



DEUTSCHER BRAND-SUMMIT 2025

18-19 September 2025 (Thurs & Fri)
Raia Hotel Convention Centre
Kuching Sarawak, Malaysia

Exclusived by Deutscher Brand Summit Resources

www.deutscherbrand.com

> The Theme

ROOTS OF INNOVATION

Harnessing Culture and Nature for Industry 5.0

Overview:

"Roots of Innovation" is a dynamic conference and exhibition that explores how Sarawak's rich cultural, ecological, and human heritage can drive sustainable, human-centered innovation in the Industry 5.0 era.

As the world shifts toward harmony between humans, machines, and nature, Sarawak stands out with its indigenous wisdom, biodiversity, and evolving digital landscape.

This event unites leaders across sectors to explore one vital question: How do we build the future without losing the wisdom of our roots?

Vision

To position Sarawak as a global model of human centric, sustainable innovation where culture, nature, and technology thrive in harmony.

Mission

To bridge indigenous wisdom and advanced technology through the lens of Industry 5.0.

To foster meaningful collaborations between innovators, cultural leaders, and tourism stakeholders.

To empower communities and industries to co-create a regenerative and inclusive future rooted in Sarawak's heritage.

Core Values

Cultural Integrity

- Honoring Sarawak's heritage and indigenous knowledge as foundations of innovation.

Human-Centricity

- Prioritizing people, well-being, and purpose in technological advancement.

Sustainability

- Embracing eco-conscious practices that respect both the environment and future generations.

Collaboration

- Uniting diverse voices from across sectors, communities, and cultures.

Innovation with Empathy

- Designing solutions that are not only smart, but sensitive to local identity and needs.

WHY PARTNER WITH US?

> Join a global network for innovation



INDUSTRY LEADERSHIP

Align with top-tier global experts in Industry 5.0, manufacturing, and data centers.



BRAND VISIBILITY

Showcase your brand to international stakeholders from Germany, China, and Malaysia.



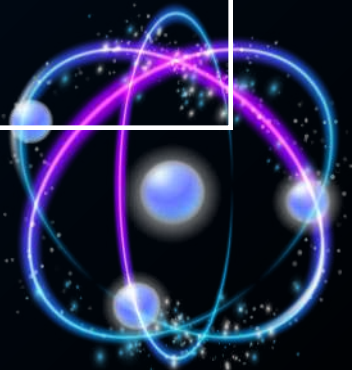
NETWORKING OPPORTUNITIES

Connect with C-level executives, investors, and policymakers.



INNOVATION SHOWCASE

Participate in live demonstrations of cutting-edge Industry 5.0 technologies.



