

TOP IN TECH

Top In Tech Summit & Innovation Awards

Nov-Dec 2023

Acknowledged by

Ministry of Science, Technology and Innovation (MOSTI)

Co-created by: **malaysiakini**



Event Organiser: **kiniEvents**

1.0 EVENT AGENDA

Date: November 2023 (Thursday)

Time: 8.30am - 6.30pm

Format: Hybrid

(On-ground + Zoom + SocMed Livestream)

Venue: TBC (MRANTI)

Total Attendees: **400-500 Pax**

**Free Entry*

Panel Discussion:

Moderator: Lead Judges / Karam / Prem

Speakers: Key Industry Players

Event Attendees:

- **SME & Business** (Top Management)
- **Event Partners**
- **Media Partners**
- **Sponsors**
- **Lead Judges & Panel Judges**
- **Finalists**

**The agenda is proposed and is subject to changes.*

8:30 AM	Registration, Exhibition & Networking
9.45 AM	Introduction by Emcee
10.00 AM	Welcome Remarks by Premesh, Malaysiakini Co-Founder & Karamjit, DNA CEO
10:15 AM	Panel Discussion 1
11.15 AM	Commercial Slot (Platinum Partner)
11.30 AM	Panel Discussion 2
12.30 PM	Commercial Slot (Platinum Partner)
12.45 PM	Lunch Break & Networking
2.00 PM	Commencement of Innovation Awards Ceremony
2.15 PM	Welcoming Speech
2.30 PM	Launching Speech by Minister of MOSTI
2.45pm	Presentation of Trophy , Winners and Merit announcement <i>-Lead Judges to describe category & Winners to describe the winning product</i> <i>-Presented by Sponsor / VIP</i>
5.00 PM	Presentation of Certificates to the Finalists
5.15 PM	Closing Remarks
5.30 PM	Light Refreshment, Exhibition & Networking
6.30 PM	End

2.0 INNOVATION AWARDS

Innovation has become a lifeline for many of us.

We are witnessing how technology acceleration, especially through digital adoption, coupled with innovation has been a powerful mechanism in paving the way to uplift the economy out of a downturn since Covid.

The strength, creativity and perseverance that we see, hear and read is remarkably vibrant! With so many great stories of how businesses have responded and reacted and even managed to accelerate growth, it is imperative that the **Top In Tech Innovation Awards, brought to you by Digital News Asia and Malaysiakini, honours these innovators, businesses, and their massive efforts that reflect the best face of Malaysia Boleh**

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ORGANISED BY



STRATEGIC PARTNERS



INNOVATION PARTNER



DIGITAL ECONOMY PARTNER



ECOSYSTEM PARTNERS



MEDIA PARTNERS



Lead & Panel Judges for Innovation Awards 2023

Best Brick & Mortar Adoption



Dato' Mohamed Sharil Tarmizi
Director,
Dricopax Capital Limited,
UK

Most Impactful Academia-Industry Collaboration



Thillai Raj
Chief Technology Officer,
BAC Education Group

Most Value Creation



Dr V. Sivapalan
Senior Partner & Co-Founder,
ScaleUp Malaysia Accelerator

Most Promising



Ganesh Bangah
Executive Chairman,
Commerce.Asia

Young Innovator of the Year



Prof. Ir. Eur. Ing. Ts. Dr. Vinesh Thiruchelvam
Chief Innovation & Enterprise Officer,
APU / APIIT

Innovator of the Year



Datuk NK Tong
Group Managing Director,
Bukit Kiara Properties Sdn Bhd

Best Pivot



Chen Chow
Co-Founder,
Fave

Most Impactful Public Sector Agency Driving Digital Adoption



Dato' Seri Wong Siew Hai
President,
Malaysia Semiconductor Industry Association

Innovator of The Year



Sharala Axryd
Founder and Chief Executive Officer,
The Center of Applied Data Science (CADS)



Suresh Thiru
Start-up Advisor,
Angel Investor



Nizam Mohamed Nadzri
Chief Executive Officer,
Malaysia Debt Ventures Berhad

Best Brick & Mortar Adoption



Callum Chen
CEO,
LH Plus Sdn Bhd
President, MCMTC



Richard Wong
Founder & Chief Listener,
Vistage Malaysia & Singapore

Best Pivot



Lennise Ng
CEO & Co-Founder,
Dropee



Johnson Lam Hooi Liang
Chief Innovation Officer, SOLS247
Founder,
KakiDIY / KakiRepair



Dr Melissa Foo
Head,
Sunway iLabs Venture



Lavinie Thiruchelvam
Founder & CEO,
Babydash Sdn Bhd

Most Impactful Academia-Industry Collaboration



Naguib Mohd Nor
Chief Executive Officer,
Strand Aerospace Malaysia

Young Innovator



Francesca Chia
CEO, Co-Founder,
GoGet



Elain Lockman
CEO & Co-Founder,
Ata Plus



Sharizal Shaarani
Senior Vice President, Business Development Office,
NanoMalaysia Berhad



Dr. Gabriel Walter
Founder & Chief Executive Officer,
QEOS

Most Impactful Public Sector Agency Driving Digital Adoption



Mohd Safuan Mohd Zair
Chief Ecosystem Development Officer,
MRANTI



Alan Ow
Managing Partner,
Tenggara Capital Partners Sdn Bhd

Most Value Creation

The Award Categories

Category	Criteria
Innovator of the Year	Recognises a person who has developed a breakthrough innovation / has displayed a streak of innovation throughout their career / is a leader who inspires a community and helps spread an innovative mentality towards improving lives and serve as an inspiration to all.
Young Innovator of the Year	This award, curated for Gen Z , will salute a young talent or team for displaying outstanding creativity and an innovative mindset in developing new or improving on processes and products for today or tomorrow.
Best Brick & Mortar Adoption	This award recognises a large Brick & Mortar company that has shown exceptional productivity, resilience, and creative thinking in managing the disruptions caused by Covid through the adoption of digital technology. Eligible to those with a revenue of over RM100 million.
Most Value Creation	This award is for companies that have created value for their investors through free cash flows and profitability and thereby showing increased valuation since being invested in.

The Award Categories

Category	Sub - Category	Criteria
Most Impactful Public Sector Agency Driving Digital Adoption	Federal & State Level	A Federal Level & State Level Government Agency that has: i. Adopted digital to significantly improve the delivery of their services to the Rakyat and Business. Or ii. Launched Digital Skills/Adoption programs in collaboration with stakeholders that has seen strong and measurable outcomes.
Most Promising	Startup	This award recognises a company that has shown excellent resilience, productivity and promising scalability.
	Growth Company	
Best Pivot	Startup	This award recognises a company that has shown bold pivot strategy during the pandemic.
	Growth Company	
Most Impactful Academic-Industry Collaboration	Commercial	This award recognises a University or Polytechnic that has shown strong collaboration with industry since Jan 2022 to strengthen the delivery of its curriculum and ensure graduates are industry ready from the get Go! R&D Category: This award recognises a University whose research has been done with either the private sector or an international partner AND where the results are now tangible and adopted by industry.
	R&D	

**Startup: Company with annual revenue of up to RM1 million.*

**Growth Company: Company with annual revenue of RM1 million – RM20 million.*

3.0 EVENT TIMELINE 2023

Publicity (June onwards)

Publicity to begin on promotion of the submission drive

Publicity will be through:

- Digital platforms
- Email Marketing
- Ecosystem Partners' cross-promotions efforts

Submission Drive (July - Sept)

Entries are submitted through the award website:
www.topintech.my/awards

No fees are incurred for participating.

