



MBAM

# Webinar on Worksite Digitalisation Through Connected Machinery: Data Driven Approach to Improve Productivity and Profitability

Wednesday, 22 Sept 2021  
9AM - 1PM | via Zoom



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<https://bit.ly/3kSvCq0>



**Mr. Will Newal**  
Trimble,  
Business Development and Sales Manager



**Mr. Nur Aizat**  
Trimble,  
Software Sales Manager



**Mr. Bong Jen Han**  
Cat Marketing & Sales,  
Sime Darby Industrial Sdn Bhd.

The Machinery Resources Committee of MBAM is organizing a Webinar on Worksite Digitalisation Through Connected Machinery : Data Driven Approach to Improve Productivity and Profitability.

The objectives of the Webinar are to create awareness and to promote the benefits of adopting new technologies and automation by construction players with the eye towards modernising the Construction Industry to create safer workplace, as well as increase efficiency and productivity.

Most of the existing industry players are using conventional and labour intensive operational control with minimal or without technological support. MBAM is of the opinion that it is time for the industry to improve and adopt changes to their operations to be more technology orientated. As the young generation is very technology and digital oriented, adoption of new technology and automation will become the new 'agenda' to attract them and get their involvement in the construction industry. This will indirectly reduce the impact of labour shortages in the Construction Industry.

This Webinar will share with participants how to improve productivity and efficiency with technology and digitalisation at construction workites, where construction process can be digitalised, site works can be done in a faster, more accurate manner. It will also results in minimisation of reworks and smarter working environment.

**REGISTER NOW!**

Closing date for registration :  
20 September 2021, Monday

## PROGRAMME

- 9.00 am Registration / Login
- 9.30 am Opening Remarks by Chairman of Machinery Resources Committee
- 9.40 am Digitalisation & Technology in Civil Engineering & Construction : Impact on Efficiency, Productivity & Cost  
*by Mr. Will Newal*
- 10.40 pm Break
- 10.45 pm Technology and Their Application in Civil Engineering and Construction *by Mr. Nur Aizat*
- 11.45 pm Connected Machinery in The Market *by Mr. Bong Jen Han*
- 12.30 pm Q & A Session
- 1.00 pm End of Webinar

**MBAM Member**

**RM 50**

**Non MBAM Member**

**RM 80**

## REGISTRATION FEES

**Maybank : 014 114 430 810**

Please extend a copy of the payment slip to MBAM Secretariat as proof of payment