PREMIUM PRIVILEGES AND SPECIAL BENEFITS

> Prestige Privileges for Industry Leaders

1

INVITED TO THE OPENING CEREMONY

Official Invitation to the
Grand Opening Ceremony
with Minister & C-Suite

2

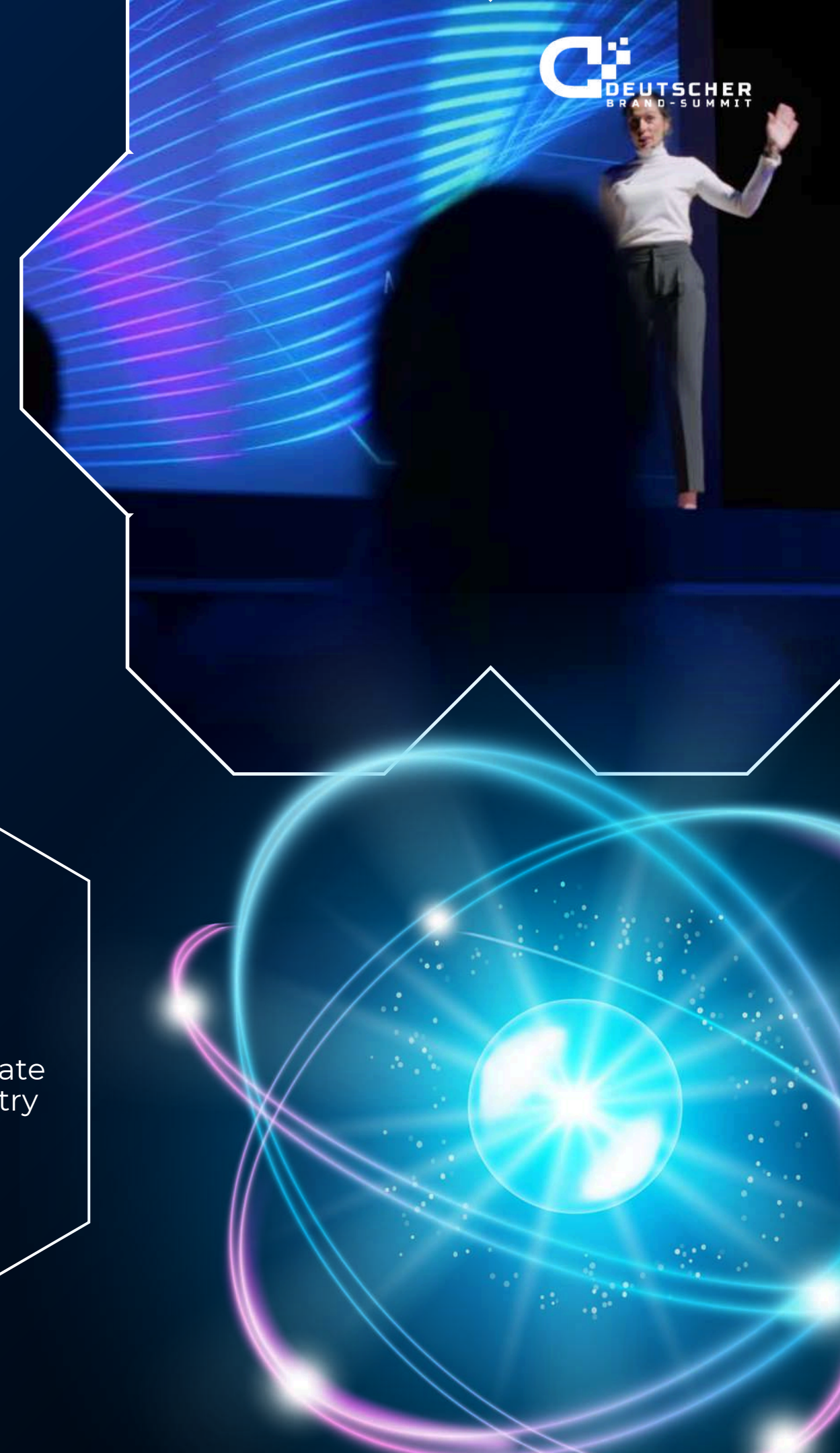
COMPLIMENTARY SPEAKING SLOT

Exclusive Speaking
Opportunity at the Main
Exhibition Stage Presentation

3

TECHNICAL VISIT /CO. TOUR

Technical Visit and Corporate
Tour Experience for Industry
Insights



BENEFITS FOR START-UP

> **Leading with Innovation**
Harnessing Culture and Nature for Industry 5.0



SPECIAL START-UP PAVILION

Dedicated space for start-ups to showcase innovations at a reduced cost.



MENTORSHIP SESSIONS

Access to industry leaders for personalized guidance.



INVESTOR MEETUPS

Exclusive networking with venture capitalists and industry investors.



PITCHING OPPORTUNITIES

Present ideas to a panel of potential partners and clients.