Format:

Submission of information for the respective category via Google Form.

Registrations to watch the ceremony online opens & RSVPs to attend the event on-ground

Shortlisting Final Judging (Oct)

Facilitated by DNA & MK, the team will team up with lead & panel judges to shortlist 3 -4 finalist for each category.

Final presentation by the shortlisted finalists to the panel judges.

Winners and Merit recipients will be determined.

Summit & Award Ceremony & Networking Dinner (Nov - Dec)

Forum Summit followed by Awards ceremony.

Category Winners and Merit recipients will be announced at the ceremony.

Appreciation Dinner by MK & DNA

(Dec 2023 - tbc)

4.0 EVENT SPONSORSHIP

Platinum Sponsor
RM100,000

(Non Industry-Exclusive)
Total Value Worth
RM500,000
(ROI: 5.0x)

Part I: Pocket Event (Top In Tech Hybrid Forum, Q2-Q3 2023)

*Exclusive: Worth **RM100,000**

- **1 Pocket Event in 2023 (Hybrid) (~50 Business Attendees, ~200 Zoom Participants)**
with Customised Partnership Title: "Brought to you by XXX"
(Can be held at Sponsor's venue / Co-working spaces) (Included light refreshment)
(Can be conducted anytime before the Awards, leads will be sent to Sponsor's 1 weeks after the event)
- **Customise Topic, Content & Speakers** with the Sponsor
- **Included Organising & A&Ps** across **Mkini & DNA (1 month)**: Pre-During-Post event
- **Insert CTA to Sponsor's** (Product/Services)

Part II: Event Entitlements (Top In Tech Forum & Innovation Awards 2023, Nov 2023)

*Non Industry-Exclusive: worth **RM400,000**

- **~100 Potential Contact Database**
(Collect potential leads through event A&Ps, registration on Zoom + Google Form)
(Potential Leads = Contact database of business audiences who ticked YES to receive information on Sponsor's products and services)
- **1 Award Category-Sponsor** (Limited to max 8, on 1st come 1st serve basis)
- Logo engraved on the trophy, and presenting trophy during the ceremony
- **4 Invites** as VIP Guest to attend summit & award ceremony
- **Speaker Slot or Commercial Presentation Slot (10min)** during summit
- **Corporate Video** (2 min) during summit & awards ceremony (break-times)
- **1 Engagement Space** on venue (Throughout the event day)
- **4 Bunting Placement** on venue (Throughout the event day)
- **Brand mention** by Emcee & Organisers
- **22 Branding Items (Top-Tier) on A&P inventories** for Pre-During-Post event
(Refer slides 10-12 for A&P inventories)

4.0 EVENT SPONSORSHIP

Gold Sponsor

RM50,000

(Non Industry-Exclusive)

Total Value Worth

RM150,000

(ROI: 3.0x)

Part I: Pocket Event (Top In Tech Online Forum, Q2-Q3 2023)

*Exclusive: Worth **RM50,000**

- **1 Pocket Event in 2023 (Online Forum) (~200 Zoom Participants)**
with Customised Partnership Title: "Brought to you by XXX"
(Can be held anytime before the Awards, leads will be sent to Sponsor's 1 weeks after the event)
- **Customise Topic, Content & Speakers** with the Sponsor
- **Included Organising & A&Ps** across **Mkini & DNA (1 month)**: Pre-During-Post event
- **Insert CTA to Sponsor's** (Product/Services)

Part II: Event Entitlements (Top In Tech Forum & Innovation Awards 2023, Nov 2023)

*Non Industry-Exclusive: worth **RM100,000**

- **1 Award Category-Sponsor** (Limited to max 8, on 1st come 1st serve basis)
- Logo engraved on the trophy, and presenting trophy during the event
- **2 Invites** as VIP Guest to attend Forum & Award Ceremony
- **Corporate Video** (2 min) during summit & awards ceremony (break-times)
- **2 Bunting Placement** on venue (Throughout the event day)
- **Brand mention** by Emcee & Organisers
- **16 Branding Items (Mid-Tier)** on **A&P inventories** for Pre-During-Post event
(Refer slides 10-12 for A&P inventories)

4.0 EVENT SPONSORSHIP

Supporting Sponsor

RM25,000

(Non Industry-Exclusive)

Total Value Worth

RM50,000

(ROI: 2.0x)










Part I: Event Entitlements (Top In Tech Forum & Innovation Awards 2023)

*Non Industry-Exclusive: worth **RM50,000**

- **2 Invites** as VIP Guest to attend Forum & Award Ceremony
- **Corporate Video** (2 min) during summit & awards ceremony (break-times)
- **Brand mention** by Emcee & Organisers
- **12 Branding Items (Lower-Tier)** on A&P inventories for Pre-During-Post event
(Refer slides 10-12 for A&P inventories)

Part I: EVENT Publicity Plan (A&P Inventories)			
Pre-Event (4 - 5 Months: June - October 2023)	PLATINUM	GOLD	SUPPORTER
Award Website https://topintech.my/awards/ Top In Tech Facebook Page & Malaysiakini (Desktop + Mobile) Homepage Event Section <i>*Sponsor's title & logo placement with hyperlink</i>	✓	✓	✓
Promo Video & Category Video by Lead Judges > 100,000 Views Publicity Videos Circulation: Organisers & Ecosystem Partners: FB, TW, LI, IG, YT Malaysiakini, Digital News Asia, KiniTV: Desktop & Mobile sites <i>*Sponsor's title & logo placement</i>	✓	✓	✓
Press Release Publication (2 Articles) > 20,000 Pageviews Press Release Article (EN & BM) Circulation: Organisers & Ecosystem Partners: FB, TW, LI, IG, YT Malaysiakini, Digital News Asia, KiniTV: Desktop & Mobile sites <i>*Sponsor's title brand mention & logo placement</i>	✓	✓	✓
Online Banner (10 mil Impressions) (Target audience segment: Biz & Tech) Malaysiakini, Digital News Asia, KiniTV: Billboard, STO & MRec, MFV <i>*Sponsor's title & logo placement</i>	✓	✓	✓
Social Media Posting (80-100 posts) > 2 mil Reach Circulation: Organisers & Ecosystem Partners: FB, TW, LI, IG, TG <i>*Sponsor's #hashtag, tag & CTA URL insertion in SocMed postings (*Collect Potential Leads)</i>	✓		
Email Blasting (EN) Total: 10 EDMs (30,000 - 50,000 emails per blast) KiniEvents SME Biz Database (20k-30k emails) Top In Tech Forum RSVP Database (~4,000 emails)	✓	✓	✓

