

Gen AI in Action: Innovation, Regulation & Opportunity in Southeast Asia

Wednesday, 23 July 2025
9:00 AM – 5:45 PM MST

Venue: Grand Ballroom 1,
Renaissance Kuala Lumpur Hotel &
Convention Centre

Rajah & Tann Asia



CONFERENCE
INFORMATION

Rajah & Tann Asia AI Symposium – Gen AI in Action: Innovation, Regulation & Opportunity in Southeast Asia

We look forward to welcoming you at our event!

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Christopher & Lee Ong, a member firm of the **Rajah & Tann Asia** network, is delighted to invite you to our **Regional AI Symposium**, a flagship event focused on emerging technologies and their legal impact. Bringing together industry leaders, as well as leading practitioners from our 10 member firms, this symposium will explore the latest developments in artificial intelligence (AI) and the evolving legal and regulatory frameworks shaping its use across Southeast Asia.

This event offers a unique platform to examine regional trends, share practical insights, and discuss the transformative role of AI in today's digital economy; featuring a series of expert-led panels on key topics including the **business impact of AI, global adoption trends, infrastructure and regulatory developments, and the legal and ethical considerations shaping AI governance across Southeast Asia.**

The symposium opens with a keynote panel featuring **Darmain Segaran, Manager of the AI Policy Lab at Malaysia's National AI Office (NAIO)**, who will deliver a clear, practical introduction to GenAI, debunking myths and showcasing its real-world impact across sectors such as finance and professional services. Across the panel sessions, we'll hear from senior industry leaders including **Nor Harliza Baharom (PETRONAS)**, who will speak on GenAI's role in driving productivity and governance in regulated sectors; **Clarence Chan (PwC)**, on unlocking commercial value through digital trust and AI; **Dr Jasmine Begum (Microsoft)**, who will offer a regional perspective on evolving regulatory frameworks; and **Wan Marzimin Wan Muhammad (Maybank)**, on balancing innovation with compliance in the financial sector. We'll also hear from **Joanne Seah (Rajah & Tann Technologies)**, who will share insights into legal and competitive challenges arising from emerging AI applications. The sessions will also feature experienced lawyers from across our Rajah & Tann Asia network, including panellists from our member offices in Malaysia, Singapore, Thailand, and Indonesia.

Join us for this insightful symposium to gain timely updates on the latest AI developments and explore their practical applications across industries. Through in-depth discussions with leading experts and practitioners, you'll deepen your understanding of how AI is actively reshaping commercial and regulatory landscapes in the region, while uncovering both the opportunities and challenges it presents. You'll also have the opportunity to network with leading experts and practitioners, and gain valuable insights into the future of AI in Southeast Asia and beyond.

PROGRAMME*

Please note that the programme is subject to change.