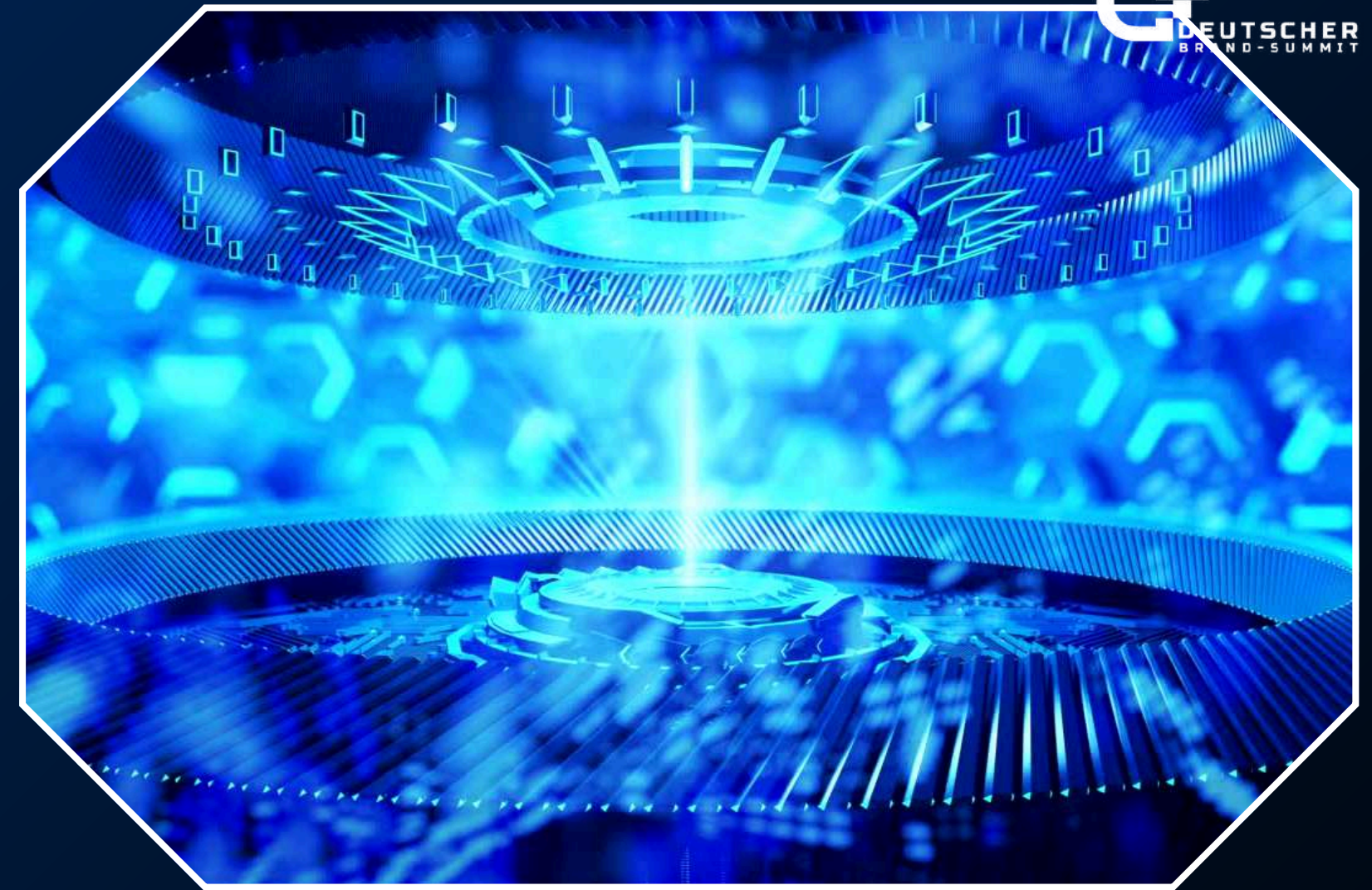
LEARNING WORKSHOPS

Free access to Industry 5.0 knowledge sessions tailored for new businesses.



FUTURE PROSPECTS

> Special Opportunities for TVET
(Technical and Vocational Education and Training)



TVET INNOVATION PAVILION

Showcase student
projects and innovations
related to Industry 5.0.



SKILL DEVELOPMENT WORKSHOP

Interactive sessions to
bridge the gap between
education and industry
needs.



TVET PARTNERSHIP PROGRAM

Collaborate with
companies for
apprenticeship and
training programs.



NETWORKING & CAREER FAIR

Opportunities for TVET
graduates to connect
with potential employers.

CONFERENCE

A series of white lines and a circle that extend from the left edge of the slide, underlining the word 'CONFERENCE'.

Date: 18 & 19 September 2025

Venue: Meeting room, RAlA Hotel & Convention
Centre Kuching Sarawak, Malaysia

Join us for a two-days **international
conference** uniting industry leaders, brand
innovators, and cultural changemakers from
Germany, Malaysia, and China.



KEY THEMES & TOPICS OF DISCUSSION

- **Promote Industry 5.0:** To raise awareness of the human-centric technologies of Industry 5.0 and their potential to drive transformation in industries in Sarawak.
- **Highlight the Role of Data Centers:** To emphasize the importance of data centers as the backbone of digital transformation and the enabling infrastructure for Industry 5.0.
- **Encourage Global Collaboration:** Foster international cooperation between German, Chinese, and Malaysian businesses and government representatives, aligning efforts to integrate smart manufacturing, sustainable solutions, and digital connectivity.
- **Stimulate Innovation:** Showcase best practices, case studies, and success stories from global leaders in Industry 5.0 and Data Center technologies to inspire local stakeholders in Sarawak.
- **Foster Investment:** Identify and encourage potential investments in AI, robotics, IoT, and Data Centers infrastructure within Sarawak's industries.