Part I: EVENT Publicity Plan (A&P Inventories)			
During-Event (1 Day: November 2023)	PLATINUM	GOLD	SUPPORTER
Brand Engagement Space at venue	✓		
Bunting Placement at venue	4 Buntings	2 Buntings	
Logo placement on Digital Backdrop & Photo Wall	✓	✓	✓
Logo engraved on the Sponsored Category Trophy	✓	✓	
Corporate Video Ad during Commercial-Break	✓	✓	✓
Brand-Mention by Emcee & Organisers in speeches	✓	✓	✓
Invitation as VIP Guest to the event	4 Invites	2 Invites	2 Invites
Welcome Note by sponsor before presentation of Trophy (3min)	✓	✓	
Presenting of Sponsored-Award	✓	✓	
Media Interview during event & circulate across Malaysiakini, Digital News Asia & KiniTV: FB, LI, YT (1 week after event) (Exclusive)	✓		
Live-Stream: Malaysiakini, Digital News Asia & KiniTV: FB LI, YT (7 Pages) Partners & Sponsors’ FB (TBC)	✓	✓	✓
Live-Posting: Malaysiakini, Digital News Asia: FB, LI, TW, IG Posting Content: Welcome Note, Launching Speech, Winners Announcements, Closing Remark. *Sponsor’s #hashtag, tag & CTA URL insertion in SocMed postings	✓		

Part I: EVENT Publicity Plan (A&P Inventories)			
Post-Event (1 Month : December 2023)	PLATINUM	GOLD	SUPPORTER
Post Press Releases Publications (2 Articles) (EN & BM) > 20,000 Pageviews Circulation: Organisers & Ecosystem Partners: FB, TW, LI, IG, YT Malaysiakini, Digital News Asia, KiniTV: Desktop & Mobile sites <i>*Sponsor's title brand mention & logo placement</i>			
Email Blastings (EN) Total: 2 EDMs (30,000 - 50,000 emails per blast) KiniEvents SME Biz Database (20k-30k emails) Top In Tech Forum RSVP Database (~4,000 emails) <i>*Sponsor's title & logo placement, and CTA placement in EDMs (*Collect Potential Leads)</i>			
Event Coverage Videos (Post-Circulation: 2-3 Weeks after event) Organisers & Ecosystem Partners: FB, TW, LI, IG, YT Malaysiakini, Digital News Asia, KiniTV: Desktop & Mobile sites Ceremony Full Recorded Live-Video (2-3 hours) > 5,000 Views Highlight Video (20 min)> 10,000 Views Winners' Announcement Video (10 min) > 50,000 Views <i>*Sponsor's title & logo placement</i>			
Photo Gallery & Video Gallery Award Website https://topintech.my/awards/ Top In Tech Facebook Page Malaysiakini (Desktop + Mobile) Homepage Event Section Ecosystem Partners: FB, TW, LI, IG <i>*Sponsor's #hashtag, tag & CTA URL insertion in SocMed postings (*Collect Potential Leads)</i>			
**Appreciation Dinner by MK & DNA Invited Guests: MOSTI, Partners, Sponsors, Judges, 2023 Winners (Top Venue) *Exclusive Networking Cocktail with 2021, 2022 & 2023 winners, partners, judges			

Part II:

Pocket Event: Top In Tech Forum

- Format: On-Ground (Hybrid)
- Service included: Organising, Content Development, A&P for Pre-During & Post forum
- Business Participant Contact Database

TOP IN TECH

FORUM SERIES

[Website](#) | [Facebook](#) | [Youtube Playlist](#)

Highlighting Tech Trends since 2020 (3 years)!


Featuring over **100 industry leaders and experts** with **robust topic discussions** ranging from **5G to Green Tech**, Top In Tech Forum series is now steadily a go-to tech panel discussion providing **insights on new and trending innovations in Malaysia**.

Top in Tech forum series is co-created by Malaysiakini, Digital News Asia and organised by KiniEvents.

TOP IN TECH

Forums Innovation Awards Articles Branded Videos Contact

TOP IN TECH TALK SERIES | EP32



Ep32: Digital Transformation in the 5G Era


Broadly, designing and implementing a 5G network requires comprehensive planning and testing. For telcos, navigating this terrain can be treacherous, especially when limited internal skill sets is a top concern of executives when it comes to developing a 5G private network.

Join Karamjit and the panelists to discover more on
Thursday, 24th November 2022
4pm - 5pm
Live on Zoom

24 NOV

Thu / Zoom


TOP IN TECH TALK SERIES | EP20



6 OCT | THURS | 4PM

Digital Talents - Reality Bites


Oct 19, 2022 4:08 PM



Yes Launches The First Experience Store Powered by 5G in Malaysia


Oct 14, 2022 4:52 PM

TOP IN TECH TALK SERIES | EP21




The Intersection of Sustainability & Technology

Oct 11, 2022 11:17 AM




WCIT: Techfest 2022 features more than 500 innovative products and is open to public

Sep 14, 2022 4:55 PM




De Rantau sets the stage for Malaysia to accelerate growth in Digital Economy

Sep 13, 2022 6:15 PM



Delegates from over 60 countries attended the opening of WCIT 2022

TOP IN TECH TALK SERIES | EP27




How Does Tech Survive Its Winter?

21 JULY


Top In Tech: How Does Tech Survive Its Winter?

TOP IN TECH TALK SERIES | EP26



Top In Tech: Green Wash or Green Tech? - Is solar nice to have or


TOP IN TECH TALK SERIES | EP25



31 MAR | 4PM - 5PM
E-COMMERCE & RETAIL INNOVATIONS

e-Commerce & Retail Innovations

TOP IN TECH TALK SERIES | EP11



Fintech: The Growing Digital Momentum

22 Apr | 4pm - 5pm

Fintech: The Growing Digital Momentum

Past Forum Series (2020 - 2022)

2020 - 2021	Episode & Topic	Speakers & Partners
<p>Format & Platform: ZOOM Webinar + FB & LI Crosslive</p> <p>Business Audiences: >20,000 Reach</p> <p>Moderator: Karamjit Singh, CEO, Digital News Asia</p>	EP 1: Better Monitoring Using IoT & Big Data	Xperanti IoT
	EP 2: Future of Work	GD Express, Green & Natural Industries
	EP 3: Telehealth	DoctorOnCall, Thomson Hospital
	EP 4: The New Way Of Working	KPMG Malaysia, RHB, ScaleUp Accelerator Malaysia
	EP 5: Stay Calm and Just Cloud It	Exabytes Network, Malacca Securities, Malaysia SME Asso
	EP 6: Attention Talent...Reboot or get the Boot	Malaysia IoT Asso, BAC Education Group, Green Packet
	EP 7: Budget 2021: 6 Billion Ways To Disrupt TVET	MGCC, ACCCIM, MCMTC
	EP 8: Physical & Mental Health Through Tech	Prudential Assurance, ThoughtFul, Paul J Consultancy
	EP 9: Empowering The World of Technology: #WomenInTech	MaGIC, Cradle, Biopeutics Resources
	EP 10: e-Commerce & Retail Innovations	hoolah Malaysia, EasyParcel, commerce.Asia
	EP 11: FinTech: The Growing Digital Momentum	microLEAP, Payfo, HelloGold
	EP 12: Pathway To Advanced Technology	MaGIC, OFO Tech, SG Academy
	EP 13: Fintech: Bridging the SME Financing Gap	CapBay, MoneyMatch, Registered Digital Markets Association
	EP 14: e-Commerce: Driving Growth with Digital	ShopBack Malaysia, hoolah Malaysia,
	EP 15: Replacing Wet Ink & Paper For Digitalisation	Securemetric, MyDigital, MCMC
	EP 16: Digital Signatures: Embracing New Practices	SigningCloud, MSC Trustgate,Censof
	EP 17: The Sharing Economy Concept for SMEs' Sustainable Growth	Lalamove, Homa2U, Supahands
	Ep 18: NTIS: Catalyst For Emerging Innovations	MaGIC, Biogenes Technologies, Edgenta NXT
	Ep 19: National Digital Identity: Complementing a Digital Space	NEC Corporation, MyDigital, Jabatan Pendaftaran Negara

