Head of Global Business Services (GBS) APMEA & Europe, Kerry Group Philip Tan , Head, UOB Innovation Hub 2 and UOB Centre of Excellence Shee Na Wee , Head of Centre of Finance Services, Pall Corporation Tony Greenwood , Head of WM Operations Asia at RBC Wealth Management & General Manager, RBC Wealth Management
10:40	Speed Networking Session  Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.
11:00	Morning Tea, Networking & Demo Drive  Recharge with a cup of tea while connecting with fellow industry peers and exploring live solution demos at our Exhibition Hall — your chance to see innovation in action!

11:30	Finance as a Competitive Advantage: Enabling Innovation Through People, Purpose & Performance <ul style="list-style-type: none"> Aligning finance vision, culture, and behaviours with enterprise priorities to strengthen accountability and value creation Equipping finance talent to innovate through data-driven decision-making, digital tools, and a mindset of continuous improvement Fostering a purpose-led finance culture where recognition, empowerment, and collaboration drive productivity, business partnership, and measurable financial outcomes 			
12:00	Industry Thought leadership			
12:30	Driving Efficiency and Future Readiness: How Shared Services Leaders Are Transforming OTC, Talent, and AI Integration <ul style="list-style-type: none"> Proven strategies to drive performance improvements across key finance processes such as OTC, AP/AR, and back-office operations. Insights into how automation, analytics, and predictive intelligence are being deployed to improve accuracy, speed, and decision-making. How leading GBS centres are attracting, developing, and retaining the next generation of digital and analytical talent. Matthew Sia, Head of APAC Finance Shared Services & Global OTC, Hitachi Vantara			
13:00	Lunch & Networking Break  Take a break and use this time to network with your fellow industry peers at our Exhibition Hall! <i>*Selected participants will be attending a By-Invite Private Lunch session where we bring together senior leaders for a thought-provoking discussion.</i>			
14:00	Interactive Discussion Groups (2 Rotations @ 50-minutes each) During this part of SSOW Malaysia, attendees will be sorted into groups of 12- 15 to take part in Interactive Discussions around the topics below. Delegates will get the opportunity to select two topics and will rotate between their choices every 50 minutes. Discussion groups are kept small to ensure all delegates get the opportunity to ask their most pressing questions, ensuring a perfectly tailored experience.			
	FINANCE TRANSFORMATION Redefining Finance Roles: Building the Next-Gen Digital Finance Workforce Jamilah Haron, Associate Director, Global Finance Services (GFS) Continuous Process Improvement, AstraZeneca	HR TRANSFORMATION Workforce 2.0: Strategies for Reskilling, Retention, and Engagement Meera Bhai, Vice President Global HR and Shared Services, Ertha Energy	PROCCES EXCELLENCE Breaking Silos: Integrating End-to-End Processes Across Functions and Regions Ahamed Aslam, Director – Global Business Services, Asia Pacific, Kimberly-Clark	IT & DIGITALISATION Driving Real-Time Decision Making Through Data, Analytics, and Predictive Insights Joanne Tsung, Director Finance Controlling APAC MEA and Director GSSC KL, Electrolux
	Deliver End-to-End Process Excellence with AI for Intelligent O2C Transformation <i>Reserved for Partner</i>	From Right and On Time to Transformative: Payroll's New Role in HRSS <i>Reserved for Partner</i>	Beyond Automation: Embedding Continuous Improvement into Everyday Operations Jeen Eu Khor, Director, Shared Financial Services APAC and Malaysia Shared Service Center Lead, PPG	AI Employees at the Core of Digital Transformation: Moving from Bots to Enterprise Workforces <i>Reserved for Partner</i>
15:40	Afternoon Tea & Networking Break			

	Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!
Driving Innovation within Shared Services	
16:10	Embedding Agile and Design Thinking in Shared Services <ul style="list-style-type: none"> • Practical methods to run agile delivery inside GBS • Using design thinking to solve process and customer-experience pain points • Cultural changes required to move from “process-first” to “experience-first” Azlinda Ab Kasim, Shared Services Head, Page Group
16:40	Accelerating Shared Services Transformation: From Process Digitalisation to AI Ready Talent <ul style="list-style-type: none"> • Best practices for expanding HR Shared Services and centralising multi country operations into cohesive unit • How to improve efficiency and accuracy across finance function • Building AI-ready teams and leadership capabilities to sustain digital transformation and innovation
17:10	SSON Analytics Insights Understanding How the 2026 Most Admired SSCs Used Metrics & Benchmarking to Drive Growth SSON Research & Analytics has just published its Top 20 Most Admired SSOs/GBS 2026 list. SSON will discuss key performance metrics from the “Top 20 Most Admired SSO/GBS Benchmarks” and share some of the strategies that are improving performance in key metrics. Syazana Lim, Senior Analyst & Head of Product, SSON Research & Analytics
17:40	Chairperson Closing and End of Conference Day One

Conference Day Two | Thursday, 7 May 2026

08:15	Registration Opens
09:00	Welcome Address & Opening Greetings by SSOn
09:05	Opening Remarks from Chairperson Dr. Patricia Francis , Head of Business Operations, EDP Business Malaysia Services
Leveraging AI and Automation to Drive Smarter and Faster GBS Operations	
09:10	<p> Fireside Chat From Mandate to Mastery: Using AI to Elevate E-Invoicing Efficiency</p> <ul style="list-style-type: none"> How are AI-driven tools helping organizations move past basic e-invoicing mandates to create intelligent, adaptive finance systems that enhance accuracy and speed? Discussing how machine learning models can detect anomalies, predict cash flow, and minimize invoice errors — turning reactive processes into proactive decision-making Examining how AI enables scalable, compliant e-invoicing frameworks across diverse tax regimes and business units, ensuring consistency and operational efficiency worldwide <p>Panellists: Matthew Sia, Head of APAC Finance Shared Services & Global OTC, Hitachi Vantara</p>
09:40	Industry Thought Leadership
10:10	<p> Panel Discussion E2E with GenAI: Can Machines Really Replace the Middle Layer?</p> <ul style="list-style-type: none"> Understanding the limits of GenAI in decision automation Human-machine collaboration models for complex operations Compliance and auditability of AI-generated decision <p>Moderator: Dr. Patricia Francis, Head of Business Operations, EDP Business Malaysia Services</p> <p>Panellists: Nitin Mendon, Vice President (Head of Operational Excellence), Toll Group Kamal Chodhri, Head of Information technology and Digital Solutions - Siemens Global Business Services ASP, Siemens</p>
10:50	<p> Human Bingo: Speed Networking with a Twist</p> <p>Break the ice and make meaningful connections in a fun, fast-paced way! Grab your bingo card and mingle with fellow attendees to find people who match each box. The first to complete a row wins, but everyone walks away with new contacts and great conversations!</p>
11:10	<p> Morning Tea & Networking Break</p> <p>Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!</p>

Cracking the Code to Effortless Operations within Shared Services

11:40	Balancing Talent, Cost, and AI: Redefining Operational Strategy for the Future of Shared Services <ul style="list-style-type: none"> • Balance cost efficiency with the need to attract, retain, and upskill niche digital and analytical talent. • Strategies to drive lean delivery through standardization, automation, and streamlined vendor management. • Establishing governance models to ensure responsible, scalable, and secure AI implementation Karan Bhatia , Head of Global Business Services Hub, Opella
12:10	Industry Thought Leadership
12:40	AI for Empowered Workforces: Driving Operational Excellence and Strategic Value in GBS <ul style="list-style-type: none"> • Aligning process design with tech capabilities from day one • Redesigning for outcome-oriented workflows, not legacy replication • Building integrated ecosystems with workflow, data, and AI Kurt Bergmans , Global Head Enterprise Services, SWIFT
13:10	Lunch & Networking Break Take a break and use this time to network with your fellow industry peers at our Exhibition Hall! <i>*Selected participants will be attending a By-Invite Private Lunch session where we bring together senior leaders for a thought-provoking discussion over lunch.</i>

Shared Services & GBS Function Hubs

*Step inside the Function Hubs — a **brand-new**, interactive format designed exclusively for SSOW Malaysia!*

Each Function Hub brings together senior leaders from a specific domain — Finance, HR, Technology, Analytics, and CX — for a focused exchange on the most critical challenges shaping their functions today. Participants will work in small groups using curated Challenge Cards — real-world scenarios that provoke fresh thinking and peer-driven problem solving. Co-create insights, debate solutions, and identify practical actions that can be implemented across your SSC and GBS.

