

VIRTUAL NETWORKING INVITATION

Date : Tuesday 23 February 2021

TIME : 4.00pm (Kuala Lumpur)

RSVP : Friday, 19 February 2021

Honourable guest speakers:

Mr. Sivasuriyamorthy, Executive Director, MIDA

Dr. Sanjeev Panchal, Country President, AstraZeneca



PROGRAMME

3.45pm : Admissions open

4.00pm : Welcome remarks by Mr. Hans Bjornered, President of MASBA

4.10pm : Presentation by Mr. Sivasuriyamorthy on ***“One Stop Centre (OCS) for Business Travellers”***

4.30pm : Presentation by Dr. Sanjeev Panchal on ***“Our Malaysian Journey & Towards Innovation and Sustainability in Healthcare”***

4.55pm : Closing by Mr. Hans Bjornered, President of MASBA

SIVASURIYAMOORTHY SUNDARA RAJA

Executive Director

Investment Promotion



A Business Administration graduate from the University of Malaya, Sivasuriyamoorthy Sundara Raja joined Malaysian Investment Development Authority (MIDA) in 1989 as an Assistant Director in the Food, Beverages and Chemical Division. Over the last 31 years he had served in the Strategic Planning and Policy Advocacy Division, Investment Promotion Division and Incentive Coordination and Collaboration Office (ICCO).

Mr. Siva was posted to Germany twice to head MIDA's office in Cologne (2006-2009) and Frankfurt (2013-2017). He was responsible to move MIDA's office from Cologne to Frankfurt and to establish MIDA's second office in Germany in Munich. As an overseas Director in Germany, Mr .Siva was responsible to attract foreign direct investments from Germany and the Benelux countries, namely Belgium, the Netherlands and Luxembourg.

Throughout most of his 31 years career with MIDA, Mr. Siva was involved in various projects on Malaysia's industrial development, such as the 2nd and 3rd Industrial Master Plans (IMP), 8th-10th Malaysia Plans, Liberalisation of the Manufacturing Sector, formulation of investment incentives and policies under the Promotion of Investments Act (PIA) 1986 and Industrial Coordination Act (ICA) 1975, MIDA's Empowerment as well as MIDA's Restructuring exercise (2013). Mr. Siva was also responsible for the coordination of the Study on Exit Strategy for Foreign Labour Intensive Industries in Malaysia and the formulation of policies and guidelines for the Domestic Investment Strategic Fund (DISF) to accelerate the shift of Malaysian-owned companies in targeted industries to high value-added, high technology, knowledge-intensive and innovation-based industries.

Mr. Siva was promoted as the Executive Director (Post Investment) in March 2018 and moved to his current position as Executive Director (Investment Promotion) effective 1st November 2018.

Executive Profile



Dr. Sanjeev Panchal
Country President
AstraZeneca Malaysia

Sanjeev is the Country President for AstraZeneca Malaysia. In this role, he is responsible for managing the overall company operations, driving a patient-centric culture and leading a high-performing team in Malaysia. Sanjeev brings to this role his strength of strategic thinking, experience in emerging markets and diverse leadership roles.

Having worked in various roles and regions since joining AstraZeneca in 2003, one of Sanjeev's strongest assets is his ability to thrive in a diverse environment, assume challenging assignments and work with different cultures. He has held positions in leadership roles across Sales and Marketing within India and Indonesia, before moving on to Regional Asia Pacific in Singapore and the International Region in UK.

Prior to his current appointment, Sanjeev was the CVRM Commercial Director in 2017, based in the UK, where he assumed the responsibility for developing AstraZeneca's Emerging Market Strategy for the CVRM commercial businesses in all international markets including Asia Area, LATAM, MEA as well as Brazil, Russia and ANZ.

Sanjeev joined AstraZeneca in 2003 in India. He is a Science graduate (BSc) with Post Graduation (MBA) and holds a Doctorate in Business Administration (PhD). He also holds professional Diplomas in International Business and Human Resource Management.

Sanjeev is member of Board Director of PhAMA, Malaysia.