Past Forum Series (2020 - 2022)

2022	Episode & Topic	Speakers & Partners
<p>Total: 32 Episodes</p> <p>Format & Platform: ZOOM Webinar + FB & LI Crosslive</p> <p>Business Audiences: >20,000 Reach</p> <p>Moderator: Karamjit Singh, CEO, Digital News Asia</p>	Ep 20: Fuelling Business Growth through Data	MDEC, IDC, Mydin
	Ep 21: Being A Global Investor	Rakuten Trade, StashAway, MX Global
	Ep 22: 5G: What Is Possible Today	Digital Nasional Berhad, Cyberview, McKinsey & Company
	Ep 23: Smart Manufacturing in Malaysia - Reality Check	SmartMore International, TM One, DF Automation & Robotics
	Ep 24: Activate To Innovate: Let's Chat with redONE	redONE
	Ep 25: Thriving in an AI-enabled Digital Economy	DNeX, Kearney, Glueck Technologies
	Ep 26: Green Wash or Green Tech?	Gading Kencana, PwC, Solarvest
	Ep 27: How Does Tech Survive Its Winter?	redONE, Pandai, MVCA
	Ep 28: Delivering Meaningful tech Value to SMEs. The How.	DNeX, MDV, Bizsphere
	Ep29: The Intersection of Sustainability & Technology	ICT Zone Asia, Deloitte, Intel
	Ep30: Digital Talents: Reality Bites	MyDIGITAL, Sunway iLabs, Mereka
	Ep31: HR 5.0 Elevating Human Capital Investments	HRD Corp, Hiredly, Experian
	Ep 32: Digital Transformation in the 5G Era	Axiata Enterprise, EY, IDC Asean

Top In Tech (KiniEvents)

Business Audience Database Summary

(As of Jan 2023)

Total Database Size:

67,099 emails

Biz Database Segmentation:

20,000-30,000 emails

By Industry: 9,093 emails

By Job Title: 8,962 emails

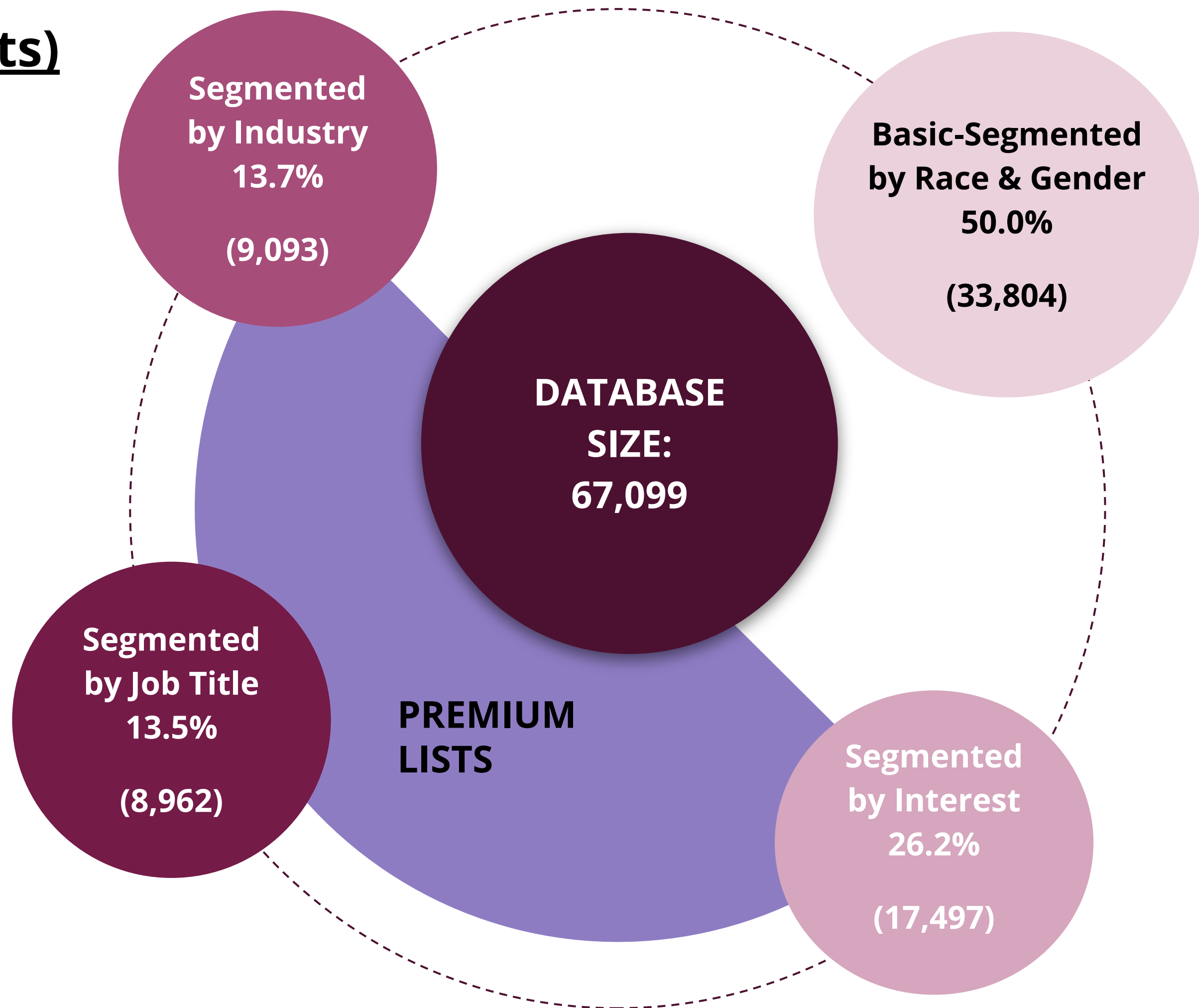
By Interest: 17,497 emails

Basic-Segmented:

