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KANCIL CREATIVE FESTIVAL CONFERENCE 2025



The **KANCIL CREATIVE FESTIVAL CONFERENCE** is back, bigger, bolder and more brilliant than ever. This year, we're reigniting your passion for creativity that's ready to break borders, raise bars, and take its place under the global spotlight.

Because it's not just about dreaming of making it one day. It's about doing it now, and proving that Malaysian ideas belong anywhere great ideas live on the world stage.



MAKE IT HAPPEN ON THE WORLD STAGE

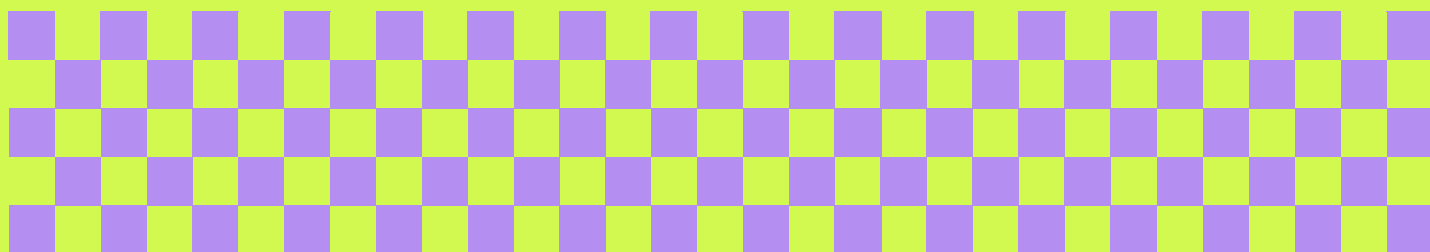
📅 **28 November 2025 (Friday)** * **HRD CORP Claimable** (HRDC: 10001622439)
 🕒 **8:30 a.m.–6:30 p.m.** (Followed by the Kancil Awards) 📍 **Ex8, Subang Jaya**

MAKE YOUR NEXT BIG THING HAPPEN AT THE KANCILS 2025

From homegrown creative icons to global creative heavyweights, this year's line-up is stacked with legends who've made it happen in their own ways, from their own corners of the world. Like Japanese maestro **Seiya Matsumiya** who fuses culture into entertainment through music; **Zan Ruchakityanon** who is redefining female-focused storytelling in Asia through Thailand's first woman-led indie agency; APAC creative innovation guru **Raymond Chin** who blends innovation with heart; and ADFEST's festival director **Kem Suraphongchai** who's been championing the region's largest stage for Asian creativity to rise.

Add Thai film-craft powerhouse **Wuthisak Anarnkaporn**, creative leader with heart **Umma Saini** who's responsible for some of the world's most awarded purpose-driven work, homegrown heroes like **Edward Ong**, entertainment leaders from **Astro** followed by performances by **Hael Husaini** and **ALPHA**, and you've got a day designed to reignite your fire, to make your next big thing happen.

All with the aim to inspire Malaysia's creative and marketing community to take what makes us us – our people, our culture, our "Malaysia Boleh" energy – and show the world what happens when we put it to work.





MAKE IGNITING YOUR CREATIVE FIRE HAPPEN

HERE'S WHAT YOU CAN EXPECT:

- **Inspiring talks by local and global creative heavyweights**
 - **Hands-on workshop to turn big dreams into your next big thing on the world stage**
- **Panels and presentations unpacking the creative process**
- **Exhibitions showcasing Malaysia's hottest work of the year**
 - **Countless opportunities to meet, mingle and make new creative sparks fly with creative minds from various industries**
 - **The grand finale: the KANCIL AWARDS, celebrating the best ideas born right here, destined for the world stage.**

Whether you're a creative icon, an ambitious marketer, a rising talent, or a student ready to take your first swing, this is your day. A day to learn, to be inspired, to meet your tribe, and to remind yourself why you fell in love with creativity in the first place.

So book your seat, fuel your fire, and get ready to make the next big leap in Malaysian creativity happen: for your career, your brand, and your country.

Let's make it happen together.

