

**INSTITUTE OF MARKETING MALAYSIA**

# **PERFORMANCE REPORT 2009 - 2010**

A Member of



Asia Marketing  
Federation



# CONTENTS

<b>Notice of 24th Annual General Meeting</b>	<b>Page 1</b>
<b>Organization Profile</b>	<b>Page 2</b>
<b>Message from Our Patron</b>	<b>Page 3</b>
<b>Our Founder &amp; Past Patrons/Advisors</b>	<b>Page 4</b>
<b>23rd Council Members</b>	<b>Page 5</b>
<b>President's Report</b>	<b>Page 6</b>
<i>Major Accomplishments 2009-2010</i>	
<ul style="list-style-type: none"> <li>• <i>Financial Performance</i></li> <li>• <i>Membership</i></li> <li>• <i>Training and Education</i></li> <li>• <i>World-Class Seminars</i></li> <li>• <i>Publication</i></li> <li>• <i>International Award</i></li> <li>• <i>Future</i></li> <li>• <i>Challenges Ahead</i></li> <li>• <i>Appreciation</i></li> </ul>	
<b>Highlights 2009-2010</b>	<b>Page 12</b>
<b>Honorary Secretary's Report</b>	<b>Page 21</b>
<i>23rd Annual General Meeting</i>	
<ul style="list-style-type: none"> <li>• <i>Attendance</i></li> <li>• <i>Election of the 23rd Council Members</i></li> <li>• <i>Office Bearers of the 23rd Council 2009-2010</i></li> </ul>	
<b>Council Meetings – 23rd Council</b>	
<b>IMM's Office</b>	
<b>Minutes of the 23rd Annual General Meeting</b>	<b>Page 23</b>
<i>Calendar of Events 2009</i>	
<i>Calendar of Events 2010</i>	
<b>Honorary Treasurer's Report</b>	<b>Page 35</b>
<ul style="list-style-type: none"> <li>• <i>Financial Report 2008</i></li> <li>• <i>Financial Report 2009</i></li> </ul>	
<b>Our Corporate Members</b>	<b>Page 56</b>
<b>IMM @ News</b>	<b>Page 58</b>
<b>Appreciation</b>	<b>Page 60</b>
<b>Comparative Annual Financial Performance - 2000 to 2009</b>	<b>Page 61</b>





## NOTICE OF THE 24TH ANNUAL GENERAL MEETING

**NOTICE IS HEREBY GIVEN** that the 24th Annual General Meeting of the Institute of Marketing Malaysia (IMM) will be held as follows:

Date : 21<sup>st</sup> May 2011 (Saturday)  
Time : 11:00 am to 1:00pm  
Venue : **Singgahsana Hotel, Petaling Jaya**  
Persiaran Barat, Off Jalan Sultan  
46760 Petaling Jaya  
Selangor Darul Ehsan

### AGENDA

1. To confirm the Minutes of the 23rd Annual General Meeting which was held on 29th December 2009 at Singgahsana Hotel, Petaling Jaya.
2. To receive the Annual Report of the Council by:
  - 2.1 President
  - 2.2 Honorary Secretary
3. To receive and if approved to pass the Accounts for the year ended 31<sup>st</sup> December 2009.
4. To elect Council Members for 2011 - 2013.
5. To elect Auditors for 2011 - 2013.
6. Any other matters.

**HASLINA AZLAN**  
*Honorary Secretary*  
20 April 2011

## ORGANIZATION PROFILE

### About IMM

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country established for the purpose of serving the marketing fraternity in Malaysia. IMM was founded in 1977 by YBM Tengku Razaleigh Hamzah who also become the Institute's first Patron. Currently the Patron of IMM is YB Dato' Sri Mustapa Mohamed, Minister of International Trade And Industry Malaysia.

### Vision

Our Vision is to be the leading non-profit professional body for sales and marketing practitioners in the country

### Mission

As the National professional body for sales and marketing practitioners, IMM's mission is to promote marketing as a philosophy of business to enhance the professional standards of marketing practices and to be the leading centre for marketing in the region.

### Roles & Functions

As the national professional body for sales and marketing practitioners, IMM is responsible for the promotion of efficient and effective marketing management practices in Malaysia, the administration of the Institute's membership, the safeguard and advancement of its members' interest, and the enhancement of the professional image of sales and marketing practitioners.

### International Affiliation

IMM is a member of the Asia Marketing Federation (AMF), a recognized body which was set up in 1991 and is now made up of members comprising 18 national marketing bodies from Asia region.

Country Members of AMF are Australia, Bangladesh, Canada, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mongolia, New Zealand, Pakistan, Philippines, Singapore, South Africa, Sri Lanka, Taiwan and Thailand.

The Institute is also a member of the World Marketing Association (WMA).