14:10	Finance Hub: From Cost Efficiency to Enterprise Value Collaborate with finance leaders to redefine the GBS finance function—from cost efficiency to enterprise value creation	HR Hub: Building the Future Workforce for GBS 4.0 Exchange ideas on building future-ready, digitally skilled, and engaged GBS workforces.	Technology Hub: AI, Cloud, and Digital Innovation in Global Business Services Centres Dive into AI, automation, and digital innovation strategies powering next-gen GBS.	Analytics Hub: From Reporting to Predictive Decision-Making Join data leaders to explore how GBS can move from reporting to predictive decision-making. Philip Tan , Head, UOB Innovation Hub 2 and UOB Centre of Excellence	CX Hub: Delivering Global Experience Excellence from Malaysia Discover how GBS can deliver world-class customer experiences with efficiency and empathy.
15:30	Afternoon Tea & Networking Break Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!				

Building Future-Ready and Digitally Skilled Talent	
16:00	Bringing the People Element to Change Management in GBS Transformation <ul style="list-style-type: none"> • Why “people-first” approach is critical in GBS transformation. • How culture, communication, and engagement affect SSC/GBS success. • Mapping stakeholders and change impacts. • Designing communication plans and adoption programs <p>Sri Thevi, Country HR Lead & SEA SC HRBP, Ecolab</p>
16:30	What Does It Mean to Be a Human-Centric GBS Leader? <ul style="list-style-type: none"> • Balancing empathy and performance in leadership culture • Embedding well-being and purpose into the GBS experience • Skills every modern GBS leader needs in the post-digital era
17:00	Fireside Chat Balancing Empathy and Execution: Driving Outcomes While Developing People <ul style="list-style-type: none"> • Fostering a high-performance, high-care environment • Using leadership coaching models for team enablement • Establishing KPIs that reflect both delivery and development <p>Panel Discussion: Andy Muniandy, Regional HR Director – Malaysia, South Asia and Asia Emerging Markets, Dell Technologies Resh Rathnam, Managing Director, Miki Shared Service Centre Sdn. Bhd.</p>
17:30	Chairperson Closing Remarks and End of Conference

SSOW Pre-Conference Day: HR Transformation
Monday, 5 May 2026 | 10.00 – 15.00

10:00	Registration Opens
10:30	Welcome Address by SSOn
10:35	Opening Remarks by Chairperson Mandeep Kaur, Group Director – HUB, Jebsen & Jessen Group Services Sdn Bhd
10:40	Reimagining HR Service Delivery: From Operational Support to Strategic Talent Partner <ul style="list-style-type: none"> • Shifting from transactional HR to experience-led, data-driven people services • Developing skills for the future: AI-fluent, digitally confident HR teams • Partnerships between HR, business units & COEs for talent strategy and workforce planning Mandeep Kaur, Group Director – HUB, Jebsen & Jessen Group Services Sdn Bhd
11:20	Data-Driven HR: Leveraging People Analytics to Enable Strategic Decision-Making <ul style="list-style-type: none"> • Harnessing HR data and predictive analytics to inform workforce planning and talent decisions • Building a culture of data literacy and transparency across HR & business teams • Using insights to improve employee experience, retention, and organizational performance Shahab Jafri, Head HR, Fujitsu
12:00	Let's Talk! Key Takeaways & Action Points We will break into working groups to discuss and deep dive into each topic. There will be one rotation after 20 minutes.
	Roundtable A Building Agile Talent Pipelines: Strategies for Rapid Skill Deployment
	Roundtable B Driving Employee Engagement in a Hybrid and Digital-First World
12:40	Networking Lunch Break
13:40	SSOW INNOVATE-A-THON: INNOVATE, CO-CREATE, IMPACT for your HR Teams: A hackathon-inspired event <ul style="list-style-type: none"> • Learn tools to think creatively and boost collaboration within your own organisation to solve complex business and customer challenges. • The practice to pitch, create buy-in and secure sponsorship for new business cases. • New, innovative ideas and solutions to shared challenges. • Unique and unparalleled in-depth networking with your peers. HOW? <ul style="list-style-type: none"> • Attendees will be divided into groups of 6 as a team. • Teams pick their group name, group ethos and solution for the challenge. • A guided process for teams to work through a solution and a pitch based on the problem statement. • Teams will have 5 mins to present their final strategy and pitch their solutions to the judging panel. • Awards ceremony follow for the category winners and the deliverer of the best pitch.

