**GLOBAL NETWORK WEEK (GNAM) OCTOBER 2021**

**Greasing the Wheels of Digital Transformation to Stimulate Post-Pandemic Growth and to Grasp Industry 4.0**

The Covid-19 outbreak has coerced companies in all industries and regions to redesign their business models. The lack of ability to do in-person businesses has made companies to leverage innovative technology to remain engaged with their customers and clients. Even tough information technology has become an essential part of most companies prior to the pandemic, the large-scale social distancing restrictions and more technologically advanced societies have sped up the digital transformation in many aspects immensely. It is also believed that the 4th industrial revolution, such as the Internet of Things (IoT), cyber-physical systems and cloud computing, are accelerated during the corona virus crisis.

Nevertheless, successful digital business transformations are rare. Hence, it is alluring to learn from companies that were succeed in embracing new technologies. The intriguing questions are: what are company’s characteristics needed to unlock success in digital transformations? What kind of digital transformation is happening within their companies and how it contributed to the survival of the business? It is also appealing to find out whether the companies have employed the industry 4.0 technologies to help them thrive and grow.

The GNAM Week program will be presenting speakers from various background – academics, business people and policy makers – to provide answers to the above-mentioned questions. The sessions allow participants to ask questions and explore digital transformations adopted by companies in order to enhance business agility and resilience. At the end of the program, participants are assigned to a team to work on a group project to apply insights and concepts learned during the program.

**AGENDA**

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| **Date** | **Time** | **Topic** | **Speaker and PIC** |
| **1st day**  **18 October 2021** | 12.00-12.45 | Registration |  |
| 13.00-13.15 | Opening of GNAM Week | Rector of Universitas Indonesia |
| 13.00-15.00 | Accelerating Digital Economy to Boost Financial Inclusion and Economic Growth | *Proposed Speaker*: Sri Mulyani Indrawati, S.E., M.Sc., Ph.D.  Minister of Finance of Republic of Indonesia  Moderator: Prof. Rofikoh Rokhim, Ph.D |
| **2nd day**  **19 October 2021** | 10.00 – 12.00 | The Importance of Harnessing Digital Banking to Promote MSME Lending | *Proposed Speaker*: Sunarso (CEO BRI) or Amam Sukriyanto, S.T., MBA (Director of Small and Medium Business) Moderator: Hasnul Suhaimi, MBA |
| 12.00 – 14.00 | Break |  |
| 14.00 – 16.00 | Digitalization in MSME sector: its Role in Improving the Business’s Performance and Access to Finance in the Post Covid-19 Era | *Proposed Speaker*: a MSME businessman/ businesswoman:   * Gabriel Frans (CEO CrediBook) * Yasa Singgih (Men’s Republic) * Reza Nurhilman (Maicih) * Dea Valencia (Batik Kultur) * Yukka Harlanda (Brodo) * Fenny Angela (Aeroculata)   Moderator: Dony Abdul Chalid, Ph.D |

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| **Date** | **Time** | **Topic** | **Speaker and PIC** |
| **3rd day**  **20 October 2021** | 10.00 – 12.00 | Turning the Table: How a Tourism Industry Reawakened Itself after the Pandemic | *Proposed Speaker*: Dr. H. Sandiaga Salahuddin Uno, B.B.A., M.B.A.  Minister of Tourism and Creative Economy Moderator: Teguh Dartanto, Ph.D |
| 12.00 – 13.00 | Break |  |
| 13.00 – 15.00 | Redesigning and Reshaping the Media and Entertainment Industry in a More Digitalized Society | *Proposed Speaker*: Wishnutama Kusubandio  Founder of NET. Mediatama  Moderator: Yeshika Alversia, MSc |
| 15.00-17.00 | Fine-Tuning a Transport Business Model in the Age of Social Distancing: Lesson from a Success Digital Transformer | *Proposed Speaker*: CEO PT Blue Bird, Tbk  Moderator: Ririen Setiati Riyanti, Ph.D |
| **4th day**  **21 October 2021** | 09.00-12.00 | Group Discussion | Facilitator: |
| 12.00-13.00 | Break |  |
| 13.00-15.00 | How Digital Marketing Help Businesses Survive the Covid-19 Pandemic and Beyond | *Proposed Speaker*   * Supriyadi (Vice President Head of ICT Value Proposition Indosat Ooredoo) * Martogi Siahaan (Chief Executive Auto2000)   Moderator: Dr. Yasmine Nasution |
| 15.00-18.00 | Group Discussion |  |

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| **Date** | **Time** | **Topic** | **Speaker and PIC** |
| **5th day**  **22 October 2021** | 09.00-12.00 | Group Presentation | Judges:   1. Prof Rofikoh Rokhim, Ph.D 2. Yeshika Alversia, M.Sc 3. Arief W. Lubis, Ph.D 4. Arviansyah, Ph.D 5. Ririen Setiati Riyanti, Ph.D |
| 12.00-13.00 | Break |  |
| 13.00-15.00 | Closing Ceremony |  |