**Asia Marketing  
Federation**



IMM and its members currently have global access to a truly international platform for marketing networks, which is a valuable infrastructure for building businesses in the emerging borderless world.





## MESSAGE FROM OUR PATRON



**YB. DATO' SRI MUSTAPA MOHAMED**  
Minister of International Trade and Industry Malaysia

I am pleased to note that as a professional body, the Institute of Marketing Malaysia (IMM) has significantly contributed to advancing the capabilities of the marketing fraternity in Malaysia through training & education and human capital development.

The Institute's membership has also grown in strength over the years as can be seen in its increased membership, and has thus proven that more marketing professionals are taking notice of IMM's capability as a professional marketing body.

With IMM's international affiliation with Asia Marketing Federation and World Marketing Association it is able to provide its members a wider reach and access to global marketing networks.

I commend IMM for the work it has undertaken and hope that it will continue to implement programs that will enhance the competencies of its members.

I wish all the members of IMM the very best.

**YB. DATO' SRI MUSTAPA MOHAMED**



## Our Founder / First Patron



**YBM TENGKU RAZALEIGH HAMZAH**  
1977 – 1979

## Our Past Patrons



**YBhg.  
DATUK SYED KECHIK  
SYED MOHAMAD**  
1979 - 1982



**YB. TAN SRI RAFIDAH AZIZ**  
1982 – March 2008



**YAB. TAN SRI  
MUHYIDDIN  
YASSIN**  
March 2008 – April 2009

## Our Advisors

The purpose of an Advisory Council as enshrined in the Institute's Constitution is to give independent advice in the affairs of the Institute. In line with our vision to be the leading non-profit professional body for sales and marketing practitioners in the country, the Institute has appointed Advisors.

It is our hope that with their vast knowledge and experience, it would ensure the continuous growth of the Institute and will bring the Institute to greater heights.



**DATO' LAWRENCE CHAN KUM PENG**  
Founder & Executive Chairman  
PDL Management Corp (M) Sdn Bhd



**PUAN HAMIDAH KARIM**  
Managing Director  
Prestige Communications Sdn Bhd



## 23<sup>rd</sup> COUNCIL MEMBERS 2008-2010



### Seated - From Left to Right

Dr. Zakaria Taib, Datuk Marimuthu, Dato' Sharifah Mohd. Ismail,  
Rosie Nasaruddin, Prof. Samsinar Md. Sidin

### Standing - From Left to Right

Sarah Tan Mee Loo, Siti Raba'ah Abdul Razak, Dr. Mahmood Sabri Haron,  
Mohd Basir Abdul Rahim, Bryan Lo Ching Wing, Haslina Azlan, Sherly George

### Council Members Resigned



**Siti Raba'ah Abdul Razak**  
*Elected : 6 December 2008*  
*Resigned : 10 October 2009*



**Bryan Lo Ching Wing**  
*Elected : 6 December 2008*  
*Resigned : 27 December 2009*



**Mohd Basir Abdul Rahim**  
*Elected : 6 December 2008*  
*Resigned : 27 December 2009*



**Sherly George**  
*Elected : 6 December 2008*  
*Resigned : 16 December 2010*

### New Council Members Elected on 29 December 2009



**Dr. Leow Chee Seng**



**Faridah Rohani Rais**



**Atika Sulaiman**

### Management and Operations

The Management of the Institute is invested in a Council which is responsible for the financial and general affairs of the Institute. The twelve (12) elected Council Members are individuals representing various sectors and industries as well academicians and entrepreneurs offering their services on a voluntary basis.

## PRESIDENT'S REPORT

This is the 24th Annual General Meeting (AGM) and the period under review is from January 2009 to December 2010

On behalf of the Council, I am pleased to present this Performance Report of the Institute for the year 2009-2010.

The term continued to be a very challenging one yet exciting filled with numerous programmes and activities organized for the benefit of our members as well as other professionals. The Institute continued with its efforts to focus on its core business of training and education and in enhancing the knowledge and skills of our marketers. During the period, a total of thirty (30) public seminars and training programmes were conducted by the Institute and this has benefited more than 2,000 participants from various sectors and industries across the nation. There were also opportunities for a few in-house training programmes conducted by the Institute. This is a testimony to the confidence of our members towards the capability and capacity of IMM to do the training for their organization. We hope there will be more of such opportunities from our members in the coming years.



**Dato' Sharifah Mohd. Ismail  
President, IMM**

In our efforts to create awareness and brand the Institute as the sole non-profit professional body for the sales and marketing practitioners in the country, we took the initiative to make several courtesy visits on our prominent leaders and key individuals to explain our roles in complementing the efforts of the Government especially in the areas of training and human capital development.