CONFERENCE - DAY 1



Conference Title :

Next-Gen Manufacturing - How Industry 5.0 Will Transform Sarawak

18th September 2025

Raia Hotel Convention Centre, Kuching Sarawak, Malaysia

08:00 – 09:00

Registration & Networking Breakfast

Arrival & Registration

Morning Coffee & Light Breakfast

09:00 – 10.30

Arrival & VIP Reception

10:30 – 11:00

Keynote Session 1: The Industry 5.0 Revolution: Human-Centered Innovation in Manufacturing

Speaker: Industry Expert from China/Germany

Explore the key principles of Industry 5.0, focusing on human-robot collaboration, advanced AI, and sustainability in manufacturing.

(Discuss how China and Germany are leading the way and how Sarawak can benefit from these innovations.)

11.00 – 11:15

Coffee Break & Networking

Time to network with fellow attendees and discuss ideas from the keynote.

Refreshments will be served.

11:15 – 12:30

Panel Discussion 1: Transforming Manufacturing in Sarawak: Industry 5.0 Opportunities & Challenges

Moderator: To be Identify

Panelists:

Representative from China

Representative from Germany

Local Industry Leader

Academic Expert on Industry 5.0

12:30 – 13:30

Networking Lunch

A chance to mingle and continue discussions from the morning sessions.
Lunch Buffet featuring local and international cuisine.

13:30 – 15:00

Breakout Session 1: AI and Robotics in Next-Gen Manufacturing

Session 1A: Human-Robot Collaboration in Manufacturing: Case Studies from China & Germany

Explore how AI and robots are transforming factories and industries in China and Germany.
Case studies on how these technologies are improving efficiency, quality control, and production flexibility.

Speaker: **AI/Robotics Expert from China/Germany**

Session 1B: Adopting AI and Robotics in Sarawak: What It Takes

Practical insights on how businesses in Sarawak can begin adopting AI and robotics.

Speaker: **Local Manufacturing Expert/Consultant**

15:00 – 15:30

Coffee Break & Networking

Opportunity for participants to discuss breakout session insights and continue networking.

15:30 – 17:00

Breakout Session 2: Sustainability in Manufacturing: The Role of Industry 5.0

Session 2A: Smart Factories & Sustainable Manufacturing Solutions

Discuss the implementation of sustainable practices in manufacturing, from energy-efficient production to eco-friendly materials. Case studies from Germany's green manufacturing and China's smart factory advancements.

Speaker: **Expert on Sustainability in Industry 5.0**

Session 2B: Building a Green Manufacturing Ecosystem in Sarawak

Explore how Sarawak can develop a sustainable and eco-friendly manufacturing ecosystem through the integration of Industry 5.0 technologies.

Speaker: **Local Environmental/Sustainability Expert**

17:00 – 17:30

Closing Remarks & Takeaways

Conference Title :
Shaping a Smarter Future: Industry 5.0 and the New Era of Connectivity

19th September 2025
Raia Hotel Convention Centre, Kuching Sarawak, Malaysia

08:00 – 09:00

Registration & Networking Breakfast
Arrival & Registration
Morning Coffee & Networking Breakfast

09:00 – 09:30

Opening Remarks by Local Government Representative
Special Address from Industry Experts (Sarawak, China, Germany)

09:30 – 10:30

Keynote Session 1: **Industry 5.0: A New Era of Connectivity and Human-Centric Technology**
Speaker: An Industry Expert from China or Germany

Overview: A forward-looking session that introduces Industry 5.0
and its promise for the future, where human creativity and technology collaborate for smarter, more sustainable industries.

Key Themes:

How Industry 5.0 is transforming industries globally.
The role of connectivity in enabling seamless integration of technologies.
The convergence of **AI, robotics, IoT, and human intelligence.**

10:30 – 11:00

Coffee Break & Networking

11:00 – 12:30

Panel Discussion 1: **The Future of Connectivity: How Industry 5.0 Will Drive Smart Industries**
Moderator: Industry Leader

Panelists:

Representative from China, Representative from Germany
Local Industry Leader, IoT Specialist or Tech Innovator

Discussion Points:

Insights on how connectivity and Industry 5.0 are reshaping key industries like manufacturing, logistics, healthcare, and education.

12:30 – 13:30
Networking Lunch

13:30 – 15:00

Breakout Session 1: **Enabling Smarter Manufacturing with Industry 5.0 Connectivity**

Session 1A: **Smart Factories: How Connectivity is Transforming Manufacturing**

Speaker: **Representative from China/Germany**

Topics Covered: **The role of IoT and AI in building smart factories.**

Case studies on smart factories from China and Germany.

