

13th Malaysian



SHARED SERVICES & OUTSOURCING WEEK

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

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

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



**NAINA M SHUKRI
BIN OMAR**
Head, Global HR
Services Group HRM,
Petronas



**KAMAL
CHODHRI**
Head of IT and
Digital Solutions,
Siemens

OUR PARTNERS:



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E: enquiry@ssonetwork.com

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

DEAR DELEGATES, PARTNERS, AND FRIENDS OF THE GBS COMMUNITY,

It is my great pleasure to welcome you to the 13th edition of Shared Services & Outsourcing Week Malaysia. Each year, SSOW serves as a powerful platform for leaders, practitioners, and innovators to come together — to reflect, to inspire, and to shape what's next for Global Business Services. In 2026, that mission feels more urgent and more exciting than ever.

As the Chair, I am especially looking forward to the conversations and collaborations that will help us build future-ready GBS hubs — centres of excellence that are agile, intelligent, and deeply human at the same time. The landscape is shifting rapidly, driven by AI acceleration, evolving talent capabilities, and the increasing expectation for GBS to create enterprise-wide value. This year, our focus reflects those realities.

I am excited for us to explore these three transformative pillars:

1 AI-ENABLED TRANSFORMATION TO DRIVE PERFORMANCE AND PRODUCTIVITY

We stand at the threshold of a new era where intelligent automation, predictive analytics, and generative AI will redefine how work gets done. I look forward to seeing how organisations are moving beyond experimentation and into scalable, ethical, and secure AI adoption that drives measurable business outcomes.

2 TALENT AS A STRATEGIC GROWTH ENGINE

Future-ready GBS is not built by process and technology alone — it is shaped mainly by the people — the key to the Golden triangle! I am eager to hear how teams are developing adaptable, empowered, and skills-ready workforces. From capability hubs to human-centric leadership and career pathways, this year's discussions will spotlight the talent strategies that make transformation sustainable.

3 VALUE CREATION BEYOND COST EFFICIENCY

GBS has firmly evolved from a transactional model to a value-generating one. I look forward to learning how teams are unlocking new enterprise capabilities: customer experience, end-to-end process orchestration, innovation hubs, and cross-border collaboration that amplifies impact.

2026 will definitely be a defining year — not only for how we adopt technology, but for how we reimagine the GBS ecosystem itself.

I believe this edition of ssow malaysia will empower us to think boldly, share openly, and collectively elevate the region's role as a leading global hub for excellence.

Thank you for being part of this journey. Once again, I am honoured to chair this year's event and I look forward to engaging with all of you as we shape the future of our industry, together.

Warm regards,

Dr. Patricia Francis C.A.(M), FCCA (UK), ADGBS
Chair, SSOW Malaysia 2026



**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**

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

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

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

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

MAXIMISE YOUR WEEK: FOCUS DAYS & SITE VISIT ACCESS

PRE-CONFERENCE FOCUS DAY
5 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

PRE-CONFERENCE FOCUS DAY
5 MAY 2026



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

POST-CONFERENCE SITE VISIT
8 MAY 2026



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:

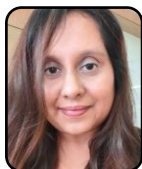
- Behind-the-scenes in delivering high-value services across Finance, HR, Procurement, Supply Chain, Digital Services, and Automation (please add in the words in highlighted, I think it was cut off)
- Experience how Siemens drives operational excellence, innovation, and measurable business impact
- Learn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

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

13th Malaysian



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



CHRISTINA ONG
Country Head of Finance,
HAVI Logistics



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



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



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



PUNEET GUPTA
Managing Director Business Service Centre,
Air Liquide 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



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



RAGHAVENDRA REDDY
Co-Founder and Chief Operating Officer,
Bluecopa



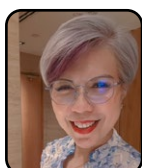
TONY GREENWOOD
General Manager,
RBC Shared Services Malaysia



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



SHEE NA WEE
Head of Centre of Finance Services,
Pall Corporation



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



JOANNE TSUNG
Director Finance Controlling APAC MEA and Director GSSC KL,
Electrolux