By Race & Gender: 33,804 emails

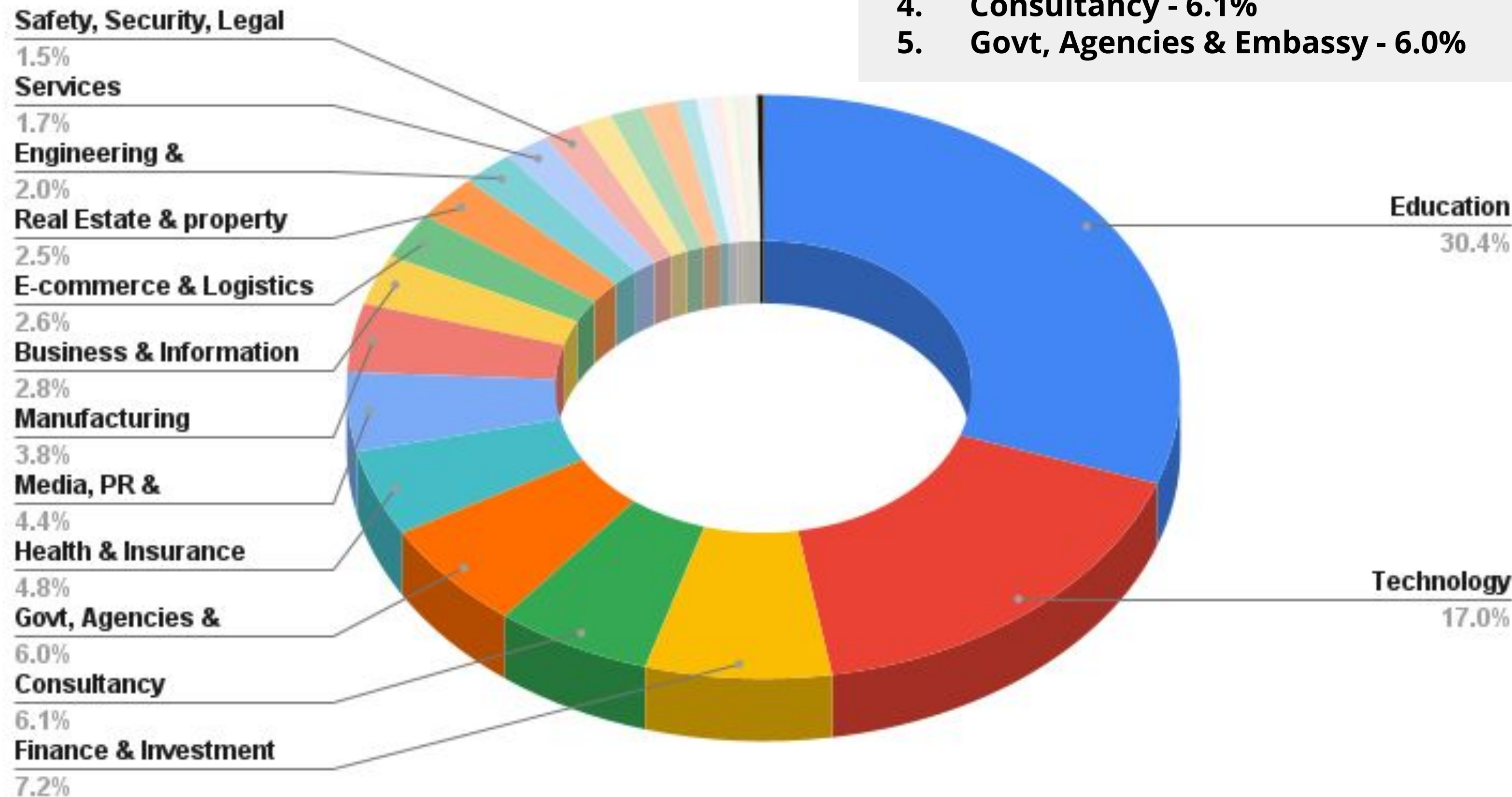
Non-segmented Database:

~30,000 emails



Segmented by Industry
(Total: **9,093 emails**)

- Top 5 Industries:**
- 1. Education - 30.4%
 - 2. Technology - 17.0%
 - 3. Finance & Investment - 7.2%
 - 4. Consultancy - 6.1%
 - 5. Govt, Agencies & Embassy - 6.0%



Segmented by Job Title
(Total: **8,962 emails**)

- Top 5 Job Titles:**
- 1. **Student - 29.7%**
 - 2. **Directors / HODs / Snr Managers / Managers - 23.1%**
 - 3. **Executives / Specialists - 17.6%**
 - 4. **C-Suites / Top Management - 12.0%**
 - 5. **Business Owner - 11.5%**