Session 1B: **Building a Connected Manufacturing Ecosystem in Sarawak**

Speaker: Local Industry Expert

Topics Covered: **How Sarawak can develop its digital infrastructure to support Industry 5.0.**

15:00 – 15:30
Coffee Break & Networking

15:30 – 17:00

Breakout Session 2: **Artificial Intelligence & Robotics in the New Era of Connectivity**

Session 2A: **Human-AI Collaboration: The Heart of Industry 5.0**

Speaker: AI Expert from China/Germany

Topics Covered: **How AI is enhancing human capabilities in Industry 5.0.**

Session 2B: **The Robotics Revolution: From Automation to Human-Robot Collaboration**

Speaker: Robotics Expert

Topics Covered: **How robots and AI are not just automating tasks but collaborating with humans in Industry 5.0.**

The ethical implications and workforce impacts of increasing human-robot collaboration. Insights on robotic technologies transforming industries globally.

17:00 – 17:30
Closing Remarks & Takeaways

18:30 – 20:00

Networking Cocktail & Gala Dinner

A formal dinner to close the conference with opportunities for final networking, casual discussions, and future collaborations. Cultural performances and entertainment, showcasing the vibrancy of Sarawak and its people.

Key Themes for the Day:

Connectivity as the Backbone of Industry 5.0: The role of 5G, IoT, and cloud technologies in enabling smarter, more connected industries. AI & Human Collaboration: How AI and robots are transforming the workforce and improving productivity in the smart factory.

TARGET AUDIENCE

The summit will attract a wide range of stakeholders from various sectors, including:

- **Government Officials:** Representatives from Sarawak's government, Malaysian federal agencies, and industry regulators.
- **Industry Leaders:** CEOs, senior executives, and decision-makers from manufacturing, logistics, technology, telecommunications, and data center sectors.
- **Technology Providers:** AI, IoT, robotics, and connectivity solutions companies from Germany, China, and Malaysia.
- **Investors and Entrepreneurs:** Venture capitalists, angel investors, and start-ups exploring the potential of Industry 5.0 technologies.
- **Academics and Researchers:** Scholars, thought leaders, and experts in sustainable manufacturing, smart cities, IoT, and robotics.

CONFERENCE FEES

Your Investment in Global Insight !

Join leading minds for 2 transformative days of knowledge-sharing, networking, and collaboration.

This summit embodies the spirit of Industry 5.0:
Human-centric. Sustainable. Resilient.

FULL ACCESS PASS
RM1500 / 2 days conference (full)

Includes:

Entry to all keynote sessions, forums, and panel discussions
Lunch and refreshments on both days

JOIN US STRATEGIC PARTNERSHIP OPPORTUNITIES

> Lets get started!



PLATINUM SPONSORS

RM99,000.00

- Prime logo placement on event materials and digital platforms.
- Speaking opportunity in a keynote session.
- Premium Exhibition **Space Only**.
- Access to exclusive B2B networking sessions.
- 6 VIP Passes for 2 Days Conference Access & Exclusive Networking Opportunities
- 8 VIP seats (1 table) at the Gala Networking Dinner
- on 18th September 2025.
- Exclusive participation in the Industry 5.0 Experience Technical Tour
- Exclusive Slot for Showcasing Corporate Video Advertisements During the Exhibition
- Inclusion in the event app
- Additional Perks: **Complimentary FULLPAGE advertisement placement in the summit brochure.**



GOLD SPONSOR

RM75,000.00

- Logo on event materials and digital platforms
- Participation in a panel discussion
- Prominent booth area in the exhibition hall
- Access to B2B networking sessions
- Exclusive Slot for Showcasing Corporate Video Advertisements During the Exhibition
- 4 VIP passes to for 2 Days Conference Access & Exclusive Networking Opportunities
- 4 VIP seats at the Gala Networking Dinner on 18th September 2025.
- Additional Perks: **Complimentary FULLPAGE ad placement in the summit brochure.**
- Inclusion in the event app



SILVER SPONSOR

RM50,000.00

- Logo on event materials
- Prominent Booth area in the exhibition hall
- Access to B2B networking sessions
- Exclusive Slot for Showcasing Corporate Video Advertisements During the Exhibition
- 2 passes to 2 Days Conference
- 2 VIP seats at the Gala Networking Dinner on 18th September 2025.
- Additional Perks: **Complimentary FULLPAGE ad placement in the summit brochure.**
- Inclusion in the event app



JOIN US EXHIBIT AND ELEVATE YOUR BUSINESS

> Lets get started!