	Shee Na Wee , Head of Centre of Finance Services, Pall Corporation Dr. Patricia Francis , Head - Business Operations EDPR APAC, EDP Malaysia Business Services
15:00	Teams' Solutions Showcase and INNOVATE-A-THON Winners Presentation
15:20	Chairperson's Closing Remarks and End of Pre-Conference Day

**Post-Conference Focus Day:
 Interactive Knowledge Site Visit
 Friday, 8 May 2026**

08:00	Registration at Event Venue
08:15	Welcome Address by SSOn Network
08:30	Drive to Site Visit Location #1
09:00	<p>Site Tour #1: An Exclusive Visit to Siemens' Global Business Services Hub – Experience How Siemens GBS Drives Digital Excellence & Operational Innovation</p> <p>We invite you to Siemens' Global Business Services (GBS) Hub in Kuala Lumpur for a unique opportunity to explore one of the region's most advanced shared services centres within a global technology and engineering leader.</p> <p>Siemens' GBS hub plays a strategic role in enabling the company's global operations, delivering high-value services across finance, procurement, human resources, supply chain, digital services, and automation support. Acting as a key engine for operational efficiency and innovation, the centre supports Siemens' mission to empower industries and build a sustainable future through technology and digital transformation.</p> <p>Participants will gain first-hand exposure to how Siemens leverages automation, AI-enabled processes, and continuous improvement culture to strengthen service delivery and enhance business impact. With a strong focus on capability building, innovation, and customer-centricity, the hub exemplifies how a modern GBS organization can accelerate enterprise-wide digital transformation and business value.</p> <p>The site visit will include:</p> <ul style="list-style-type: none"> • Welcome remarks & corporate presentation from Corporate presentation from Sherly Lim, GBS Service Unit Head, Siemens • Insights into the GBS operating model, innovation roadmap & digital capabilities • Interactive Q&A session • Guided tour of the centre's operating environment
12:00	Lunch & Networking Break
13:00	<p>Site Tour #2: To Be Confirmed</p> <p>The Interactive Knowledge Visit will include:</p> <ul style="list-style-type: none"> • Corporate presentation from site representative • Interactive Q&A session • Guided tour of the site's operating premises
16:00	End of Site Visit #2 and SSOW Malaysia 2026

EXCITING SPONSORSHIP OPPORTUNITIES RETURN AT SSOW MALAYSIA 2026

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Event sponsorship provides an unparalleled opportunity for companies to showcase their products and services to senior-level, targeted decision makers. We are excited to announce a wealth of sponsorship opportunities at SSOW Malaysia, all of which are tailored to assist your specific requirements. Join us at SSOW Malaysia to help position companies like yours in front of senior shared services and GBS leaders, and achieve your sales, marketing and branding objectives!

DEMONSTRATE THOUGHT LEADERSHIP

Take centre stage in front of our audience of SSC/ GBS decision makers and demonstrate your core competence through client-led case studies



2

HOST AN INTERACTIVE DISCUSSION GROUP

Draw key insights and pain points from a small selected group of like-minded attendees through in-depth discussions



3

SHOWCASING AND DEMONSTRATION

Position your brand, product and services at the most dynamic expo floor to be at the prime spot for networking



4

FACILITATE OR JOIN PANEL DISCUSSION

Position your subject matter experts to be at the heart of trend-setting and thought-provoking discussions



5

BRANDING

A number of branding opportunity are available for you to keep your branding at the front and centre of attendees attention



6

NETWORKING

Host a drinks reception luncheon or one of the mixer sessions to build long-lasting relationships



7

BRING ALONG YOUR TEAM AND ENJOY MORE SAVINGS!

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*** Only limited to the first 5 companies that register for each promotion stage*

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Had the pleasure of attending the 12th Malaysian SSON Shared Services Leaders Asia the largest annual gathering of SSC and GBS Leaders. The world of GBS is evolving rapidly. Over the past two days thought leaders explored strategies for value creation, innovation, and digital transformation - key enablers to ensure GBS moves beyond cost efficiency to a strategic powerhouse driving value across the business.”

*APMEA NPI Lead,
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