



# UNIVERSITI TUNKU ABDUL RAHMAN

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Date: 10 APRIL 2018

YBhg. Prof /Dato' /Datuk /Sir /Madam,

## INVITATION TO PARTICIPATE IN THE INTERNATIONAL YOUTH DEVELOPMENT CONFERENCE (IYDC) 2018

We are pleased to inform that the Department of Student Affairs and the Department of Soft Skills Competency of Universiti Tunku Abdul Rahman (UTAR) are organising the International Youth Development Conference, themed 'Shaping the Future: Technology and Humanity', from 17th to 19th August 2018 at UTAR Multipurpose Hall, Kampar Campus, Perak, Malaysia.

IYDC aims to nurture and augment the potential of our youths to be ready for the Fourth Industrial Revolution. Participating students are expected to acquire good understanding of value system and achieve good communication with people from various cultural backgrounds. Thus, skills of critical thinking, power of communication and leadership will be acquired during the conference.

This conference will be held for three days, which include talks and workshops by prominent speakers / trainers sharing their valuable experience and knowledge. Thus, through a series of an active learning process, student engagement can be promoted and strengthened effectively.

With that, we would like to invite students from your esteemed institution to join us for this meaningful event. Your kind consideration and participation is much appreciated.

Attached are the details of the conference together with the registration form. Kindly acknowledge receipt of this letter and fax it back to us at (605) 466 9248. If you have any further enquiries, please do not hesitate to contact Ms. Ong Sheau Ling, at 05-4688888 (Ext:2282), or email to [iydc@utar.edu.my](mailto:iydc@utar.edu.my).

Please send your confirmation through the above email no later than 30 June 2018.

Yours sincerely,

Prof. Dr Choong Chee Keong

Vice President (Student Development and Alumni Relations)

**Chairperson, The International Youth Development Conference 2018**

Universiti Tunku Abdul Rahman

**Kampar Campus :** Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

**Sungai Long Campus :** Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

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# **International Youth Development Conference 2018**

**Shaping the Future: Technology and Humanity**

*17<sup>th</sup> – 19<sup>th</sup> August 2018*

*Multipurpose Hall, Universiti Tunku Abdul Rahman (Kampar Campus)*

## **Day 1 (17 August 2018) – Friday**

<b><u>Time</u></b>	<b><u>Programme</u></b>
3.30pm	Arrival, Registration & Refreshment
5.00pm	Check in Hostel
6.00pm	Campus Tour
6.30pm	Welcome Dinner
7.30pm	Talk: “UTAR: A Global University of Educational Excellence with Transformative Societal Impact”
8.00pm	Icebreaking- <i>Knowing Me Knowing You</i>
9.00pm	Briefing for Next Day
	Good night

## **Day 2 (18 August 2018) – Saturday**

<b><u>Time</u></b>	<b><u>Programme</u></b>
8.00am	Pick-up from Hostel
8.15am	Breakfast
8.45am	Registration
9.00am	Opening Ceremony
	Welcome Address:
	i) YBhg Ir. Professor Academician Dato’ Dr. Chuah Hean Teik <i>President of Universiti Tunku Abdul Rahman</i>
	ii) Ir. Choo Kok Beng, Hon. FIEM., FASc PJK <i>Immediate Past President, Malaysian Service Providers Confederation (MSPC)</i>
9.20am	Opening Address: <Guest of Honour>
9.30am	Keynote Address:
	<b>Shaping the future: Technology and Humanity</b>
	Mr. Soo Hoo Yoon Hunn <i>President of Malaysian Association of Professional Trainers and Coaches (MapTac)</i> <i>Award Winning Master Trainer</i> <i>Malaysian SME Icon 2017</i>
10.10am	Refreshment and Visiting Exhibition Booths
10.30am	<b>Talk 1: The Development of Artificial Intelligence and Big Data in China – How Chinese Youth will face the Fourth Industrial Revolution</b>
	Professor Zhang Shenxiong <i>Institute Director, Shanghai MingDe Institute of Learning Organization</i>

11.00am

**Forum: Getting Ready for the Fourth Industrial Revolution**

- i) *Professor Zhang Shenxiong*  
*Institute Director, Shanghai MingDe Institute of Learning Organization*
- iii) *Mr Chu Hong Keong*  
*Director & Advisor, Digital Transformation LifeTech Solutions Sdn. Bhd.*
- iv) *Mr Allen Ho*  
*President of Global Markets, Reconova Technologies Co. Ltd, China*
- v) *Mr. Anthony Chua*  
*Global General Manager of ZingPlus*

**Moderator:** *Mr Ng Thian Watt*

*Facilitator of Mind Science Association Malaysia (MSM)*

*Success Inspirer of Quantum Dynamic Human Development PLT*

1.00pm

**Lunch and Visiting Exhibition Booths**

2.00pm

**Parallel Workshop**

**Workshop 1: Smart Reading – Pathway to Learning Excellence**

*Dr Alan Wong WF*

*International Speaker and Training Director of Total Brain Technology Sdn Bhd*

**Workshop 2: Fear Not of the Unpredictable**

*Mr Ng Thian Watt*

*Facilitator of Mind Science Association Malaysia (MSM)*

*Success Inspirer of Quantum Dynamic Human Development PLT*

**Workshop 3: High Order Thinking for the 4<sup>th</sup> Industrial Revolution**

*Mdm Teoh Poh Yew*

*International Speaker, Founder of "Creative Maths"*

3.15pm

**Refreshment**

3.30pm

**Continuation of Workshops**

5.00pm

**Preparation for Cultural Performance**

6.00pm

**Cultural Night - Performance**

7.00pm

**Dinner**

9.00pm

**End of Day 2**

**Day 3 (19 August 2018) - Sunday**

**Time**

8.00am

**Programme**

**Pick-up from Hostel**

8.15am

**Breakfast**

8.45am

**Registration**

9.00am

**Talk 2: Digital Marketing**

*Ms Chester Tan Sook Ban*

*Certified Train the Trainer (PSMB)*

*Certified NLP Practitioner (ABNLP)*

*Digital Marketing Practitioner*

10.30am	<b>Refreshment</b>
11.00am	<b>Talk 3: How Blockchain Works</b> <i>Mr Lee Wai Kong</i> <i>Lecturer of Faculty of Information and Communication Technology (FICT)</i> <i>Universiti Tunku Abdul Rahman</i>
12.30pm	<b>Participants' reflections and sharing</b>
12.50pm	<b>Closing Ceremony</b> <b>Closing Address by</b> <i>Professor Dr Choong Chee Keong</i> <i>Vice President, Student Development and Alumni Relations</i> <i>Universiti Tunku Abdul Rahman</i>
1.10pm	<b>Photography Session</b>
2.00pm	<b>Farewell Lunch</b>
3.00pm	<b>End of Conference</b> <b>Kampar Heritage Tour</b>
4.30pm	<b>Depart for KLIA/KLIA2</b>