



CONFERENCE AGENDA : DAY 1



DAY 1 : 14 MAY 2025, WEDNESDAY

TIME	DETAILS	SPEAKERS
9:00 AM	Registration / Morning Tea & Coffee	
	Start of Exhibition	
10.00 AM	Opening Ceremony	
	Recital on National and State Anthem & Doa Recital	
10.10 AM	Welcoming Remarks by	Dato Ir. Ts Sudarnoto Osman, CEO, SDEC
10.15 AM	Speech by	YB Datuk Snowdan Lawan, Deputy Minister for Creative Industry & Performing Arts of Sarawak
10.20 AM	Opening Speech and Launching by	YB Datuk Wilson Ugak Anak Kumbong, Deputy Minister of Digital
10.25 AM	MOU Exchange - MYTV & MDEC	MDEC & MYTV Representatives
10.35 AM	Light Refreshment for VIPS	
11.00 AM	Conference 1: Visualize Story Telling in Animated Films	Hassan Muthalib, Father of Malaysian Animation
11.45 AM	Conference 2: A Magical Journey: Creative Development from Concept to Brand	Alice Burden, Toon2Tango
12.15 PM	Conference 3: From Animation to Play: The Success Story of Upin & Ipin Universe	<ul style="list-style-type: none">Hj Burhanuddin Md Radzi, Founder, Les Copaque ProductionAlex Fernandez, CEO, Streamline Studios
1.00 PM	Lunch	
2.00 PM	Pocket Talk : From Local Roots: The Animation Journey of a feature "A Mighty Adventure"	Wee Meng Hee, CEO, Fly Studio
3.00 pm	Technical Talk : Introduction to Game Development with Unreal Engine 5	Tc. Ayden Lim, CEO, AlgoIn Tech Sdn Bhd
4.00 PM	Technical Talk : Elevate Your Workflow: Autodesk M&E 2026 for Creators	Thomas K.Lawatanu, Sr. Technical Consultant, Datech Solutions
5.00PM	End of Conference	
	End of Exhibition	

* Agenda may be subject to change



CONFERENCE AGENDA : DAY 2



DAY 2 : 15 MAY 2025, THURSDAY

TIME	DETAILS	SPEAKERS
9:00 AM	Registration / Morning Tea & Coffee	
	Start of Exhibition	
10.00AM	Start of Conference	
10.00AM	Creating IPs for Global Consumption	Carlene Tan, Director, Originals & Co Productions, Warnes Bros Discovery
10.45AM	ASEANimation: Weaving Stories Across Southeast Asia	<ul style="list-style-type: none">• Irwan Junaidy, Co-Founder, The R&D Studio• Hassan Muthalib, Father of Malaysia Animation
11.30 AM	Creating Japanese Anime using CG	Yoichi Ataka, CEO, Polygon Pictures
12.15PM	Borneo's Creative Pulse: Academia, Artisans & Animators from Roots to Screens	Andrew Bong, Founder, Venture Interactive
1.00PM	Lunch	
2.00PM - 2.45 PM	Kre8tif! Chat - Rise of the East	<ul style="list-style-type: none">• Khairool Adzelan Aman, Manager, Innovation & Entrepreneurship, SDEC• Uliantie Sarjuni, Lead, Ecosystem Development, SCENIC• Michelle Sta Maria, Head, Business Development (Animation, MDEC
3.00PM	Pocket talk : Broadcast Without Borders: The Future of Brand-Driven Media	Azizi Ramdan, Commercial Manager, MYTV Broadcasting Malaysia
3.30PM	Pocket Talk : Beyond Borders : Brands to Content Evolution	Izal Azlee , Head of IP Development, AirAsia brand co.
4.00PM	Pocket Talk : Safe Streaming for Kids	Aqmal Harith Idrus, Content Acquisitions, Durioo+
4.30PM	Closing Ceremony	
	Handover Ceremony to SCENIC	<ul style="list-style-type: none">• Dato IR. Ts Sudarnoto Osman, CEO, SDEC• Uliantie Sarjuni, Lead, Ecosystem Development, SCENIC
5.00PM	End of Conference	
	End of Exhibition	

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