KANCIL CREATIVE FESTIVAL 2025

TICKET DETAILS

FESTIVAL (+Awards Night)

4As members

1-10 People

RM

650*

11-20 People

RM

600*

>20 People

RM

500*

Non 4As Members

1-10 People

RM

950*

11-20 People

RM

900*

>20 People

RM

800*

Students

RM

50*

AWARDS NIGHT ONLY

4As members

RM

200

Non 4As Members

RM

250

*excluding 8% SST



THE PROGRAMME:

Time	Main Hall Programmes	Workshop & Screenings (held in parallel with talks)
8:30 a.m.	Participants arrive	
9:15 a.m.	Welcome Address by Tan Kien Eng, 4As President	
9:30 a.m.	Make Local Go Global Happen by Kem Suraphongchai	Sick Six Screening Kancil Awards 2025 Exhibition
10:15 a.m.	Make the Last Human Job Happen by Raymond Chin	
11:00 a.m.	Make Crafting World-Class Stories Happen by Wuthisak Anarnkaporn	Make Levelling Up Your Game Happen Workshop by Edward Ong & Gigi Lee (Workshop Room)
11:45 a.m.	Talk to be announced	
12:30 p.m.	Panel: Kancils Sick Six New Directors Challenge moderated by Iska Hashim	
1:30 p.m.	Make Driving Impact Through Creativity Happen by Umma Saini	Sick Six Screening Kancil Awards 2025 Exhibition
2:15 p.m.	Make Entertainment Rooted in Cultural Diversity Happen by Seiya Matsumiya	
2:45 p.m.	Make Female-Driven Creativity Happen by Zan Ruchakityanon	
3:30 p.m.	Young Kancils Live Judging moderated by Jaz Lee	
4:30 p.m	Make Being a Part of the Show Happen (presented by Astro) with Raja Jastina & Alex Goh moderated by Richard Bradbury featuring performances by ALPHA & Hael Husaini	
5:15 p.m.	Make Our Home a Creative Hub Happen (presented by MBI Selangor) by YAB Dato’ Seri Amirudin Shari	
6:00 p.m.	KANCIL AWARDS 2025	

*Programme may be subject to change.

PROGRAMME TOPICS

Make Local Go Global Happen

by **Kem Suraphongchai**

Festival Director, ADFEST

Asia is not a single market. It is a mosaic of thousands of languages, faiths, traditions, and distinct local insights. Transforming deep local insights into universal truths can resonate far beyond cultural boundaries.

Dive into select winners from ADFEST, the region's premier creative festival, which prove that embracing our local distinctiveness and wearing it with fierce pride are key ingredients to elevate our creativity to the international stage. Decode some secrets behind some of the region's best works and how they fuelled the rise of Asian creativity on the world stage.

Make the Last Human Job Happen

by **Raymond Chin**

Chief Creative Innovation Officer, VML Asia

We taught machines to imagine, and somewhere along the way, forgot how to dream ourselves. This is what creative brain rot feels like. Now we have one job left, and one job only: to feel. To feel deeply enough to make others feel too.

Raymond Chin delivers a bold manifesto for a creative economy where empathy, imperfection, and risk are the new competitive edge. In this industry of art and commerce, we must become our most artful to be of most value. Because when AI can make anything, the only art left is to mean it.

Make Crafting World-Class Stories Happen

by **Wuthisak "Un" Anarnkaporn**

Founder & Director, FACTORY01 Bangkok

Eight-time Grand Prix-winning director Wuthisak "Un" Anarnkaporn explores the craft behind storytelling that transcends borders. Drawing from iconic campaigns across Thailand and beyond, he unpacks how sharp cultural insight, visual precision, and emotional truth combine to create films that captivate both audiences and juries worldwide.

Kancils Sick Six New Directors Challenge

Moderated by **Iska Hashim**

Executive Creative Director, Leo Malaysia

Six up-and-coming directors. Six short films. One chance to shine. Watch the finalists of the Sick Six New Directors Challenge as they share their creative journeys alongside their mentor production houses. A candid discussion on new voices, bold visions, and the future of Malaysian filmmaking.

Make Driving Impact Through Creativity Happen

by **Umma Saini**

Director – Creative & Content, PhonePe India

From the ground-breaking Share the Load campaign to countless purpose-driven ideas, Umma Saini proves that empathy can move both hearts and markets. She shares how blending passion with purpose can shift culture, challenge norms, and create real-world impact — reminding us that the best ideas don't just sell; they change lives.