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

13th Malaysian



SHARED SERVICES & OUTSOURCING WEEK



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



DARREN THOR
SSC Director,
Donaldson Filtration



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



CHENGHAN CHEE
Finance Director,
GEODIS



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



SYAZANA LIM
Senior Analyst & Head of Product,
SSON Research & Analytics



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



SRI THEVI
Country HR Lead & SEA SC HRBP,
Ecolab



SHAHAB JAFRI
Head HR,
Fujitsu



SUJAY TAWDE
Managing Director, Kuala Lumpur Business Center,
Steelcase Asia Pacific



AZLAN SANI MD MORSHID
Head (Business Strategy & Innovation Management), TNB Global Business Solutions,
Tenaga Nasional Berhad



NIK ZANARIAH AZLIN BINTI NIK ISMAIL
Head (Service Delivery), TNB Global Business Solutions, **Tenaga Nasional Berhad**



KAMAL CHODHRI
Head of Information Technology and Digital Solutions - Siemens Global Business Services ASP,
Siemens



RESH RATHNAM
Managing Director, **Miki Shared Service Centre Sdn. Bhd.**



JESSIMAH SULAIMAN
Chief Financial Officer,
Pos Logistics Berhad



IZZAD SHAMSUDIN
Chief Financial Officer,
KPJ Healthcare Bhd



WAN YIN CHAN
Chief Financial Officer,
Ditrollic Energy



AZLEEN WARIS
Chief Financial & Strategy Officer,
Ekuiti Nasional Berhad



MOHD HANIFF JAMIL
GM & Head - Finance Division,
Malaysia Rail Link



PEI LU LEE
Finance Director,
Warner Music Group






ADRINE ONG
Finance Director,
Classic Fine Foods Sdn Bhd



RACHEL HONG
Chief Financial Officer,
Malacca Securities Sdn Bhd





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 Senior Representative, ProHance
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 Moderator: Dr. Patricia Francis , Head of Business Operations, EDP Business Malaysia Services 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 Tony Greenwood , General Manager, Royal Bank of Canada (Malaysia) Ahamed Aslam , Managing Director – Global Business Services, Asia Pacific, Kimberly-Clark
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	Elevating Service Delivery: Transforming GBS Operations from Transactional to Value-Adding <ul style="list-style-type: none"> Understand the journey from transaction processing to business partnering in GBS Learn how standardization, automation, and analytics can strengthen service delivery Explore ways to design customer-centric service models and SLAs Gain practical strategies to build high-performance service delivery teams Nurmurniza Md Zakaria, Head of Operations GBS, Tenaga Nasional Berhad															
12:00	Reinventing Shared Services and the GBS with Digital Workflows: From Cost-Efficiency to Strategic Impact <i>How digital workflow platforms unify service delivery across HR, finance, procurement and IT, and why this matters for shared services scalability</i> Sri Lakshmi Kodali, Snr Director, Core Business Services Transformation Executive, ServiceNow															
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	<p style="text-align: center;">Interactive Discussion Groups (2 Rotations @ 50-minutes each)</p> <p style="text-align: center;">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.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">FINANCE TRANSFORMATION</th> <th style="width: 25%;">HR TRANSFORMATION</th> <th style="width: 25%;">PROCESS EXCELLENCE</th> <th style="width: 25%;">IT & DIGITALISATION</th> </tr> </thead> <tbody> <tr> <td> Group A: Redefining Finance Roles: Building the Next-Gen Digital Finance Workforce Jamilah Haron, Associate Director, Global Finance Services (GFS) Continuous Process Improvement, AstraZeneca </td> <td> Group C: Workforce 2.0: Strategies for Reskilling, Retention, and Engagement Meera Bhai, Vice President Global HR and Shared Services, Ertha Energy </td> <td> Group E: Breaking Silos: Integrating End-to-End Processes Across Functions and Regions Nik Zanariah Azlin binti Nik Ismail, Head (Service Delivery), TNB Global Business Solutions, Tenaga Nasional Berhad </td> <td> Group G: Driving Real-Time Decision Making Through Data, Analytics, and Predictive Insights Joanne Tsung, Director Finance Controlling APAC MEA and Director GSSC KL, Electrolux </td> </tr> <tr> <td> Group B: The Future of Automated, AI powered Finance Functions Raghavendra Reddy, Co-Founder and CFO, Bluecopa </td> <td> Group