FLUX BUSINESS FORUM 2026

COMPETING IN AN UNCERTAIN ECONOMY: THE COST OF RIGIDITY

Auditorium Azman Hashim, AICB Centre of Excellence | Thursday 21 May 2026 | 9 am - 3 pm

ABOUT THE FORUM

Malaysian businesses are under real cost pressure — from global disruptions, energy prices, and policy changes closer to home. The forum examines how sustained global disruptions are reshaping cost structures, talent strategies, and operating models for companies in Malaysia, and what a credible business response looks like in this environment.

KEYNOTE SPEAKER

"Policy & Competitiveness in an Uncertain Economy: Capital, Talent and the Cost of Rigidity" by Tan Sri Dato' Sri Dr. Zeti Aziz.

Find out how ongoing geopolitical tensions are creating structural shifts rather than temporary disruptions in the global economy and what internal governance and decision-making frameworks organisations need in order to respond effectively to external shocks.

PANEL DISCUSSION & CASE RESPONSE

Panel Discussion: "The Real Cost of Rigidity: How Companies Are Adapting to Talent & Cost Pressures"
Discussion will examine where cost rigidity is actually hitting Malaysian businesses, where localisation policy clashes with operational reality, and what companies have changed (or have not) in response to mounting talent and cost pressures.

Case Response: "How Companies Can Remove Fixed Costs From Their Operating Model to remain Agile and Flexible from FLUX perspective"
This session explores how businesses stay agile by shifting from fixed costs to flexible, on-demand models, with FLUX sharing real-world insights.

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TIME	SESSION	DESCRIPTION
9 AM	Arrival & Networking	Guests registration. Refreshments.
10 AM	Opening Keynote	**"Policy & Competitiveness in an Uncertain Economy: Capital, Talent and the Cost of Rigidity"** By Tan Sri Dato' Sri Dr. Zeti Akhtar Aziz *Followed by Q&A.*
10.40 AM	Panel Discussion	**"The Real Cost of Rigidity: How Companies Are Adapting to Talent & Cost Pressures"** *Four senior business leaders examine the keynote's themes from inside their organisations.*
11.30 AM	Case Response	**"How Companies Can Remove Fixed Costs From Their Operating Model to Remain Agile & Flexible"** *This session explores how businesses stay agile by shifting from fixed costs to flexible, on-demand models, with FLUX sharing real-world insights.*
12 PM	Business Discussion & Lunch	Open networking. Corporate conversations with the FLUX team.
3 PM	End	

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