

**SPEECH OF  
YANG HORMAT PROFESSOR DATO' DR DAING NASIR**

**OPENING CEREMONY OF  
THE 1<sup>ST</sup> INTERNATIONAL BUSINESS ENGINEERING CONFERENCE 2016  
(IBEC 2016)**

**MONDAY, 26 SEPTEMBER 2016, 9.00 AM  
JW MARRIOT HOTEL, KUALA LUMPUR**

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**SALUTATION**

Professor Dr. Hendrik Brumme,  
President, Reutlingen University, Germany;

Associate Professor Ho Thanh Phong,  
Rector, Ho Chi Minh International University, Vietnam;

Mr. Simon Song,  
Managing Director, Bosch Malaysia;

Ir. I Made Dana M. Tangkas,  
Director PT Toyota Motor Manufacturing Indonesia;

Official representatives from local and international universities,  
government agencies, companies and industries;

UMP senior management and faculty members;

Conference speakers and delegates;

Distinguished guests;

Ladies and gentlemen.

*Assalamualaikum warahmatullahi wabarakatuh,*

*Salam Sejahtera* and a very good morning.

1. First and foremost, it is with great pleasure that I have the honour of welcoming all of you to this inaugural edition of the International Business Engineering Conference or IBEC 2016 which is jointly organized by Universiti Malaysia Pahang, Reutlingen University and Ho Chi Minh International University.

2. I am glad to be part of this congregation of experienced intellectuals, business managers, technocrats and industrial players who have come from all over the world to participate in this inaugural conference and to expand the global discourse on business engineering.
3. The theme of IBEC 2016 which is “Business Engineering, Expanding Possibilities” reflects the significance of this interdisciplinary area within current global economic ecosystem that has become highly competitive over the years.
4. The present global scenario and economic trends present us with new sets of challenges that require a paradigm shift in the way businesses are managed, industries are operated and policies are made. As early as 1970, in *Future Shock*, which is one his magnum opus, Alvin Toffler has argued that the acceleration of change would transform society, and showed what happens to systems when speeds exceed their adaptive capabilities.

5. Toffler again raised the issue on adaptability to dynamic transformation 20 years later when in *Power Shift* he wrote that this powerful law holds profound implications not just for individual businesses, but for whole economies and for global relations among economies.
  
6. Toffler was right in pointing out that powerful law on the acceleration of economic activity and its worldwide impact, because at this phase of what Thomas Friedman described as Globalization 3.0, success in this new world is a matter of individual adjustment as much as it depends on large-scale corporate and macroeconomic decisions.
  
7. As Globalization 3.0 is all about individual adjustment, talent development is indispensable and this also calls for a paradigm shift in the way academic courses are designed and executive training are carried out.

8. Thus, creativity, innovation and unconventional thinking are the main propellers for that competitive adjustment and transformation. Business engineering, in fact, is one of the emerging academic disciplines within that sphere of creativity, innovation and unconventional thinking.

**9. Ladies and gentlemen,**

When UMP started offering Business Engineering programme at the undergraduate level in partnership with Reutlingen University, Germany in 2015, the move was in fact a strategic response to Malaysian Government's focus to improve the quality of education to enhance student's outcome and institutional excellence within the framework of the Eleventh Malaysia Plan.

10. Through our Business Engineering programme, students are trained to become business technocrats with the competencies and proficiencies in both the managerial and technical aspects according to the industrial needs with agile personality and strong interpersonal qualities.

11. This dual-degree programme, which is the first of its kind in Southeast Asia, is jointly offered by UMP's Faculty of Industrial Management (FIM) and Reutlingen's ESB Business School. It is the mission of our Faculty of Industrial Management to provide enriching teaching and learning experience through creative convergence of business and technology.
12. Throughout the years, FIM has distinguished itself as a business school which is committed to grow and nurture future innovative leaders who are able to face current global challenges and to adapt themselves within the competitive global environment.
13. **Ladies and gentlemen,**

Referring to the stated objectives and judging from the positive response, I am confident that this conference will not only place contemporary issues and accomplishments in the limelight but also the challenges and opportunities that may arise.

14. I am therefore very proud that UMP is capable of holding a platform for such intellectual discourse that could lead to the enhancement of Business Engineering knowledge, research and practice.
  
15. With so much to raise and discuss, it is our honour to have your presence here at IBEC 2016 for without your support, participation and commitment, this conference cannot successfully materialize. I also wish to place on record my special gratitude to the German Academic Exchange Service (DAAD) for the cooperation and financial support.
  
16. Last but not least, I wish you all a fruitful discourse throughout the conference and a wonderful experience here with the warmth of Malaysia's unique hospitality. With that, I am very much delighted to declare the inaugural International Business Engineering Conference 2016 officially open.

Thank you.