Consultant/Advisors/Analy

1.9%

Educator

3.5%

Business

11.5%

C-Suites/Top Management

12.0%

Executives/Specialists

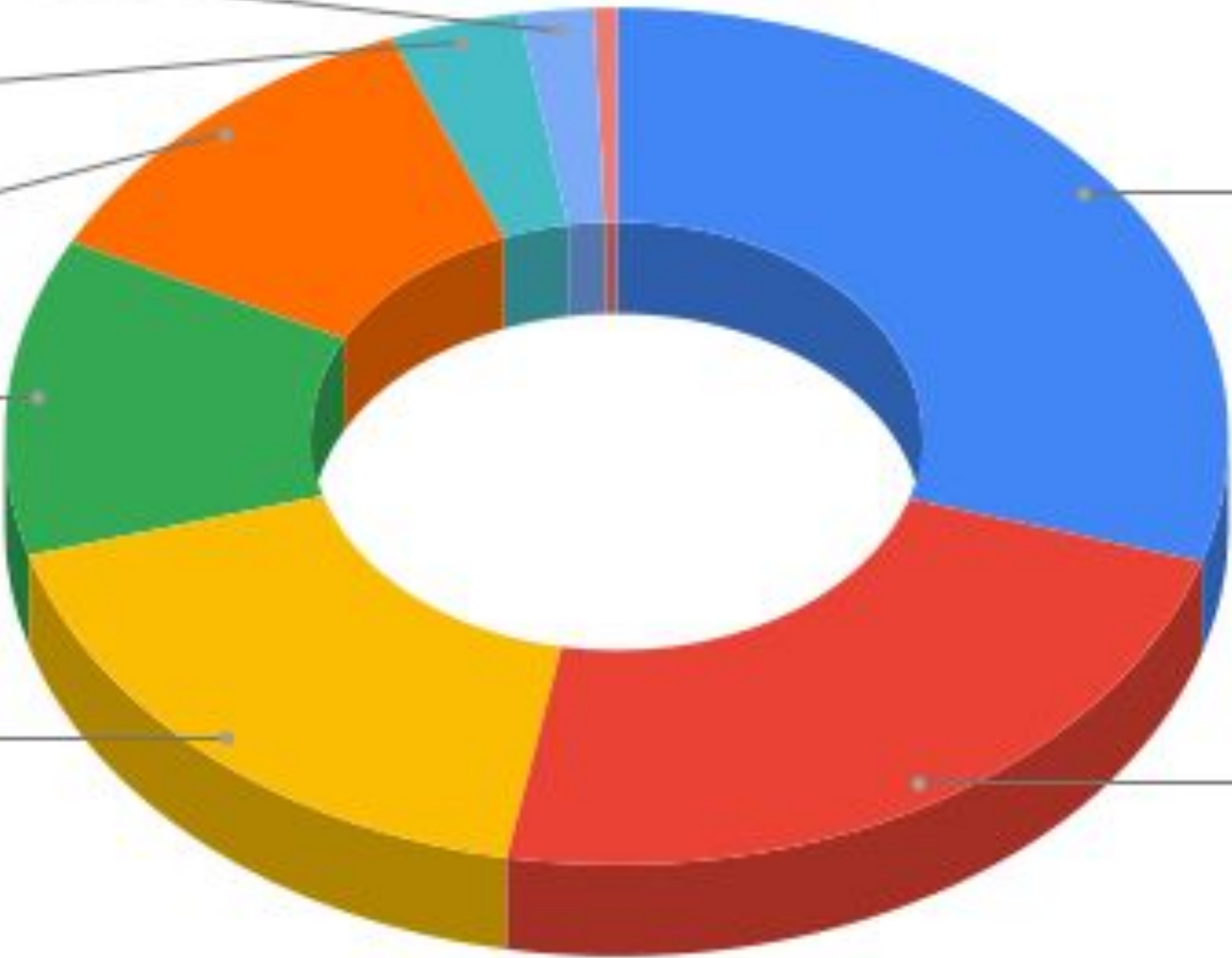
17.6%

Student

29.7%

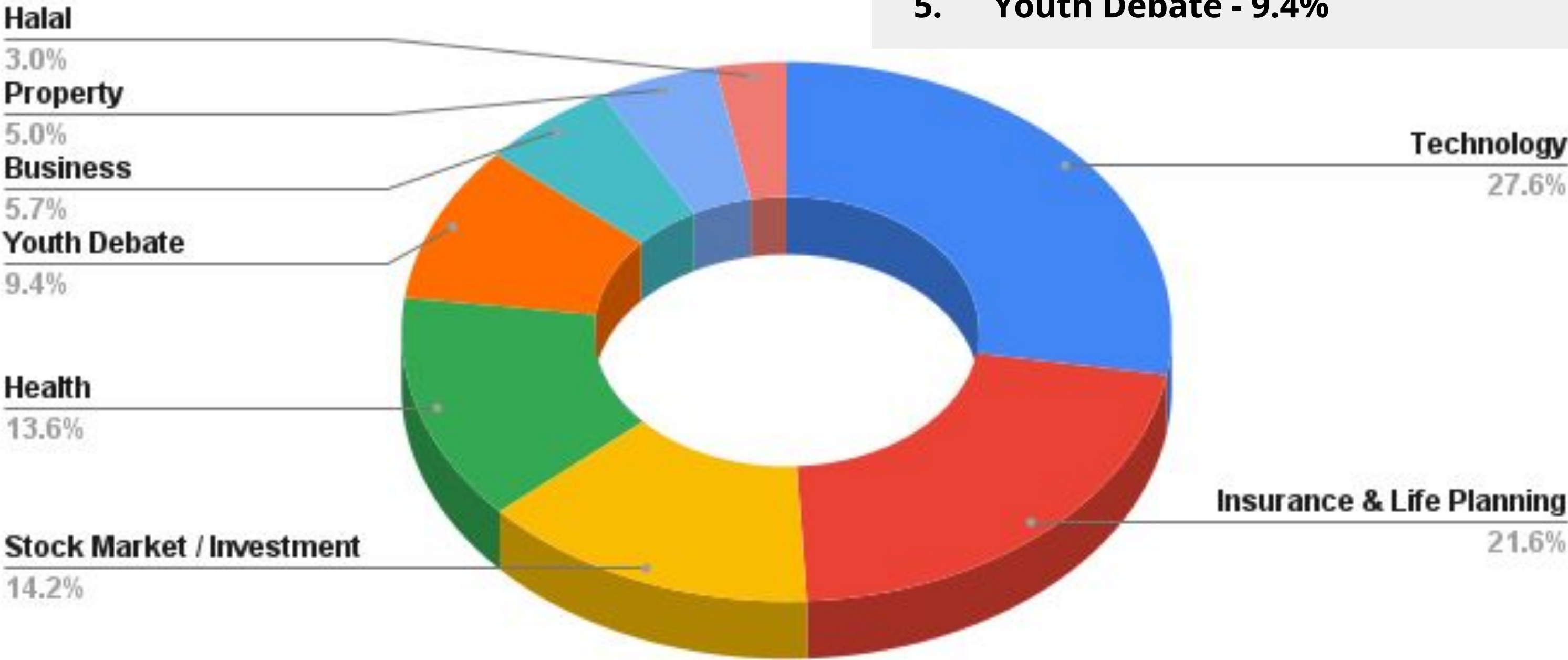
Directors/HODs/Senior

23.1%



Segmented by Interest
(Total: **17,497 emails**)

- Top 5 Interest:**
- 1. Technology - 27.6%
 - 2. Insurance & Life Planning - 21.6%
 - 3. Stock Market / Investment- 14.2%
 - 4. Health - 13.6%
 - 5. Youth Debate - 9.4%