BOOTH EXHIBITION

PAVILLION

RM25,000.00

- Logo on event materials
- 6x6m (UPGRADED) shell scheme with branding, power supply.
- with NO printing inclusive.
- Access to B2B networking sessions
- Exclusive Slot for Showcasing Corporate Video Advertisements During the Exhibition
- Additional Perks: **Complimentary HALFPAGE ad placement in the summit brochure.**
- Inclusion in the event app

BOOTH - UPGRADED SHELLSCHEME (6M X 6M)

BOOTH EXHIBITION

PAVILLION



ARTIST IMPRESSION ONLY

BOOTH EXHIBITION

PREMIUM

RM15,000.00

- 6x3m (UPGRADED) shell scheme with branding, power supply.
- with NO printing inclusive.
- Access to B2B networking sessions
- Additional Perks: **Complimentary QUARTER PAGE ad placement in the summit brochure.**

BOOTH - UPGRADED SHELLSCHEME (6M X 3M)

BOOTH EXHIBITION
PREMIUM



ARTIST IMPRESSION ONLY

BOOTH EXHIBITION

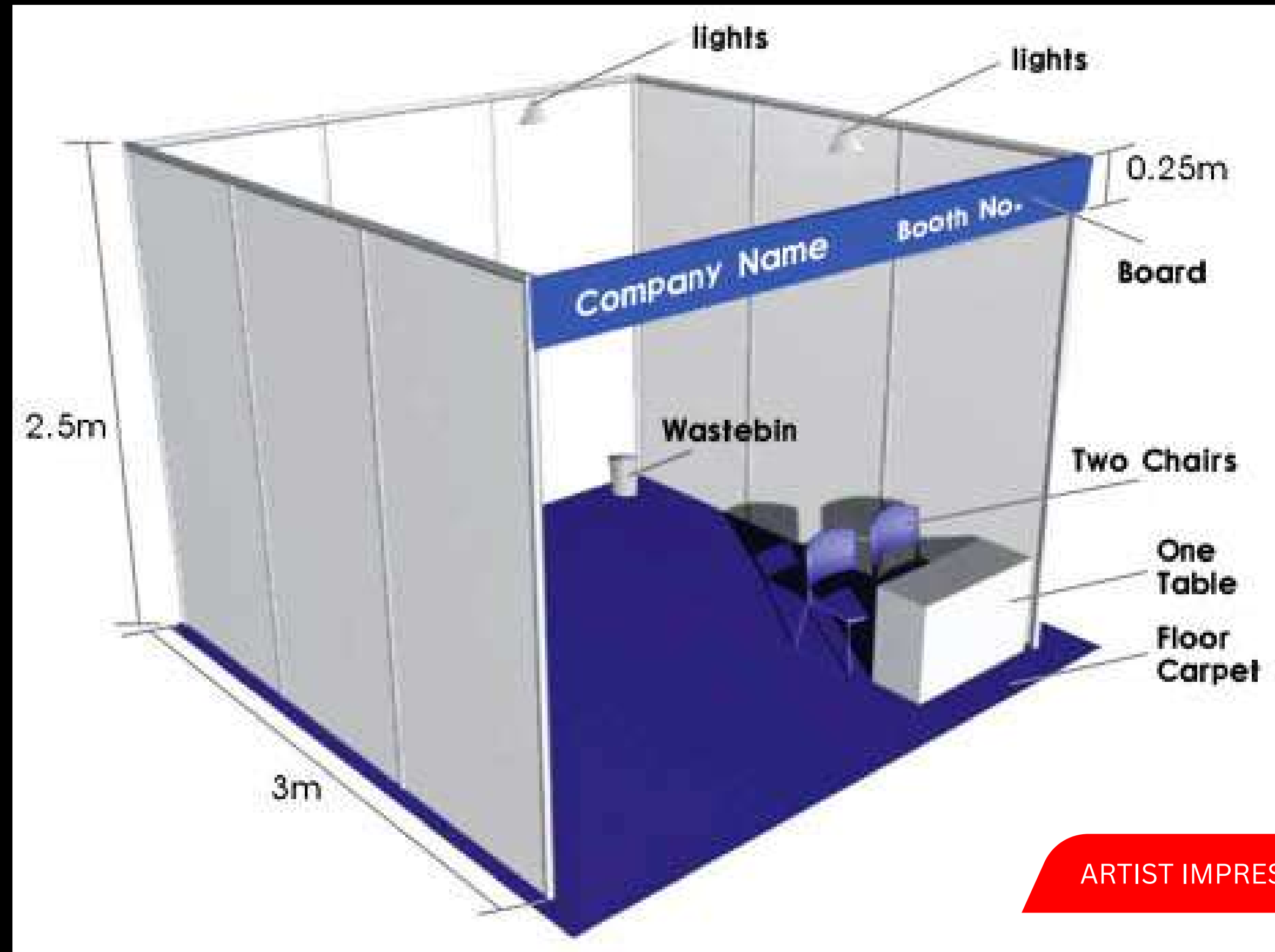
CLASSIC

RM5,000.00

- 3x3m shell scheme with NO printing inclusive.
- Standard furniture and power supply.
- Access to B2B networking sessions
- Additional Perks: **Complimentary branding ad placement in the summit brochure.**