We called upon our Founder YBM Tengku Tan Sri Razaleigh Hamzah, our Patrons YAB Tan Sri Muhyiddin Yassin, YB Dato' Sri Mustapa Mohamed, YABhg Tun Dr. Mahathir Mohamad as well as YB Dato' Mukhriz Mahathir, Deputy Minister of International Trade and Industry all of whom showed keen interest in the development and growth of the Institute and gave us the assurance of their continued support of the Institute's initiatives.

They also expressed their appreciation of our efforts of being partners in nation building especially in the areas of training and education and human capital development.

With support from our members and everyone in the industry we shall continue to explore new programmes and initiatives in our efforts to enrich the lives and careers of our members as well as other professionals in the marketing fraternity in the country and around the region.

As members of IMM all of you are aware that the Institute operates solely based on income derived from membership fees, publication as well as training and education programs managed and provided by the Institute. Nonetheless with the opportunities and trust given by our members we are growing from strength to strength and making a mark in the industry as a reliable and capable training provider complementing the needs of the industry. Despite all the challenges faced by the Council it doesn't deter us from giving our best to the profession, industry and nation.







# MAJOR ACCOMPLISHMENTS FOR THE YEAR 2009 - 2010

## FINANCIAL PERFORMANCE

For the year 2009-2010 our financial performance is comparatively good despite the slow economic activities and budget cut on training by most companies and corporations. The Institute's income is derived mostly from seminars, training programmes, membership fees and publication.

At this juncture I would like to thank all our valued members and everyone in the industry who have supported and participated in all our activities and programmes which have ultimately contributed to our good financial performance.

The financial position for the year 2000-2009 is as follows:

Year	Income	Expenditure	Surplus
2000	54,512	33,924	20,558
2001	51,669	31,819	19,850
2002	35,210	33,896	1,314
2003	23,949	24,378	-429
2004	95,173	97,910	-2737
2005	101,288	81,774	19,514
2006	109,354	120,561	-11,207
2007	563,413	489,881	73,559
2008	414,177	575,960	-161,783
2009	669,593	664,830	4,763

The accounts for 2010 is currently being audited and shall be presented at the next AGM.

We are confident that the favourable financial position of the Institute will enable us to organize more events, seminars and conferences for the benefit of all members.

## MEMBERSHIP

There are six (6) categories of membership and these are Corporate, Fellow, Ordinary/Individual, Associate, Student and Life Member. Details of membership for the year 2000-2010 are as follows:

Category/ Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
LIFE	-	-	-	-	-	-	-	-	-	6	8
CORPORATE	-	-	-	-	34	42	52	70	109	121	123
FELLOW	23	23	23	23	23	23	23	28	28	27	27
ORDINARY	168	200	212	237	257	320	339	350	380	492	525
ASSOCIATE	13	13	13	13	13	14	17	17	17	3	3
STUDENT	20	20	21	70	70	70	70	85	90	125	145
TOTAL	224	256	269	343	397	469	501	550	624	774	831

The growth of the Institute's membership in the respective categories has been very encouraging.

The Institute will continue to work hard and deliver the benefits of membership as well as to create value for all its members.

## TRAINING AND EDUCATION

As a Training provider registered with Pembangunan Sumber Manusia Berhad (PSMB) since December 2006 IMM has organized several training programmes, seminars, conferences and workshops which are HRDF claimable under PSMB's various schemes such as SBL, SBL-KHAS and others for the benefit of our members.

For the coming years we are working very closely with PSMB to develop new training programmes and courses for employees as well as entrepreneurs from the various industries and sectors to prepare them for the competitive global market.



PEMBANGUNAN SUMBER MANUSIA BERHAD

To cater to the needs of dynamic business environment, the Institute offers a wide range of marketing related education and training programmes to equip those who are keen in pursuing a career in sales and marketing with the relevant knowledge as well as to enable practicing marketing professionals to further develop and enhance their professional skills.

To make this possible the Institute has built a partnership with several Training Providers and Professional Trainers who assist in conducting training for the Institute over a long term period. The Institute's training programmes are offered both as public programmes as well as in-house training.

The Institute also organized seminars and conferences with renowned speakers from around the world for the benefit of members and the Malaysian market.

The Institute was appointed as a Professional Training Provider for Small and Medium Enterprise Corporation (SMECorp Malaysia) in May 2007 and has since provided training to more than 500 entrepreneurs representing over 100 enterprises, small and medium companies from various sectors and industries.



In carrying out these training programmes for the SMIs/SMEs the Institute received an annual grant from SMECorp based on the number of participants trained. Participants only pay 20% of course fees while the balance 80% is borne by SMECorp.

On behalf of the Council I would like to place on record our sincere appreciation and gratitude to SMECorp for this opportunity and for their confidence in our training programmes in enhancing the skills and knowledge of our entrepreneurs in the areas of sales, marketing, branding, communication as well as health and safety management.



