ASIA School of Business
in collaboration with MIT Sloan Management

Iclif Executive Education Center

20 -23 October 2026

GATEWAY TO **MALAYSIA**

A Strategic Immersion Program for Global Business Leaders Expanding into Southeast Asia

RM18,000 | USD 4,500 *

Fees include in-program accommodation in ASB

FT EXECUTIVE EDUCATION 2026 RANKING

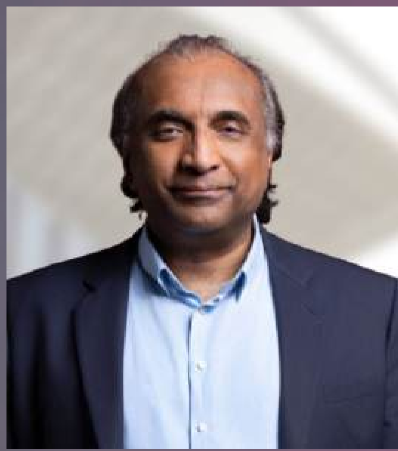
AACSB Business Education Alliance Member

* Excludes Sales & Service Tax (8%). USD Pricing is indicative pricing.

Last Updated: 24 August 2026

exec.asb.edu.my

Dean's Message



As the global business landscape undergoes a profound transformation, Southeast Asia has emerged as the world's most dynamic engine of growth. Malaysia, with its strategic position at the heart of this region, is fast becoming the premier gateway for enterprises looking to unlock the immense potential of the ASEAN market.

Yet, we know that success in international business requires more than just a grand vision; it demands a nuanced understanding of local ecosystems, cultural intricacies, and the ground-level realities of doing business.

This is the purpose of our "**Gateway to Malaysia**" program.

Designed as an immersive executive learning experience, the program brings together academic frameworks, policy perspectives, industry insights, executive dialogues, and company visits. Through ASB's regional expertise and action-oriented approach to learning, participants will examine Malaysia not only as a market in its own right, but also as a strategic entry point into the broader ASEAN region.

Our aim is to help leaders move beyond high-level market narratives and develop a practical understanding of how business is shaped by policy, regulation, industry structure, partnerships, talent, culture, and local execution. Whether you are evaluating market entry, expanding regional operations, or deepening your understanding of Southeast Asia, this program is designed to support more informed, confident, and actionable decision-making.

I warmly invite you to join us at Asia School of Business for this learning journey. We look forward to welcoming you to Malaysia and to exploring, together, the opportunities and realities that will shape the next chapter of business growth in ASEAN.

Prof. Joseph Cherian
CEO, President, Dean and Distinguished Professor
Asia School of Business

About **Asia School of Business**

The **Asia School of Business (ASB)** was established through a collaboration between Bank Negara Malaysia and the MIT Sloan School of Management, with the aim of combining world-class academic excellence with real-world Asian business practice.

Guided by the philosophy of '***Global Inquiry, Local Heart***', ASB focuses on the dynamic and complex markets of Southeast Asia, integrating academic research with policy, industry, and enterprise engagement.

ASB works closely with government institutions, industry platforms, and leading companies to provide a learning environment grounded in real market contexts.

For executives, ASB is not only a place to acquire knowledge, but a platform to understand markets, form judgment, and translate insights into actionable strategies for entering Malaysia and the broader ASEAN region.

Program Overview

As the global economic center of gravity decisively shifts, Southeast Asia (ASEAN) has emerged as the critical frontier for global enterprises seeking resilient growth and supply chain diversification. Positioned at the very heart of this dynamic region, Malaysia serves as the premier strategic hub, offering a robust infrastructure, mature capital markets, and a highly competitive business environment.

However, successful market entry demands more than simply relocating assets. It requires navigating a complex tapestry of localized regulations, diverse cultural nuances, and unique institutional landscapes. Fragmented information is no longer sufficient for the high-stakes decisions facing today's global C-suite.

To bridge this gap, the **Asia School of Business (ASB)** introduces "**Gateway to Malaysia**" - an immersive executive program designed exclusively for visionary global business leaders. Rooted in rigorous academic frameworks and deeply connected to local policy and business ecosystems, this program transcends traditional study tours to deliver a cohesive, actionable blueprint for regional expansion.