09:00 – 09:30	Arrival / Registration / Networking Breakfast
09:30 – 09:35	Welcome Address and Opening Comments
09:35 – 11:05	Keynote Panel: Unlocking Business Value – The Commercial Promise of AI Opening with a practical introduction to AI, this panel will break down key concepts, debunk common myths, and showcase real-world examples across industries such as finance and professional services. Attendees will gain a clear understanding of how GenAI works and where it is already making an impact. Building on the earlier foundation, this panel will delve into how GenAI is transforming business models, driving productivity, and opening new revenue streams. It will explore the economic impact of AI in enhancing productivity and reshaping industries, highlight practical business use cases across sectors such as finance, retail, and logistics, and examine how GenAI is being applied to drive social innovation, including improving access to financial services and supporting smarter governance in areas such as public policy and urban planning. Moderator: Kuok Yew Chen, Partner, CLO Panellists: Darmain Segaran, Manager AI Policy Lab, NAI0; Clarence Chan, Partner, Digital Trust and Cybersecurity Leader, PwC; Nor Harliza Baharom, General Counsel, Compliance Strategy & Planning, PETRONAS
11:05 – 11:35	Coffee Break
11:35 – 12:50	Session 1 - AI at the Crossroads – Global Trends, Geopolitics, and the Future of Innovation This high-level thought leadership fireside chat will explore how AI and GenAI are reshaping global industries, economies, and power structures. It will offer a macroeconomic view of AI adoption, highlight trends in autonomous systems and enterprise use, and draw insights from China's regulatory and infrastructure strategies. The session will also examine regional efforts to strengthen AI infrastructure, the global competition for chipsets, and Southeast Asia's evolving regulatory landscape. Discussion will cover investment opportunities, cross-border collaborations, and how businesses can balance innovation with compliance on issues such as data privacy, IP, and cybersecurity. Moderator: Rajesh Sreenivasan, Partner, Rajah & Tann Singapore Panellists: Wan Marzimin Wan Muhammad, Group General Counsel & Company Secretary, Maybank; Dr Jasmine Begum, Director of Legal, Corporate & Government Affairs for ASEAN and New Markets, Microsoft
12:50 – 14:30	Lunch Break
14:30 – 15:45	Session 2 – Navigating Regulatory Landscapes – Legal and Ethical Considerations for AI Adoption This panel will examine how Southeast Asian regulators and businesses are addressing the legal and ethical challenges of AI and GenAI adoption. It will provide practical insights into emerging national AI strategies, regional governance frameworks, and how they compare with global benchmarks. Key topics include data protection and cross-border flows, intellectual property concerns surrounding GenAI-generated content, and the evolving questions of liability and accountability when AI systems make impactful decisions. Moderator: Deepak Pillai, Partner, CLO Panellists: Benjamin Cheong, Partner, Rajah & Tann Singapore; Sri Richgopinath, Partner, CLO; Supawat Srirungruang, Partner, Rajah & Tann (Thailand) Limited; Zacky Zainal Husein, Partner, Assegaf Hamzah & Partners
15:45 – 16:00	Coffee Break
16:00 – 17:15	Session 3 – AI Disruptions on the Horizon – Emerging Legal and Competitive Challenges This forward-looking panel will explore the evolving legal, regulatory, and market dynamics driven by the rapid advancement of AI technologies. With a focus on future disruptions, the session will examine how AI is set to challenge existing legal frameworks, reshape competition policy, and redefine business strategy. Key themes include the implications of AI on competition law and market dominance, the growing need for ethical AI frameworks to ensure fairness and transparency, and how compliance with evolving regulations can be transformed into strategic advantage. The discussion will also look ahead to the next wave of AI-driven innovation, and how businesses and regulators can stay ahead of the curve. Moderator: Jane Guan, Partner, CLO Panellists: Anastasia Pritahayu R.D., Senior Associate, Assegaf Hamzah & Partners; Joanne Seah, Head of Innolex & Sales, Rajah & Tann Technologies; Tanya Tang, Partner, Rajah & Tann Singapore
17:15 – 17:45	Q&A Session
17:45 onwards	Networking Session

OUR SPEAKERS



ANASTASIA PRITAHAYU R.D.
Senior Associate, Assegaf Hamzah & Partners, Indonesia



BENJAMIN CHEONG
Partner, Deputy Head, TMT, Rajah & Tann Singapore



CLARENCE CHAN
Partner, Digital Trust and Cybersecurity Leader, PwC Malaysia



DARMAIN SEGARAN
Manager AI Policy Lab, NAIQ, Malaysia



DEEPAK PILLAI
Partner, Head of TMT and Data Privacy & Protection, CLO, Malaysia



DR. JASMINE BEGUM
Director of Legal, Corporate & Government Affairs, ASEAN and New Markets, Microsoft, Malaysia



JANE GUAN
Partner, Co-Head of Antitrust & Competition, CLO, Malaysia



JOANNE SEAH
Head of Innorex & Sales, Rajah & Tann Technologies, Singapore



KUOK YEW CHEN
Partner, CLO, Malaysia



NOR HARLIZA BAHAROM
General Counsel, Compliance Strategy & Planning, PETRONAS, Malaysia



RAJESH SREENIVASAN
Partner, Head of TMT, Rajah & Tann Singapore



SRI RICHGOPINATH
Partner, CLO, Malaysia



SUPAWAT SRIRUNGRUANG
Co-Managing Partner, Rajah & Tann (Thailand) Limited



TANYA TANG
Partner, Chief Economic and Policy Advisor, Rajah & Tann Singapore



WAN MARZIMIN
Group General Counsel & Company Secretary, Maybank, Malaysia



ZACKY ZAINAL HUSEIN
Partner, Head of TMT, Assegaf Hamzah & Partners, Indonesia

NOTICE

This event is by invitation only and complimentary for clients. Registrants will receive a confirmation email.

For enquiries, please contact events@christopherleeong.com.

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