

MYTRIBO Symposium 2023

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KEYNOTE SPEAKER



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Short Biography

Azuraieen Jaafar is a Principal Analyst in myForesight, a division in the Malaysian Industry- Government Group for High Technology (MIGHT), a government thinktank that conducts market intelligence, technology foresight, road mapping and policy intervention exercise across a wide range of industries and technologies. She has been involved in various government and industry projects including the 4th Industrial Masterplan for MITI where she was the team lead for 6 industry sectors, sharing Economy Regulatory Framework for EPU, Foresight of Iron and Steel Industry for MITI and Development of Megatrends 2050 for PETRONAS, amongst others. She has written various future outlook articles and co-facilitated several scenario-building workshops and trainings for clients of MIGHT, including PETRONAS, SIRIM and WHO. Azuraieen received her PhD in non-Newtonian flow studies, MSc in computational fluid dynamics, and BEng in Mechanical Engineering and Mathematics. She possesses technical expertise in the field of non-Newtonian fluid and rheology as well as experience in human capital development, scenario planning and foresight.

Navigating The Future of Industry – Trends That Matter

The development of any industry is being shaped by the emergence of various signals and trends which can be gradual or abrupt but impactful. Key trends within the social, technology, environment, economics, policy and governance themes that are driving changes in the industry will be discussed. These trends will be analyzed to understand their impact on the industries relevant to tribology. The purpose of this presentation is to provide stakeholders, including researchers and academics, with a future outlook on the industrial sector. This foresight information can be used as anticipatory intelligence to identify opportunities, barriers, and risks, as well as set long-term development plans, decide priorities, and provide insights for advocacy. By understanding the key signals and trends that are shaping the future of industry, stakeholders can prepare for the changes that lie ahead and take proactive measures to ensure the continued success and sustainability of the industry.