Make Entertainment Rooted in Cultural Diversity Happen

by **Seiya Matsumiya,**

Co-Founder & CEO, Black Cat White Cat Music, Japan

Seiya, this year's Jury President of the Cannes Entertainment Lions for Music and our Entertainment Kancils, shares a powerful truth: the work that resonates everywhere is the work rooted deeply somewhere. From a woman playing the Indian tutari for the first time to Bad Bunny's unapologetically cultural album rollout, the strongest ideas in entertainment express their identities honestly and specifically.

He explores why global attention is shifting toward Asian creativity, and why the world is ready for Malaysia's voice: with its rare coexistence of parallel cultures living side by side, Malaysia could redefine how the region's stories are told on the world stage.

PROGRAMME TOPICS

Make Women-Powered Creativity Happen

by **Thamakorn “Zan” Ruchakityanon**

Co-Founder & Creative Director, SOUR Bangkok

Zan Ruchakityanon shares how her work, both within and beyond her work at Thai indie agency SOUR champions female voices, both in front of and behind the brief. Expect insights on designing work that reflects women’s truths and culturally resonates with modern audiences, as well as perspectives on how our industry can be a better ally for female voices. Because when women lead, culture follows.

Young Kancils Live Judging

Moderated by **Jaz Lee**

Executive Creative Director, Leo Malaysia

Cheer on Malaysia’s brightest under-30 talents as the top three Young Kancils creative challenge finalists present their ideas live before a jury of industry leaders. Watch bold thinking, fearless creativity, and a little friendly competition unfold as the next generation proves they’re not just the future of the industry, but its fiery present.

Make Being a Part of the Show Happen (Presented by Astro)

with **Raja Jastina Raja Arshad**, Head of Astro Shaw & VP of Malay Nusantara Business, Astro & **Alex Goh**, Head of Strategy & Product, Astro Media Solutions

Moderated by **Richard Bradbury**, Program Host & Producer, BFM

With special performances by ALPHA and Hael Husaini

Content leaders from Malaysia’s home of entertainment, Astro, join some of the country’s top storytellers to unpack how brands can move from interrupting the plot to becoming a natural, meaningful part of it. Discover how thoughtful integration, authentic character roles and entertainment-first thinking can shape branded moments audiences actually enjoy.

Plus, enjoy special performances by pop group ALPHA and singer-songwriter Hael Husaini, rounding off a session where creativity, culture and entertainment truly come together.

Make Our Home a Creative Hub Happen (Presented by MBI Selangor)

by **YAB Dato’ Seri Amirudin Shari**

Menteri Besar of Selangor

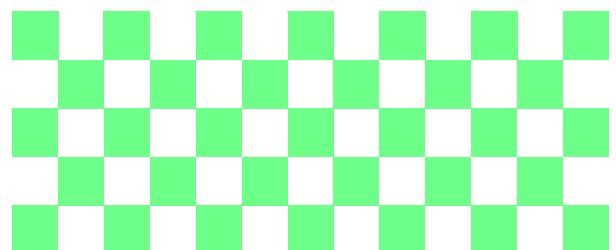
Malaysia’s creative heartbeat starts at home. YAB Dato’ Seri Amirudin Shari shares how Selangor is nurturing the next wave of talent and innovation to become a regional powerhouse for creativity, technology, and culture. A vision for a Malaysia where creativity isn’t just celebrated; it drives the economy forward.

Make Levelling Up Your Game Happen (Presented by Official Trainer Level Up)

by **Edward Ong**, Founder and Creative Director, Borderless

& **Gigi Lee**, Founder and Creative Consultant, Klinik Gigi

Advertising icons Edward Ong and Gigi Lee havetrained and mentored countless advertising talents across the region, some of whom have risen to top positions in agencies within and beyond Malaysia. Join them in a hands-on workshop built to unlock your next big idea. Whether you’re a copywriter, designer, or strategist, this session equips you with practical tools to level up your craft, and your confidence, to create ideas that transcend media, budgets, and borders.