D: From Right and On Time to Transformative: Payroll's New Role in HRSS Shahab Jafri, Head HR, Fujitsu </td> <td> Group F: Beyond Automation: Embedding Continuous Improvement into Everyday Operations Jeen Eu Khor, Director, Shared Financial Services APAC and Malaysia Shared Service Center Lead, PPG </td> <td> Group H: AI Employees at the Core of Digital Transformation: Moving from Bots to Enterprise Workforces Sujay Tawde, Managing Director Global Business Center, Steelcase </td> </tr> </tbody> </table>				FINANCE TRANSFORMATION	HR TRANSFORMATION	PROCESS EXCELLENCE	IT & DIGITALISATION	Group A: Redefining Finance Roles: Building the Next-Gen Digital Finance Workforce Jamilah Haron, Associate Director, Global Finance Services (GFS) Continuous Process Improvement, AstraZeneca	Group C: Workforce 2.0: Strategies for Reskilling, Retention, and Engagement Meera Bhai, Vice President Global HR and Shared Services, Ertha Energy	Group E: Breaking Silos: Integrating End-to-End Processes Across Functions and Regions Nik Zanariah Azlin binti Nik Ismail, Head (Service Delivery), TNB Global Business Solutions, Tenaga Nasional Berhad	Group G: Driving Real-Time Decision Making Through Data, Analytics, and Predictive Insights Joanne Tsung, Director Finance Controlling APAC MEA and Director GSSC KL, Electrolux	Group B: The Future of Automated, AI powered Finance Functions Raghavendra Reddy, Co-Founder and CFO, Bluecopa	Group D: From Right and On Time to Transformative: Payroll's New Role in HRSS Shahab Jafri, Head HR, Fujitsu	Group F: Beyond Automation: Embedding Continuous Improvement into Everyday Operations Jeen Eu Khor, Director, Shared Financial Services APAC and Malaysia Shared Service Center Lead, PPG	Group H: AI Employees at the Core of Digital Transformation: Moving from Bots to Enterprise Workforces Sujay Tawde, Managing Director Global Business Center, Steelcase
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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	From GBS to AI-Driven Value Hubs: Advancing Malaysia’s Global Business Services in the Era of AI Nation 2030 <ul style="list-style-type: none"> • Moving from cost efficiency to value creation through automation, analytics, and intelligent operations. • Upskilling talent and redesigning roles to thrive in human-AI collaborative environments. • Leveraging national strategies, partnerships, and investments to scale AI adoption in GBS. Senior Representative, MDEC
17:10	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
09:10	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	
09:15 	Fireside Chat From Mandate to Mastery: Using AI to Elevate E-Invoicing Efficiency <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 Panellists: Darren Thor , SSC Director, Donaldson Filtration Mandeep Kaur , Group Director – HUB, Jebsen & Jessen Group Services Sdn Bhd
09:45 	Panel Discussion E2E with GenAI: Can Machines Really Replace the Middle Layer? <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 Moderator: Dr. Patricia Francis , Head of Business Operations, EDP Business Malaysia Services 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
10:25 	Human Bingo: Speed Networking with a Twist 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!
10:45 	Morning Tea & Networking Break Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!

Cracking the Code to Effortless Operations within Shared Services

11:15	<p>Balancing Talent, Cost, and AI: Redefining Operational Strategy for the Future of Shared Services</p> <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 <p>Karan Bhatia, Head of Global Business Services Hub, Opella</p>
11:45	<p>Applying AI at Scale in Finance and Procurement</p> <ul style="list-style-type: none"> • Automating high-volume finance and procurement workflows to drive speed, accuracy, and scalability • Embedding AI into controls, compliance, and spend visibility to reduce risk and leakage • Translating AI adoption into measurable business outcomes beyond cost savings <p>Kamal Chodhri, Head of Information Technology and Digital Solutions - Siemens Global Business Services ASP, Siemens</p>
12:15	<p>AI for Empowered Workforces: Driving Operational Excellence and Strategic Value in GBS</p> <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 <p>Senior Representative, SWIFT</p>
12:45	<p>Lunch & Networking Break</p> <p>Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!</p>

