

NEXTWAVE LEADERSHIP

Mastering Transformation in the Digital Era

31 March, 12 - 17 April 2026 | Two-Part Program

Asia School of Business, Kuala Lumpur (Non-Residential Program)
Shenzhen, China (Residential Program)

PROGRAM OVERVIEW

What is happening in Shenzhen today will reshape Malaysia and ASEAN tomorrow.

As AI-native companies redefine industries and digital ecosystems expand at unprecedented speed, leaders must navigate transformation that outpaces traditional policy cycles, organisational processes, and legacy business models.

NEXTWAVE Leadership is designed for this exact moment.

Crafted by the Asia School of Business, this program equips C-suite executives and senior public service leaders with strategic clarity, future-ready insights, and practical frameworks to lead transformation across large, complex organisations in the AI era.

Why Shenzhen? Because it is the world's living laboratory for speed, scale & innovation. In Shenzhen - Innovation Runs at the Speed of Imagination.

This program brings leaders into the heart of one of the world's most advanced innovation ecosystems - where digital platforms, next-generation mobility, and intelligent manufacturing converge to create breakthroughs at remarkable scale.

Leaders gain rare, insider-level exposure to:

- Top digital platform innovators driving national-scale connectivity, AI applications, and consumer ecosystems
- Advanced manufacturing and new-energy leaders shaping the future of mobility and integrated technology
- Urban transformation exemplars such as the Shenzhen Civic Center and Pingshan Art Museum, demonstrating how design, governance, and citizen experience are woven into a thriving digital city

Together, these visits form a living curriculum on transformation at speed. These experiences are the raw material that ASB faculty convert into structured learning, practical frameworks, and leadership tools.



LEARNING OUTCOMES

Through this program, participants will be better able to:



Learn how Shenzhen's leading digital and industrial innovators convert speed, data, and scale into competitive advantage - and translate these insights into actionable strategies.



Understand how Shenzhen integrates public services, digital infrastructure, and urban identity to deliver frictionless citizen experiences — offering fresh models for public sector and enterprise transformation.



Strengthen organizational resilience through evidence-based frameworks in AI adoption, data-driven decision-making, rapid experimentation, and agile execution.



Gain the capability to adapt innovation models using structured leadership tools that support smarter collaboration, better prioritization, and high-impact execution.





PROGRAM DATES

Part 1: 31 March 2026

(10:00AM - 12:30PM, Non-Residential Program)

Part 2: 12 - 17 April 2026

(Residential Program)

LOCATIONS

- Kuala Lumpur, Malaysia
- Shenzhen, China

WHO SHOULD ATTEND?

Public Sector:

- Secretary Generals
- Deputy Secretary Generals
- JUSA & above

Private Sector Leaders:

- Boards
- C-suite Executives

Acceptance into the program will be at the discretion of ASB.



PROGRAM STRUCTURE



Part 1 — Strategic Runway (Kuala Lumpur)

A focused foundation that introduces ASB's academic frameworks, systems thinking models, and leadership tools - ensuring every participant arrives in Shenzhen ready to extract deep strategic insight.



Part 2 — Shenzhen Immersion (4.5 Days)

A curated executive expedition into China's most dynamic digital and industrial ecosystems - translated by ASB faculty into usable leadership frameworks, strategic roadmaps, and transformation playbooks relevant to Malaysia and ASEAN.



The NEXTWAVE Advantage

NEXTWAVE Leadership blends academic rigor with real-world immersion, giving leaders not only access to the world's fastest innovation city, but also the analytical frameworks, strategic models, and leadership competencies to turn those insights into impact.

For leaders modernizing public institutions or transforming enterprises, this program delivers what matters most: clarity, capability, and the confidence to lead in an era defined by AI and exponential technologies.





Program Faculty Director & International Adjunct Faculty

Professor Rong Sen is a leading expert in macroeconomics, financial markets, and China's economic and policy transformation. He has held specially appointed professorships at top Chinese universities, including Tsinghua University, Peking University, and Shanghai Jiao Tong University, and previously served as Deputy Leader of the Financial Research Group under the National Development and Reform Commission and the Asian Development Bank.

With nearly two decades of experience across financial institutions and policy advisory roles, Professor Rong brings deep insight into China's macroeconomic trajectory, financial reforms, and the intersection of geopolitics, technology, and economic strategy. His international experience includes four years working in the City of London, where he was directly involved in landmark initiatives related to RMB internationalisation and cross-border financial markets.

Professor Rong regularly advises government leaders, state-owned enterprises, and financial institutions on macroeconomic trends, policy implications, and strategic decision-making. He is a Chevening Scholar of the UK Government and holds a Master's degree in Finance and Investment Management from the United Kingdom.

Program Faculty

Muhammad Sabri Rawi is Senior Lecturer at the Asia School of Business and an experienced leadership practitioner specialising in enterprise-level judgment, leadership under uncertainty, and sustained leadership effectiveness in complex systems. With close to two decades of experience across the public sector, GLCs, and multinational organisations, Sabri has worked extensively at the intersection of leadership, organisational capability, and large-scale transformation. His work focuses on how leaders make decisions, mobilise others, and sustain performance when authority is diffused, pace is high, and outcomes are shaped across public-private boundaries.



Sabri has held senior roles spanning corporate communications, human resource management, project leadership, and leadership development, and was instrumental in designing and delivering PETRONAS' Global Leadership Learning Series, supporting leadership mindset change at enterprise scale. His experience spans industries including energy, manufacturing, FMCG, finance, and the public sector. He holds a Master's degree in English from Portland State University, USA, and is an accredited executive coach with the Canadian Coaching Council.





Guest Speaker

Brian A. Wong is an entrepreneur and investor with deep, lived experience at the intersection of technology, public institutions, and large-scale systems transformation. He was among the early team members at Alibaba Group, where he worked closely with leadership on global expansion and engagement with governments, navigating regulatory complexity and public–private collaboration at scale. Today, Brian serves as Managing Director of the Aspen China Fellowship Program and works with founders, investors, and policymakers on leadership and system-level change. In NEXTWAVE Leadership, he joins as an invited guest speaker to share practical, insider perspectives on how technology companies and governments work together, including what public leaders often underestimate, and what enables effective partnership in fast-moving digital environments. He is the author of *The Tao of Alibaba* and a graduate of Swarthmore College, the Johns Hopkins–Nanjing University Center, and the Wharton School of the University of Pennsylvania.





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2026 PROGRAM FEES

Kuala Lumpur, Malaysia Part 1: 31 March 2026
Shenzhen, China Part 2: 12 - 17 April 2026


RM50,925 | USD12,731*

Fees include in-program accommodation in China
Dates and venues are subject to change
SST will be applicable if program is held in Malaysia

** USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.*

SCAN ME



NextWave Leadership: Mastering
Transformation in the Digital Era 

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