BOOTH - SHELLSCHEME (3M X 3M)

BOOTH EXHIBITION **CLASSIC**



THE VENUE

RAIA HOTEL & CONVENTION CENTRE KUCHING



HOTEL OVERVIEW

RAIA HOTEL & CONVENTION CENTRE KUCHING

Location:

- Situated directly opposite Kuching International Airport which offers convenient access for travelers.

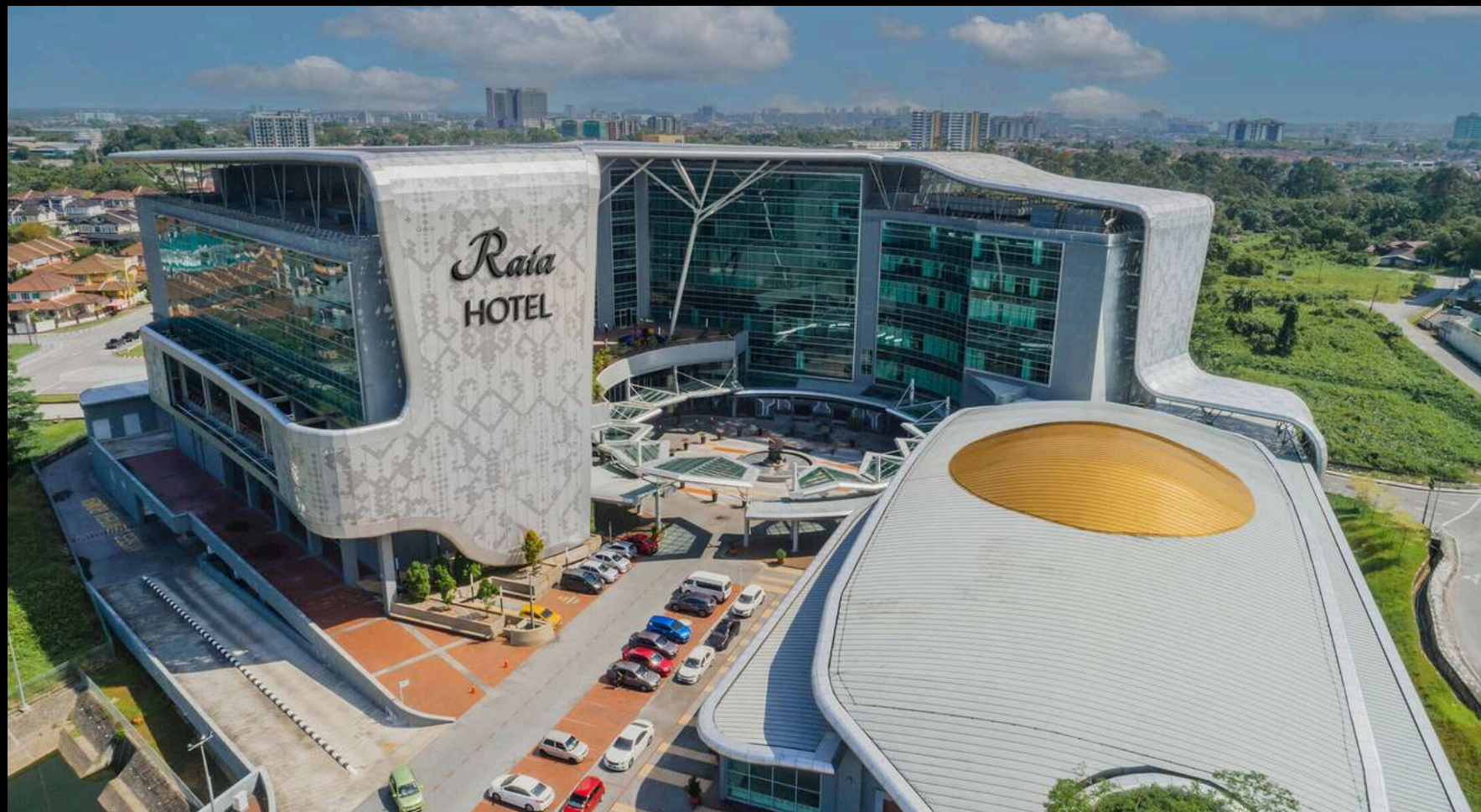
Design:

- The hotel's architecture features a distinctive roof inspired by the indigenous 'Pua Kumbu' fabric, reflecting Sarawak's rich cultural heritage.

