



## Sim Choon Cheak

Director of Research and Plantation Advisory Services - SD Guthrie Bhd (Malaysia)

Innovative agroecological researcher who led the strategy and implementation of the GIS platform to promote precision agriculture at SD Guthrie. His leadership in change management within the organization has given him the opportunity to introduce automation applications throughout the plantation life cycle and facilitate integration with existing platforms.

With over fifteen years of experience in oil palm agronomy, he leverages the capabilities of digital technology to transform the plantation sector. He is currently leading the company's transition from a static data infrastructure to a dynamic, real-time platform for decision-making and actionable insights.

**23 al 25**  
DE SEPTIEMBRE  
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**Cartagena de Indias**

