



HOW WELL IS YOUR BUSINESS PREPARED FOR INDUSTRY 4.0?

Like the rule of “natural selection”, corporations are those who successfully adapt to the changes in digital era. In reality, few businesses have a clear vision of how to prepare for survival and success in the digital era.

Digital readiness: all in or bogged down?

We live in a world where technological advancement is a constant. To remain relevant during the technology’s accelerating advancement, organizations need to get digital ready – the capacity to effectively use a full range of digital technologies for information, communication and basic problem-solving in all aspects of life. In one way or another, digital readiness focuses on the organization, not the technology.

Obviously, the transformation revolves around the capacities to be more agile, people-oriented, innovative, streamlined, efficient, and able to induce opportunities to change the status quo and tap into new information and service-driven revenues.

According to a Protivity report, directors, CEOs, and senior executives around the world rated digital transformation as their number 1 concern in 2019 - yet 70% of all digital transformation initiatives do not reach their goals. On the other hand, bigger companies are better prepared for digitalization than SMEs. Mark Tighe, CEO of Catax (UK) said that it was far too often the case that small businesses choose not to commit time and effort to innovation. Meanwhile, in larger businesses, it is usually the case of company culture and legacy systems hampering the transformation.

Oftentimes, companies have already had some of its aspects digitalized, but overall, these changes are separate and, more often, not synchronized with each other to create a healthy benefit for the company. Therefore, a roadmap imbued with strategic vision for the planning and implementation of these changes is essential for companies to get digital-ready.

Roadmap to getting prepared in the 4.0 era:

When it comes to preparing for a digital transformation, different stakeholders can have different views of how to go for it. One leader might view it as being integration-focused, while another wants the focus to be on processes and someone else sees it as the ability to deal with big data or be able to intelligently respond in real time to threats and opportunities alike. Holistically, it should be all of those things.

Transformation must be led from the top, therefore leaders need to disrupt their own roles by removing bureaucratic hierarchical models.

To *Mr. Raymund Chua, Former Managing Director of Heraeus Asia Pacific*, his approach to embrace the digital transformation involves getting HR prepared in advance and stick with excellence. The awardee of *Employee Engagement of the Year and Executive of the Year* put great emphasis on getting prepared in advance: “HR must be able to plan and execute at least



two to three steps ahead of the business as time is needed to help the existing workforce make the change and bring in the right people. Machines and systems, you can always get it overnight.”

“The hunger for excellence would be a good yardstick to measure the “readiness” of any organization and individual. Every organization must have a strategic focus on excellence. If you always think and live with excellence, then it is likely that you are much more adaptable to whatever the future brings,” he pointed out.

On the other hand, *Mr. Ganesan Ampalavanar, Managing Director of Nestlé Vietnam*, believes that we can never be ready for the future as everything is constantly changing. Nevertheless, keeping up with the trend is a must for a multinational-local company. To do so, the company is utilizing digitalization as a platform for sharing information across different functions. The employees are also trained to make use of digitalization in order to improve productivity. These activities to him are normal and happening in daily life: “4.0 is not necessarily a big thing, it is also a small thing already ongoing in our daily affairs. In Nestlé Vietnam, we don’t necessarily need to take a giant leap since we already have a lot of data that we have not yet valorized. Nevertheless, we also need to move faster.”



Mr. Ganesan Ampalavanar, Managing Director of Nestlé Vietnam

When asked about what changes would be brought in to create a workforce prepared for Industry 4.0, *Mr. Andy Han Suk Jung, SonKim Land’s CEO* replied that they have been making continuous and extensive efforts in digitalizing their services to cope with the industry norm, and in certain cases they have had the most innovative digital system in the market.

The winner of *the Asia HRD Awards* also shared that they are in the process of testing and converging of many solutions into one system, as well as building their own headquarter



office that will feature many high-tech solutions, together with a spacious and eco-friendly environment.



Mr. Andy Han Suk Jung, CEO of SonKim Land

Industry 4.0 is a major shift for many organizations. Are business leaders prepared to redefine and re-engineer their business models and processes by drawing from technological advances for real transformation? Mr. Andy Han Suk Jung, Mr. Ganesan Ampalavanar and Mr. Raymund Chua along with around 15 figures more will share more of their viewpoints and practices in the upcoming *Vietnam HR Awards Forum* themed *Entering Tomorrow Today* this November.

Vietnam HR Awards Forum - Getting Vietnam prepared for Industry 4.0





Themed *Entering Tomorrow Today*, [Vietnam HR Awards Forum 2019](#) commits to harness top-of-the-line insights, best practices and methods, delivered by the most influential CEOs and business directors in the region.

One of the most prestigious HR conventions in the region, Vietnam HR Awards Forum 2019 will be the convergence of 15+ caliber C-suite speakers from leading local and regional corporations to connect with 500+ business leaders and HR experts on various takeaways. Geared towards both major players and potential entrepreneurs, the forum offers the most insightful, interesting and crucial information not only for HR experts but also CEOs and business leaders alike.

During the introduction of the forum, audience will have a chance to focus on the transformation of entire systems of production, management and governance in Industry 4.0 via discussion of various topics from macro-economic trends to changes in the workforce landscape for [digital-fit management](#). Mr. Puneet Swani, leader from Mercer will be the lead of this session.



Renowned speakers were brought together to lend their expertise in Vietnam HR Awards Forum 2017

Mr. Andy Han Suk Jung and Mr. Huynh Huu Khang will join with other big figures in the “*Future-Proof The Future: The Decoded New Playground*” session to provide insights on how



to get businesses ready for the [new playground](#) where new trends and business models are sweeping across Vietnam and affecting businesses of every size.

The audience will also meet Mr. Raymund Chua in his presentation to prepare the workforce to an agile value creation culture by creating the right environment for change in a holistic sustainable approach and further practices at organizational level.

More in-depth topics will be also explored in further sessions. Especially, a harmony between high-tech and high-touch in leadership will be on the spotlight of the forum, offering insights from leaders of Google Thailand & Vietnam and CXA Group to delve into the art of leadership in the age of digitalization, and how leaders at all levels can move beyond in becoming future-proof people leaders.

Information box:

Vietnam HR Awards Forum 2019 is a biennial executive seminar hosted by Talentnet Corporation in association with the Newspaper of Labour and Social Affairs.

The Awards Forum takes place on November 21 at GEM Center (8 Nguyen Binh Khiem, Da Kao Ward, District 1, Ho Chi Minh City).

For more information and registration: <https://www.vietnamhrawards.com/forum2019/en>