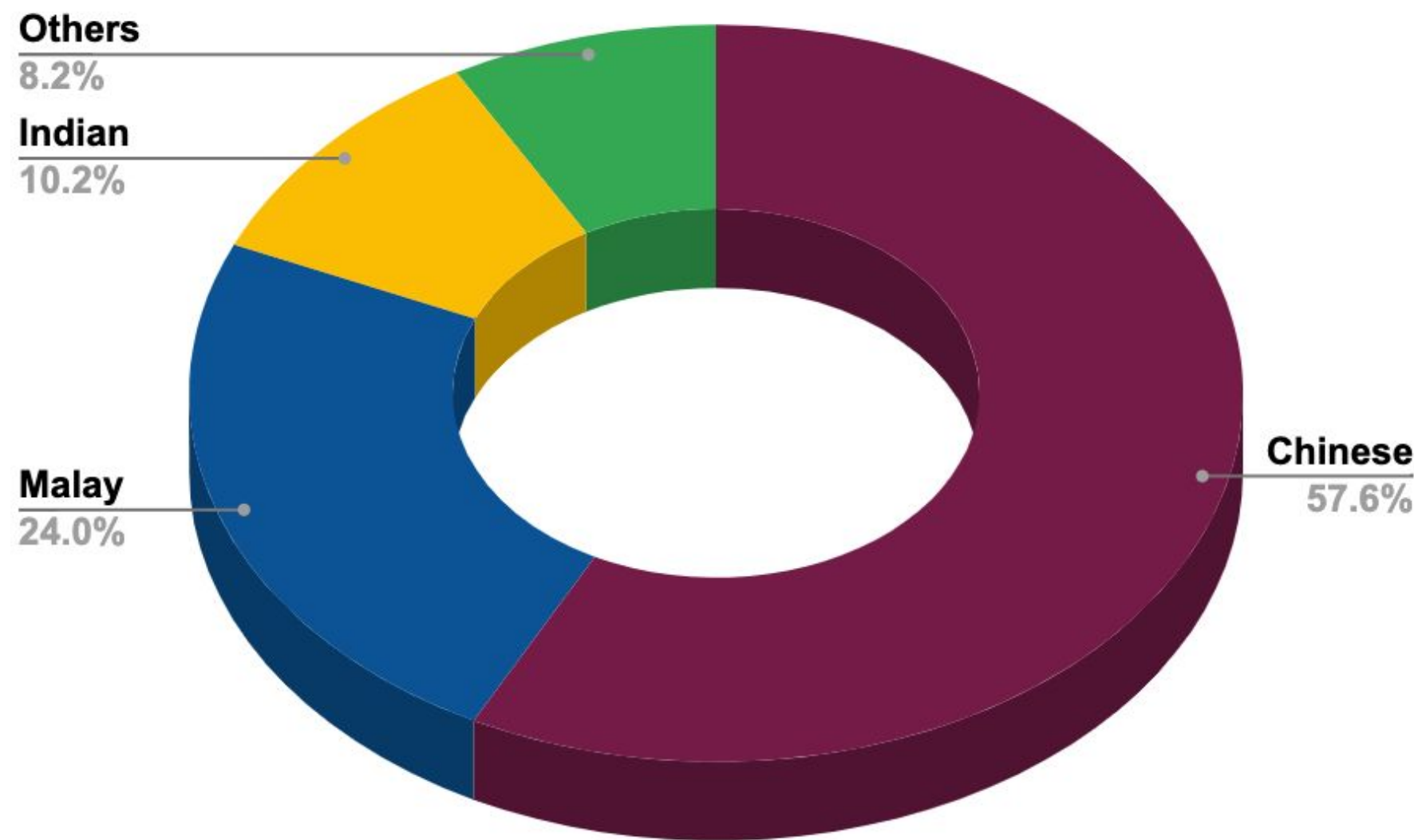


Basic-Segmented by Gender & Race

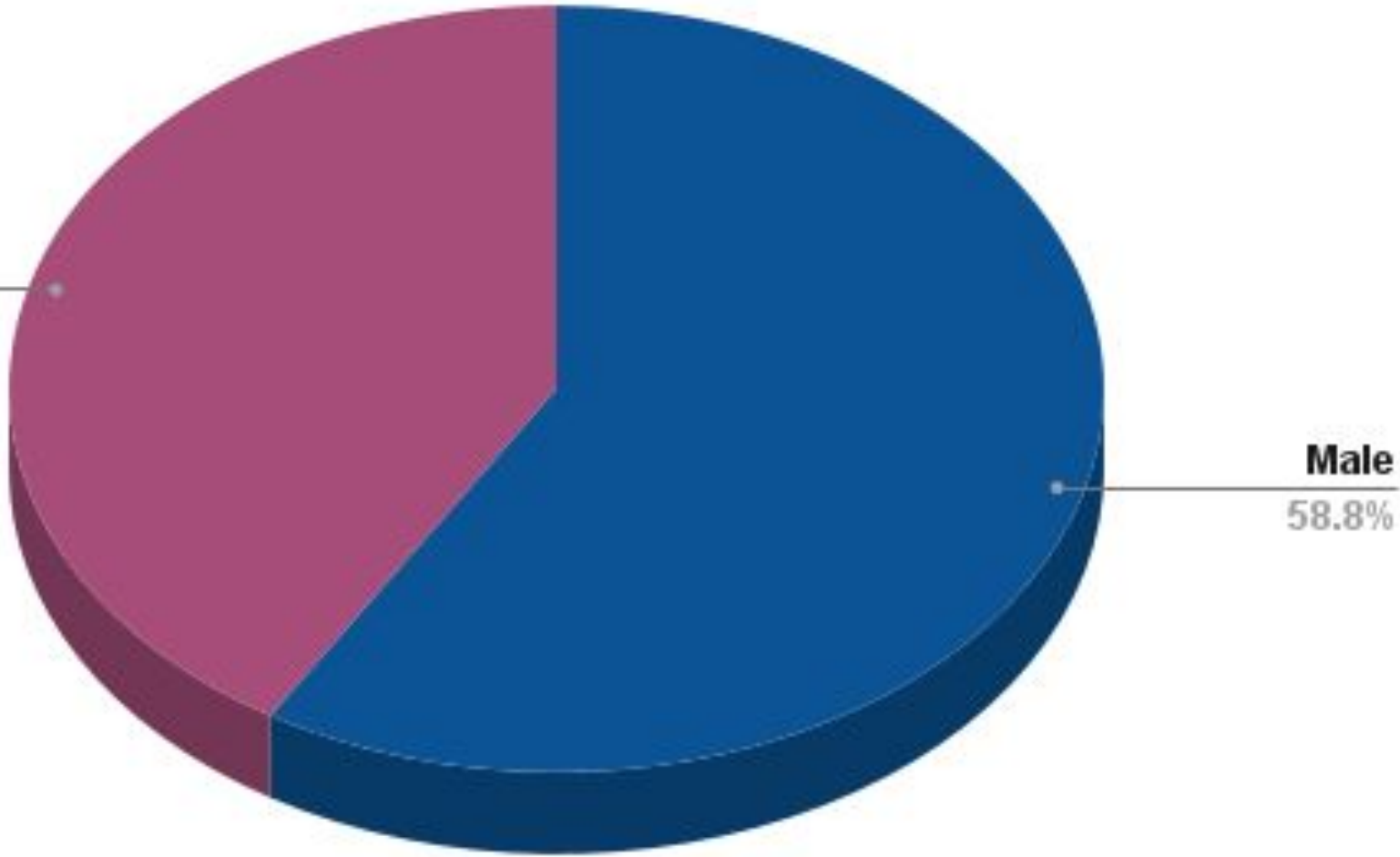
(Total: 33,804 emails)

Breakdown by Race

- 1. Chinese - 57.6%
- 2. Malay - 24.0%
- 3. Indian - 10.2%
- 4. Others - 8.2%



Female
41.2%



Male
58.8%

Breakdown by Gender

- 1. Male - 58.8%
- 2. Female - 41.2%

Top In Tech Innovation Awards 2021 & 2022

ATTACHMENTS & SCREENCAPS

- About the Trophy
- Media Interview to promote submission drive
- Photo & Video Gallery

The Trophy

The Top In Tech Innovation Award trophy was custom designed by Biji-Biji Initiative.