Why Malaysia & ASEAN?

As the global geo-economic landscape continues to evolve, ASEAN and Malaysia are increasingly gaining strategic importance for multinational enterprises seeking growth diversification, supply chain resilience, and access to emerging markets.

A Region with Strong Long-Term Growth Fundamentals

Southeast Asia has demonstrated robust economic performance over the past two decades, recording average annual GDP growth of approximately **5.3%**. With a combined population exceeding **680** million and a growing middle class, the region offers expanding consumer demand and a sizable labor force. These structural characteristics provide firms with opportunities to diversify their growth portfolios amid global economic uncertainty.

Advancing Regional Integration and Market Connectivity

Regional economic integration has accelerated through frameworks such as ASEAN and the Regional Comprehensive Economic Partnership (RCEP). Malaysia's strategic location and open trade orientation enable firms operating in the country to access broader Asia-Pacific markets and participate in increasingly integrated regional value chains.

Strengthening Global Supply Chain Resilience and AI Infrastructure

As companies reassess supply chain and digital infrastructure, Malaysia is strengthening its position in high-value manufacturing, particularly in electronics, electrical equipment, and semiconductor assembly and testing. Growing investment in data centers, cloud infrastructure, and AI-related computing capacity is creating new opportunities across energy, connectivity, technology services, and advanced manufacturing.

Access to Emerging Halal and Islamic Finance Markets

Malaysia has developed institutional capabilities in halal certification and Islamic finance, supported by internationally recognized regulatory frameworks. These capabilities provide firms with access to growing consumer markets in Southeast Asia, the Middle East, and other Muslim-majority economies, where demand for halal products and Shariah-compliant financial services continues to expand.

What Makes This Program Different

Direct Access to Malaysia's Policy and Business Ecosystems

Successful market entry requires more than data - it demands an understanding of the institutional and business environments that shape opportunities and risks.

Through curated engagements with investment agencies, regulators, policymakers, and industry leaders, participants gain first-hand insights into Malaysia's evolving economic landscape. These interactions provide valuable perspectives on regulatory frameworks, investment facilitation, and market dynamics, helping executives navigate the complexities of operating in Southeast Asia.

From Strategic Vision to Effective Execution

Expanding into new markets requires the ability to translate strategic ambitions into operational outcomes.

The program adopts an integrated "**Nation–Policy–Industry–Enterprise**" framework that connects macroeconomic trends with industry developments and firm-level strategies. Participants explore key themes including market entry, supply chain design, taxation, governance, and cross-cultural management.

By bridging strategic analysis and implementation, the program equips leaders with practical frameworks for informed decision-making in complex international environments.

What Makes This Program Different

Exploring Emerging Growth Opportunities

As ASEAN continues to deepen regional integration, new opportunities are emerging across advanced manufacturing, digital platforms, and specialized sectors.

Leveraging Malaysia’s strategic position within the region, the curriculum examines high-potential areas such as supply chain transformation, the halal economy, and Islamic finance. Participants gain insights into how businesses can position themselves within evolving regional value chains and capture long-term growth opportunities.

Learning from Industry Leaders and Real-World Experience

The program brings together senior executives, policymakers, academics, and industry practitioners to provide a multidisciplinary perspective on doing business in Malaysia and ASEAN.

Through executive dialogues, company visits, and case discussions, participants engage with real-world examples of market expansion, localization strategies, and organizational adaptation. These experiences offer practical lessons that support more resilient and sustainable growth strategies.

PROGRAM AGENDA*

DAY 1

20 October 2026

09:00 - 09:15	Opening and Welcome Remarks
09:15 - 10:35	ASEAN Economic Outlook and Malaysia's Strategic Position
10:35 - 10:50	**Tea Break**
10:50 - 12:10	Investment Opportunities and Policy in Malaysia
12:10 - 13:30	**Lunch Break**
13:30 - 14:30	Powering AI Infrastructure: Malaysia's Emerging Data Center Economy
14:30 - 15:30	Executive Industry Briefings: Inside Malaysia's Data Center Value Chain
15:30 - 15:45	**Tea Break**
15:45 - 17:00	Panel: The Data Center Investment Reality Check
19:00 - 21:00	Networking Dinner