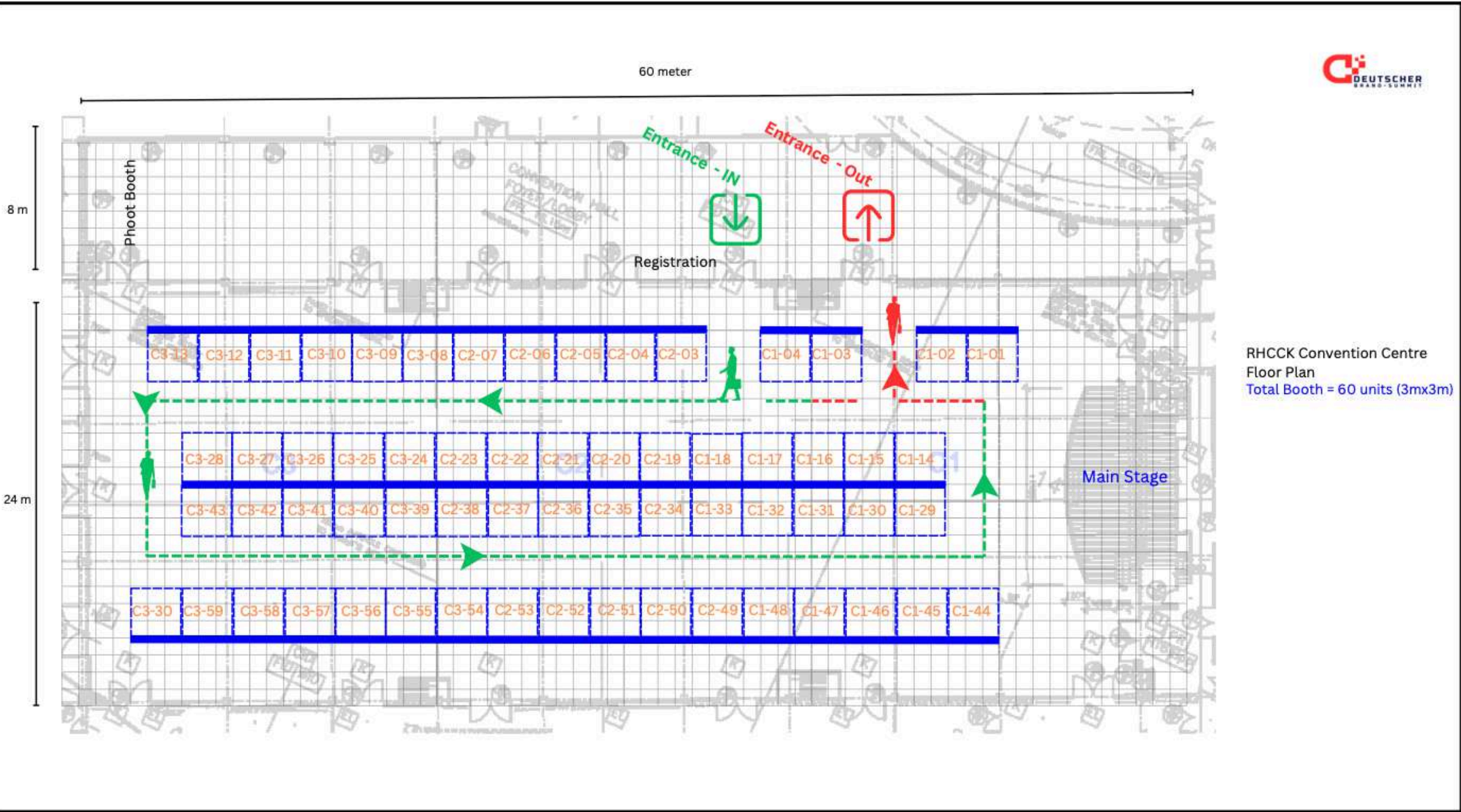
Accommodation:

- The hotel boasts 237 rooms and suites, including Superior King and Twin rooms, as well as premium suites, catering to various guests needs.

RAIA HOTEL & CONVENTION CENTRE KUCHING



LAYOUT - RAIA CONVENTION CENTRE KUCHING



JOIN US AND BE PART OF THIS
UNFORGETTABLE EXPERIENCE!



Don't miss this exclusive opportunity to connect, showcase, and elevate your brand on a global stage. Secure your spot today and be a part of an event that shapes the future!"

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