GBS Excellence Labs: Domain-Driven Value Creation from the GBS Model

*Step inside the **GBS Excellence Labs**: a new, interactive format designed to showcase how GBSs are enabling functional excellence & enterprise-wide value creation.*

Each Lab brings together senior leaders from a specific domain — **Finance, HR, Technology, Analytics, and Customer Experience** — for focused, peer-led discussions on how each function can best leverage being part of a **true SSC and GBS**, rather than operating in isolation. Participants will work in small groups using curated Challenge Cards based on real-world scenarios. These domain-driven discussions are designed to provoke fresh thinking, surface practical insights, and explore how GBSs can unlock scale, innovation, and strategic impact across the enterprise.

13:45	<p>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. Jeen Eu Khor, Director, Shared Financial Services APAC and Malaysia Shared Service Center Lead, PPG</p>	<p>HR Hub: Building the Future Workforce for GBS 4.0 Exchange ideas on building future-ready, digitally skilled, and engaged GBS workforces.</p>	<p>Technology Hub: AI, Cloud, and Digital Innovation in Global Business Services Centres Dive into AI, automation, and digital innovation strategies powering next-gen GBS. Darren Thor, SSC Director, Donaldson Filtration</p>	<p>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</p>	<p>CX Hub: Delivering Global Experience Excellence from Malaysia Discover how GBS can deliver world-class customer experiences with efficiency and empathy. Azlinda Ab Kasim, Shared Services Head, Page Group</p>
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15:00 	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	
15:30	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 Sri Thevi , Country HR Lead & SEA SC HRBP, Ecolab
16:00	Transforming Global HR Services into a Strategic Value Enabler: Elevating Experience, Capability, and Digital Delivery <ul style="list-style-type: none"> • How to shift HR services from support function to value creator • Ways to embed digital tools and data into HR service delivery • Strategies to enhance employee experience at scale • How to build future-ready, digitally skilled HR and GBS teams Naina Omar , Head, Global HR Services Group HRM, Petronas
16:30	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 Panellists: Andy Muniandy , Regional HR Director – Malaysia, South Asia and Asia Emerging Markets, Dell Technologies Resh Rathnam , Managing Director, Miki Shared Service Centre Sdn. Bhd.
17:00	Chairperson Closing Remarks and End of Conference

SSOW Malaysia 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	From HR Shared Services to Employee Experience Hub: Reimagining HR with Digital Workflows & AI Sri Lakshmi Kodali , Snr Director, Core Business Services Transformation Executive, ServiceNow
12:00	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 , HR Head, Fujitsu Malaysia
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 to Siemens & RBC
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. 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. 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
11:30	Depart for Site Visit Location #2 – RBC Wealth Management
12:30	Lunch & Networking Break at RBC Wealth Management
13:30	<p>Site Tour #2: How RBC Bank Is Redefining Shared Services for Modern Banking</p> <p>Join us for an exclusive visit to RBC Bank's Shared Services and Operations Hub, where participants will gain insight into how one of the world's leading financial institutions structures and manages shared services to support its banking operations. The centre plays a key role in delivering services across core banking operations, finance, risk and compliance, and enabling functions. With a strong focus on operational excellence, governance, and the use of digital tools, RBC Bank's shared services model demonstrates how financial institutions can enhance efficiency, strengthen controls, and support scalable, resilient banking operations in an evolving financial services landscape.</p> <p>The site visit will include:</p> <ul style="list-style-type: none"> • Corporate presentation from site representative from Tony Greenwood, Head of WM Operations Asia at RBC Wealth Management & General Manager, RBC Wealth Management • Interactive Q&A session • Guided tour of the site's operating premises
16:00	End of Site Visit #2 and SSOW Malaysia 2026 - Depart for Sheraton Imperial Kuala Lumpur Hotel

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2

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3

SHOWCASING AND DEMONSTRATION



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4

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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

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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."

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