DAY 2

21 October 2026

09:00 - 10:35	Marketplaces & Digitalization in Southeast Asia
10:35 - 10:50	**Tea Break**
10:50 - 12:10	Panel Session | Strategic Decoding the Digital Ecosystem in Southeast Asia
12:10 - 13:30	**Lunch Break**
13:30 - 17:00	Malaysia's International Financial Centre *Topics:* • Introduction of Malaysia's Financial Centre • Opportunities in Malaysian Capital Markets • Offshore Financial Platform in Malaysia

** Program agenda is subject to change.*

PROGRAM AGENDA*

DAY 3

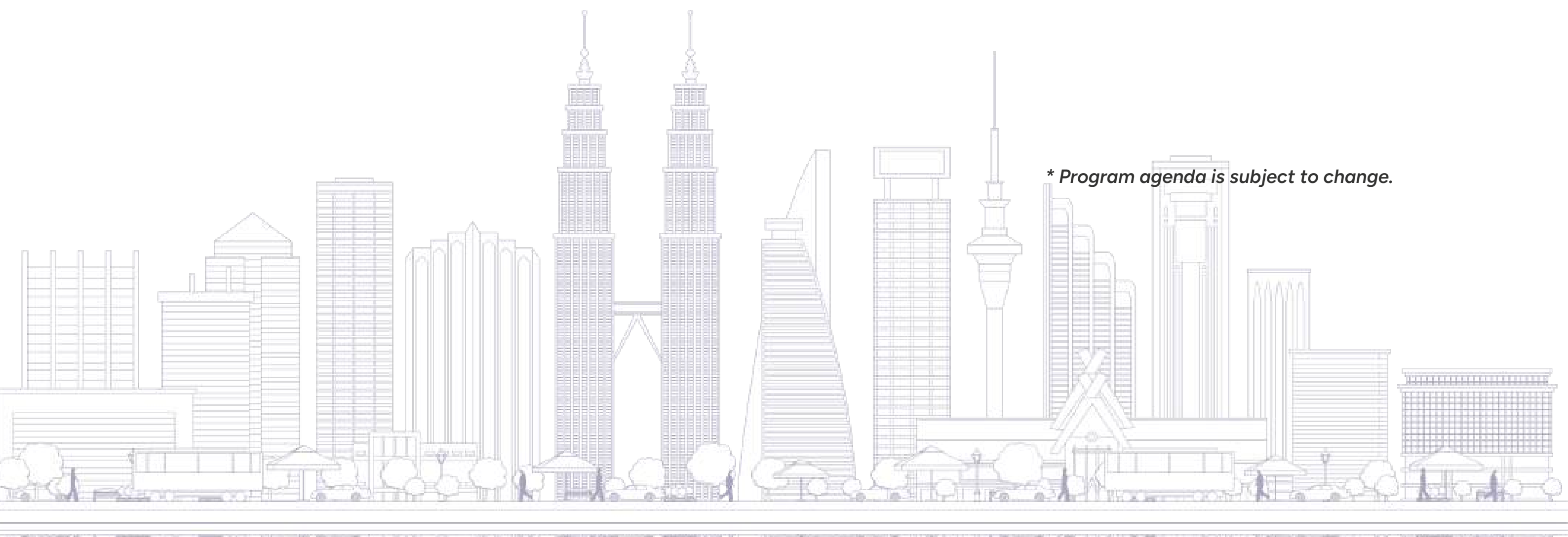
22 October 2026

09:00 - 10:35	The Halal Ecosystem in Malaysia
10:35 - 10:50	Tea Break
10:50 - 12:10	Introduction to Islamic Finance
12:10 - 13:30	Lunch Break
13:30 - 17:00	Corporate Immersion Visit
19:00 - 21:00	Dinner

DAY 4

23 October 2026

09:30 - 10:35	Supply Chain Implications of Expanding Business to Southeast Asia
10:35 - 10:50	Tea Break
10:50 - 12:10	Strategic Insights into ASEAN Manufacturing for Global Executives
12:10 - 13:30	Lunch Break
13:30 - 14:30	Doing Business in Malaysia: Market Entry, Localization and Compliance
14:30 - 15:30	Panel Session: Sharing of Operating Experiences by Global Enterprises in Malaysia
15:30 - 15:45	Tea Break
15:45 - 16:30	Closing and Certificate Presentation



** Program agenda is subject to change.*

What you will take away?