Meet Our

SPEAKERS

EDWARD ONG

FOUNDER & CREATIVE DIRECTOR, BORDERLESS

If I had 3 lives to live, I would spend the first 2 as a copywriter. The third, I would travel the world, and meet all kinds of people. I'll forget I was CCO of Y&R Malaysia, Regional Creative Director on Sony, Caltex and Tiger Beer (with Y&R Asia) and Regional Copy Chief (again with Y&R Asia).

I'll put aside all the awards, all the accolades, and my 10+ years training agency and client-side creatives (all the sordid details at LevelUpProfessionalTraining.com). I'll explore creation and be insanely curious about all kinds of wonderful things everywhere.

Maybe I'll write about cars, chocolates, cloud computing, cyber security, solar panels and when the mood strikes, organic vegetables. With insight, empathy, wit and plenty of charm.

Oh wait, that's kinda what a copywriter does.

GIGI LEE

FOUNDER & CREATIVE CONSULTANT, KLINIK GIGI

Gigi is owner/operator of Klinik Gigi (Gigi means teeth in Malay; Klinik Gigi means Dentist's/Gigi's Clinic). No, she's not about to put her hands into the mouths of strangers. What she does is develop campaigns with bite, and create work that makes people smile.

She was previously CCO of TBWA, and before that, ECD of Y&R Malaysia. With 30+ years in advertising, Gigi has operated on clients like Tiger Beer, Guinness, Kraft, Nestle, P&G, Toyota, Lexus, Colgate, Campbell's, KFC, Pizza Hut, Abbott, U Mobile, Television networks and more, picking up a row of awards along the way.

Drills include Best of Show and Agency of the Year at the Kancils. Grands Prix, Yellow Pencil, Gold Lions and Colours at regional and international shows. Honours at Effies, MEA, Youtube and Kancils. Work at Germany's M&K Museum's permanent collection, and more.

Gigi is currently on vacation, either shopping or enjoying the sea breeze. Probably both. If you have teething issues, you may want to leave a message with Klinik Gigi. No walk-ins. Appointments only.

KEM SURAPHONGCHAI

FESTIVAL DIRECTOR, ADFEST

As Festival Director of ADFEST, Asia's only international creative festival in the region, Kem continues to drive ADFEST forward as the beacon of creative excellence in the region. She takes great pride in being part of the team that makes ADFEST synonymous with creativity, innovation, culture, and community. ADFEST is included in the WARC 100 Creative Rankings, the Campaign Brief Asia Creative Rankings, and The Drum World Creative Rankings, cementing ADFEST's legacy as a champion of Asian creativity.

When she has some down time, Kem is either on the rocks climbing or exploring the underwater world.

RAYMOND CHIN

CHIEF CREATIVE INNOVATION OFFICER, VML ASIA

Ray is currently one of the first creative leaders applying creativity and innovation into digital transformation for clients. He believes brand creativity should live beyond comms, across products, services and experiences.

That's why, in his previous senior capacities, he's been exploring how brands can become more purposeful and meaningful across all touchpoints of a customer's journey.

With over 20 years of experience, Ray has worked with clients such as Unilever, Nike, LVMH, Shiseido, Starbucks, Huawei, Citibank, Ferrari among others, cutting his teeth in some of the best agencies in the world, such as Wieden + Kennedy, JWT, TBWA and Fallon, always exploring new ways of storytelling and making experiences feel like magic.

In his previous tenures, he has won creative and effectiveness awards, transformed an agency to a "Great Place To Work" and Campaign's Agency of the Year Best New Biz Team to boot. He was recognized for his efforts as one of Campaign Asia's 40 under 40 and its Digital A-list 50.

Ray is also an award jury member and speaker at SXSW, Unicorn Start-up Battles, Cannes, Spikes Asia, AME Effectiveness Awards, Busan Adstars, China Advertising Festival, and also guest lectures to students at Techcamp, HK Baptist University, HKPU and University of Gloucestershire.

SEIYA MATSUMIYA

CO-FOUNDER & CEO, BLACK CAT WHITE CAT MUSIC JAPAN

Seiya began his career in the early 2000s amid Southern California's vibrant music scene. After studying at Berklee College of Music, he returned to Los Angeles to pursue his musical path in earnest, performing alongside renowned artists such as Flea (Red Hot Chili Peppers), Cat Power, and Maroon 5, while also composing and producing music for film, television, and advertising.