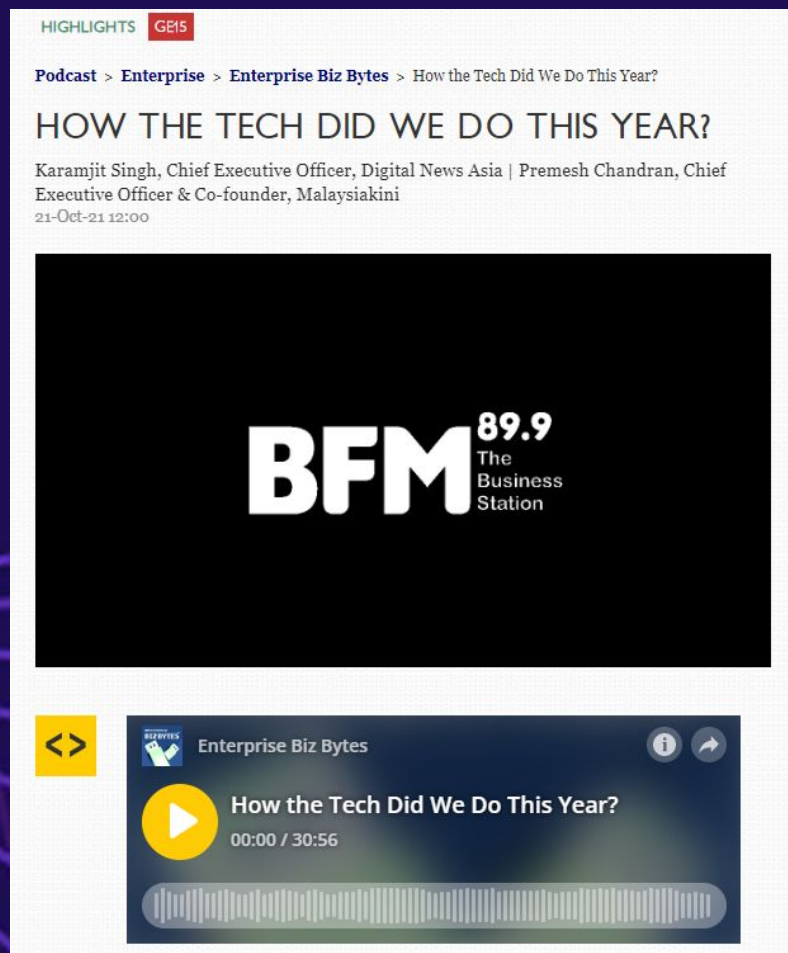
It is made from waste metal and waste wood, the design of a hand holding a gear, symbolises the continuous efforts in innovation.



Media Interview to promote submission drive

2021

Media Interview on BFM - 21 October 2021



Technology is continuously changing, growing, and evolving. If we don't keep up, it's easy to get left behind. Companies and industries that want to stay ahead need to have their finger on the pulse when it comes to innovations in **IoT, 5G, fintech, and even artificial intelligence**. These concepts may sound futuristic, but they're already driving today's major markets around the world.

Image Credit: Fit Zstudio | Shutterstock

Produced by: Arvinth Yuvaraj

Presented by: Christine Wong and Richard Bradbury

This and more than 60,000 other podcasts in your hand. **Download the all new BFM mobile app.**

Categories: **Personal Finance, Investments, Financial Literacy, Young Finance, Personal Development, Entrepreneurship, SME**

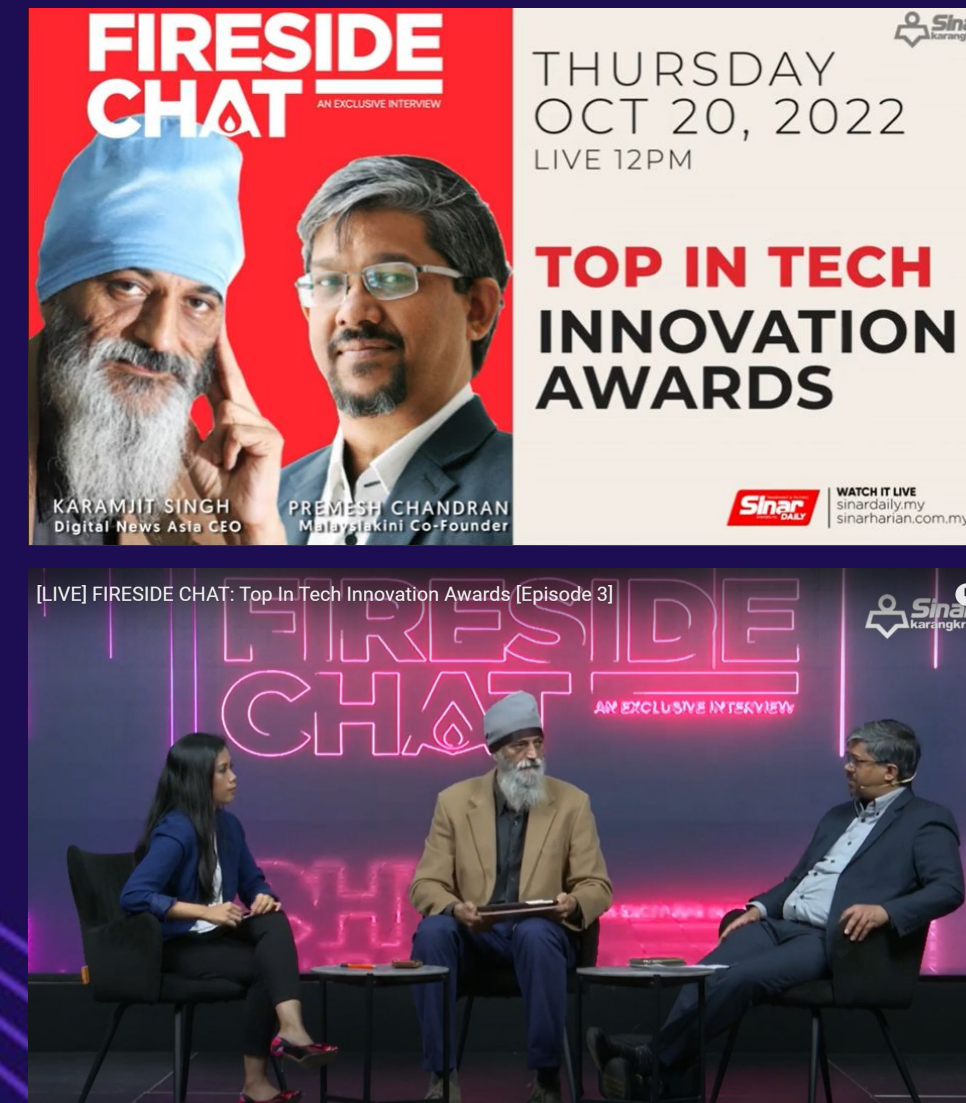
Tags: **Artificial intelligence, digital adoption, digitalization, business,**

Segment: Enterprise BizBytes

Listen to the podcast [HERE](#)

2022

Media Interview on Sinar Daily - 20 October 2022



Segment: Fireside Chat

Watch the Segment: [HERE](#)

2022 & 2021 Archives Event Website



Photo Gallery



Highlight Video



Post Event Article

2022 Edition
2022 Playlists:
[MK EN FB](#)
[KiniTV YouTube](#)



Photo Gallery



Highlight Video



Post Event Article

2021 Edition
2021 Playlists:
[MK EN FB](#)
[KiniTV YouTube](#)

SOCIAL MEDIA POSTINGS

Publicity Period: September 2022 - January 2023

Platforms	Total Reach (Biz & Mass)	Total Reactions	Total Clicks
Malaysiakini Facebook	>2 mil reach	>40k reactions	>55k clicks
Malaysiakini Twitter	>400k reach	>7k reactions	>15k clicks
Malaysiakini LinkedIn	>20k reach	>400 reactions	>3k clicks
Malaysiakini Instagram	>100k reach	>400 reactions	N/A
KiniTV Youtube	>30k reach	>120 reactions	N/A
Digital News Asia Facebook	>280k reach	>8k reactions	>10k clicks
Digital News Asia LinkedIn	>45k reach	>1.5k reactions	>3.2k clicks
Total	>2.8 mil reach	>57k reactions	>86k Clicks

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