Understand the Region

Gain a macro-level understanding of Southeast Asia's transformation, regional integration, and Malaysia's strategic value as a gateway to the region.

Identify Opportunities

Identify real, long-term growth opportunities across key sectors, including manufacturing, digital platforms, the energy transition, the halal economy, and Islamic finance.

Evaluate Market Entry Realities

Examine practical considerations around entry models, taxation, compliance, infrastructure, talent, localization, and cross-cultural execution.

Strengthen Decision-Making

Engage with policymakers, academics, industry leaders, and practitioners to test assumptions, sharpen judgment, and make informed decisions on market entry, investment, and regional expansion.

Who Should Attend?

This program is designed for senior decision-makers who are evaluating or leading business expansion into Malaysia and the broader ASEAN region, including:

- Founders, Chairpersons, and CEOs
- Senior executives responsible for strategy, investment, or international business
- Decision-makers evaluating Southeast Asian market expansion and overseas growth strategies
- Leaders responsible for regional operations, supply chain, or operational management
- Investors and business managers seeking a systematic understanding of the Malaysian and ASEAN markets

Faculty and Speakers

Zeti Akhtar Aziz

Former Governor of Bank Negara Malaysia and Chairman of ASB

Joseph Cherian

CEO, President, Dean, and Distinguished Professor, ASB

Melati Nungsari

Deputy Chief Executive Officer, Deputy Dean of Research and Academics and Associate Professor of Economics, ASB

Shardul Phadnis

Professor of Operations and Supply Chain, ASB

Philip John Whittaker

Adjunct Senior Lecturer, ASB | Former CEO of Sim Leisure Group

Scott Hensarling

Adjunct Faculty, ASB | Co-founder of Pemalyst Advisory, Former Managing Director of Korn Ferry Advisory Malaysia

Hairol Ariffein Sahari

Adjunct Faculty, ASB | Halal Economic Strategist, Former CEO of Halal Development Corporation

Lu Xi

Adjunct Faculty, ASB | Political Economist

Terence Siau

Senior Director and CEO Advisor, Former Country Head (Malaysia), Sea Limited

Jacob Lee Chor Kok

President, Federation of Malaysian Manufacturers (FMM)

Shawn Luo

Managing Partner of Laurel Venture Capital, Member of the preparatory team of Geely ASEAN Company, Former CEO of Geely Malaysia Automotive High-tech Valley

Lim Sheh Ting

Partner, Rosli Dahlan Saravana Partnership (RDS)

Program Fee

RM18,000 | USD 4,500*

(RM 19,440 or USD 4,860 per participant inclusive SST)

INCLUDES:*

- Accommodation at ASB Residence **
- Program meals: breakfast, tea breaks, lunch and welcome dinner.
- Local transportation during the official program
- Academic sessions and executive learning modules
- Certificate of completion

** Participants may choose to stay at EQ Hotel, a 5-star hotel in Kuala Lumpur, for the duration of the program. The program fee is **MYR 20,000** per participant (including daily breakfast for 1), before SST. Please email meep@asb.edu.my

EXCLUDES:

- International and domestic airfares
- Dinner, unless otherwise specified in the final itinerary
- Personal expenses incurred outside the official program
- Visa application fees, travel documents, and travel insurance
- Transportation, or activities not included in the official itinerary

NOTE:

The final itinerary, speakers, company visits, and institutional engagements may be adjusted based on program objectives, speaker availability, and host organization schedules. Equivalent alternatives may be arranged where necessary.

Gateway to Malaysia helps leaders examine these questions through academic frameworks, policy insights, executive dialogues, company visits, and real-world case discussions - turning regional opportunity into informed, practical, and executable strategy.

Contact: meep@asb.edu.my

Program Director
Amelie Ye: amelie.ye.qiao@asb.edu.my

ASB Environment

Iclif Executive Education Center

Asia School of Business (DU046(W))
Iclif Executive Education Center
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur
Email: ExecEd@asb.edu.my

exec.asb.edu.my

asbiclif @asb.iclif asbiclif asb iclif

SCAN ME

Gateway to Malaysia