In 2018, he founded Black Cat White Cat Music in Tokyo. Since then, the company has produced music for numerous advertising campaigns in Japan and abroad, earning recognition at major international festivals such as Cannes Lions, CICLOPE Berlin, and the Clio Awards. Building on this reputation, Matsumiya has served as a juror for several of these festivals, and in 2025, he was appointed Jury President for the Cannes Lions Entertainment Lions for Music category.

Beyond advertising, the company also focuses on film and television projects, including A24's After Yang (2022) and Netflix's Beyond Goodbye (2025). The latter became Japan's most-watched series for several consecutive weeks after its release.

While based in Tokyo, Matsumiya enjoys a peaceful seaside life in Kobe with his family.

THAMAKORN "ZAN" RUCHAKITYANON

EXECUTIVE CREATIVE DIRECTOR, SOUR BANGKOK

Thamakorn "Zan" Ruchakityanon is a renowned female creative leader at SOUR Bangkok, the first independent agency in Thailand to successfully penetrate the women's market. Under her leadership, SOUR has been named Southeast Asia Boutique Agency of the Year for seven consecutive years (2018-2025) and Independent Agency of the Year at ADFEST 2021, while ranking among Thailand's Top 5 agencies by The Work and Campaign Brief Asia (2021-2025).

Before joining SOUR, Zan held senior creative roles at BBDO Bangkok and J. Walter Thompson (now VML), and was selected for BBDO's Female Creative Leadership Program in 2018. With over a decade of experience and 30+ international and local awards, her work blends Asian insight with Thai humour to create ideas that resonate globally.

Her acclaimed campaigns include Sabina Braless's Make Yourself Comfortable, a Cannes Lions 2025 winner, and Thailand's top virtual influencer 'Katii', who graced the covers of Vogue Thailand, L'Officiel, and Harper's Bazaar. A frequent juror for Cannes Lions, LIA, Spikes Asia, ADFEST, Gerety, Ciclope and more, Zan continues to be a driving force in elevating local campaigns to global recognition, guided by her motto, "Work hard, explore harder."

UMMA SAINI

DIRECTOR – CREATIVE & CONTENT, PHONEPE INDIA

Umma Saini's journey in advertising began right after college — and today, she stands among the world's most celebrated creative leaders. Ranked India's No.1 Creative Director by Campaign Brief Asia and No.10 globally by the Big Won Report, she's one of only two women and the first Indian woman to achieve that honour.

Her trailblazing career is filled with firsts: the first Indian woman to speak on her own stage at Cannes Lions; the first campaign from India to be named the No.1 Campaign in the World twice (WARC 100); the first Gold Glass Lion and D&AD Impact White Pencil for India; and the first Creative Effectiveness Grand Prix at Spikes. Her work helped an Indian agency rise to the world's No.3 spot in creativity.

Behind iconic, culture-shifting work like Ariel's #ShareTheLoad, Umma continues to prove that creativity can move both business and society. At Google, she explored the intersection of technology and storytelling, elevating the brand's voice globally. With multiple wins across Cannes Lions, D&AD, One Show, Effies, ADFEST, Spikes and more, Umma remains an inspiring mentor, juror and speaker, driven by one belief: that creativity can shape culture and create change.

WUTHISAK “UN” ANARNKAPORN

FOUNDER & DIRECTOR, FACTORY01 BANGKOK

Wuthisak Anarnkaporn is a film director who has won the Grand Prix at international advertising festivals eight times.

He is the founder of FACTORY01, a production company known for creative storytelling and strong brand ideas. His iconic films include Krungsri Firstchoice “What the Fast”, Voiz “The Innocent Eyes”, Central “Shop Unfriend”, as well as international works for Grab (Philippines) “Summer”, Prism+ TV (Singapore) “As close as you can get”, and Lifebuoy (Indonesia) “Possession”.

His work has been recognised by Cannes Lions, D&AD, The One Show, Clio, and other global festivals.

Stay tuned, more speaker bios to be announced soon.

**LET'S
MAKE**



**HAPPEN
TOGETHER**

QUESTIONS?

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4As MALAYSIA

GROWING BRANDS
THROUGH CREATIVITY