



3rd MALAYSIAN BANKING CONFERENCE 2024

Banking in the Era of GenAI

— Reshaping Banking, Innovating for the New Economy & Accelerating Sustainability

10-11 July 2024 | Shangri-La Kuala Lumpur



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INTRODUCTION

Driven by the intersection of advanced technology, changing consumer behaviours, and the rise of artificial intelligence, this year's **3rd Malaysian Banking Conference 2024** themed “**Banking in the Era of GenAI – Reshaping Banking, Innovating for the New Economy & Accelerating Sustainability**” will focus on reshaping the way banks operate, changing business models and people strategies, the imperative to innovate to become future proof in the new economy, and how fast-changing technologies can help to accelerate sustainability and transition finance.

Join us and our esteemed panel of experts as we navigate the GenAI banking landscape. We explore how banks can embrace and scale GenAI responsibly, taking it from experimentation towards delivering meaningful digital transformation of banking processes and supporting the acceleration towards a just transition.

PROGRAMME AGENDA

Day 0 — Masterclass
Wednesday, 10 July 2024 @ 1.30 pm to 5.30 pm



Time	Details
1.30 pm – 5.30 pm	<p>Masterclass: GenAI in Banking — Becoming AI Ready</p> <p>The Masterclass will provide practitioners with an overview of the top banking trends for 2024, with a deep dive into the area of generative artificial intelligence (GenAI). We will assess real-life applications and uses of GenAI, helping practitioners to appreciate the technological innovations driving GenAI, as well as the risks and guardrails banks need to be mindful of to embrace this powerful technology.</p> <ol style="list-style-type: none"> 1. Top banking trends for 2024 2. Deep Dive on the Rise of GenAI: Responsible AI <ul style="list-style-type: none"> • How banks are using GenAI and the five-step process to set up Responsible AI • Latest technological innovations in Responsible AI • Responsible AI risk landscape and regulatory changes • Scaling and operationalising Responsible AI through the right governance and technical guardrails • Responsible AI in practice — through the Veritas toolkit and findings from the MindForge consortium on guardrails that are essential for GenAI in the banking industry. 3. Tech and AI: Accelerating the Green Transition <ul style="list-style-type: none"> • Enabling a self-service customer journey for banks' clients related to green products • Risk assessment and portfolio steering with stress testing, due diligence, and investment opportunity identification • Reporting that automates data consolidation and report writing, ensures local compliance and enables peer benchmarking.
5.30 pm – 6.00 pm	Coffee Break
End of Day 0	

Day 1 – Conference Thursday, 11 July 2024 @ 9.00 am to 5.15 pm



Time	Details
9.00 am – 9.10 am	<p>Welcome Address</p> <p>Tan Sri Azman Hashim, FCB, Chairman, Asian Institute of Chartered Bankers</p>
9.10 am – 9.20 am	<p>Opening Address</p> <p>Dato' Khairussaleh Ramli, Chairman, The Association of Banks in Malaysia; Group President and Chief Executive Officer, Maybank</p>
9.20 am – 9.45 am	<p>Special Ministerial Address</p>
9.45 am – 10.15 am	<p>Fireside Chat: Operationalising AI – Viewpoints and Insights From Practitioners and Pragmatists</p>
10.15 am – 10.35 am	<p>Coffee Break</p>
10.35 am – 11.35 am	<p>Panel Session 1: Reimagining Customer Centricity in the Age of AI – How Do You Make Customer-Centric Sales and Marketing an Intrinsic Part of Success?</p> <p>In navigating the convergence of customer-centricity and AI, legacy financial institutions (FIs) must be able to harness the power of AI, machine learning, and data analytics to revolutionise the customer experience. FIs need to do things differently and leverage AI-powered algorithms to maximise customer data, manage data privacy and combat misinformation, further strengthen credibility and authenticity in the world of GenAI, and drive sustainable growth and differentiation.</p> <p>Discussions will focus on:</p> <ul style="list-style-type: none"> • how FIs can ensure that they do not lose sight of their customers in the sea of regulatory complexities and compliance, the chaos of AI, changing customer demands, and the pressure to deliver profits • how AI can help FIs balance financial objectives with the needs and expectations of customers, and address regulatory challenges associated with operating in the digital banking space by modernising legacy systems • actionable customer-centric strategies, leveraging AI-powered algorithms to unlock the full potential of customer data, combat misinformation and mitigate data privacy issues effectively, and strengthen ethical practices to further strengthen customer trust and confidence.
11.35 am – 12.35 pm	<p>Panel Session 2: Aligning Skills to the New Future of Work in the Era of AI and Beyond</p> <p>As digital transformation, including AI, is reshaping legacy financial institutions (FIs), this session will discuss the strategic approaches FIs can take to align their skills with the demands of the AI-driven future of work and prepare their workforce to thrive and harness the transformative potential of AI effectively. Human-machine collaboration and complementary skills play a</p>

	<p>crucial role in driving innovation and productivity. Discussions will focus on:</p> <ul style="list-style-type: none"> • global key trends, implications, and strategies for navigating this evolving landscape • new job roles and skills in the new AI world • human-AI collaboration to solve complex problems and enhance productivity. 		
12.35 pm – 1.45 pm	Lunch Break		
1.45 pm – 3.00 pm	<p>Panel Session 3: Fast-Changing Technology Implications on Transition Finance — How Can AI Accelerate the Pace?</p> <p>At the heart of transition finance lies unprecedented technological disruptions that redefine the way we approach finance, investment, and sustainability. This session will explore the intersection of transition finance and rapid technology advancements, including:</p> <ul style="list-style-type: none"> • how AI can accelerate the process and pace of transition finance and offer significant opportunities for innovation in transition finance • impact measurement and reporting — what are some of the technologies that can help facilitate better data collection, analysis, and reporting, and especially for SMEs • how to mitigate risks by offering more efficient and cost-effective solutions • how public-private partnerships can leverage technology to scale up sustainable finance initiatives and accelerate the transition to a low-carbon, inclusive economy. 		
3.00 pm – 3.15 pm	Coffee Break		
3.15 pm – 4.15 pm	<p>Breakout Session 1</p> <p>AI-powered Alternative Credit Scoring of micro-, small- and medium-sized enterprises: The deployment of using machine learning to assess the creditworthiness of SMEs for loan applications</p>	<p>Breakout Session 2</p> <p>Deep dive into how the future of work will look in the AI world</p>	<p>Breakout Session 3</p> <p>AI governance and regulations</p>
4.15 pm – 4.45 pm	Special Talk: A New Bank for the Future — Bank 2.0		
4.45 pm – 5.15 pm	Closing Address		
End of Conference			

Note: The programme agenda is subject to change.

ENQUIRIES

For enquiries, kindly send us an email at mbc@aicb.org.my.



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