In addition to the above initiatives, in 2009 IMM received a training grant from Malaysian Industrial Development Authority (MIDA) under the Services Sector Capacity Development Fund. With this grant, IMM conducted more than ten (10) training sessions and outreach programmes which benefitted almost 500 participants comprising of professionals, entrepreneurs and students. The training encompass topics such as internet marketing, entrepreneurship skills, coaching and mentoring, professional image, strategic marketing and business planning. On this note and on behalf of the Council I would like to place on record our appreciation and gratitude to MIDA for giving us this opportunity to contribute to human resource development in the country.





## WORLD-CLASS SEMINARS

For the year 2009-2010 the Institute organized the following world-class Seminars/Talk:

1. **One Day Seminar with the Branding Guru of Sri Lanka**  
– Prasanna Perera – January 2009
2. **One Day Seminar with One of the World's Most Influential People in B-B & Internet Marketing**  
– Ruth P. Stevens – June 2009
3. **One Day Seminar with a Motivational Humorist & Professional Speaker**  
– Scott Friedman – January 2010
4. **One Day Seminar with the Guru on Customer Service**  
– Scott McKain – November 2010
5. **A Talk by Tun Dr. Mahathir Mohamad**  
– Our 4th Prime Minister – November 2010

We created a milestone for the Institute when Tun Dr. Mahathir Mohamad our fourth Prime Minister accepted our invitation to speak to our members on a topic that's very close to his heart "Revisiting Vision 2020".

All the above seminars and talk received overwhelming response from our members and the industry. We even had overseas delegates attending some of these sessions.

Organizing such programmes has always been a huge challenge for the Institute from all aspects – participation, financial and other resources as well as in getting the support from employers and the industry.

Nonetheless with lots of perseverance and determination and equipped with the right skills we move forward and bring the best in terms of experiential learning and knowledge-sharing for all our members. We advocate learning as a life-long process and we strongly believe that marketers in Malaysia need to listen and learn from the world's best.

This bold vision and execution of such programmes has indeed made us the sole non-profit organization in the country that brings in world-class speakers for the benefit of all Malaysians.





## PUBLICATION – MARKETEER

The Institute continues to publish its official publication, MARKETEER, on a regular basis and these are circulated to all members and affiliates.

The MARKETEER which contains news on the Institute's seminars and events, marketing tips and insights as well articles of interest is widely read by senior and middle level managers of corporate companies and organizations. The Institute hopes to make MARKETEER a publication of distinction for all its members and the marketing fraternity in the country and around the region.

Issue 1/2005



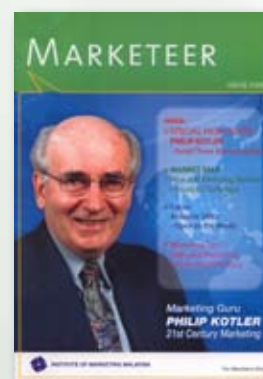
Issue 1/2006



Issue 1/2007



Issue 2/2007



Issue 1/2008



Issue 2/2008



Issue 1/2009



Issue 2/2009



Issue 1/2010



Issue 2/2010



Issue 1/2011







## INTERNATIONAL AWARD

The World Brand Congress 2009 held in Mumbai on 4 November 2009 bestowed on your President with its much coveted award for “BRAND LEADERSHIP”, making her the first Malaysian woman professional to receive the international award. The award was made in recognition of her efforts to institutionally re-position the IMM brand as the sole operable non-profit professional body in the country for professionals and practitioners in the sales and marketing sector and industry.

The Institute’s efforts in bringing together marketing “gurus” and world-class speakers for the benefit of Malaysian marketers and professionals has gained due recognition and appreciation from the marketing fraternity in the region. It also provides us with a wider and continuing base for our members and professionals to exchange knowledge and practical information against a backdrop of global challenges. World Brand Congress provides a platform that recognises talent, contribution and competence in a very special way and the Institute is honoured and privileged to be associated with this prestigious award.

## FUTURE

Over the last couple of years the Institute had recorded good financial performance which all members could be proud of and with all the programmes and activities organized and undertaken by the Institute we are confident of further growth and expansion of our roles.

At the same time we still have to be watchful of the changes in national, regional or global economic conditions which could affect our performance in the future especially in the areas of training and education. Our biggest revenue generating operation is training and education. As a registered Training Provider with PSMB and Professional Training Provider for SMECorp it has certainly given us the advantage in getting more participants for our seminars and training programmes. We hope this partnership will continue favourably in the years ahead.

The Institute has plans to explore long term relationship and collaboration with universities, colleges as well as institutions of higher learning both locally and internationally in all its training and education offerings as well as research initiatives. The Institute is also looking for more consultancy work so as to give a more holistic approach and input on marketing related activities for organizations and enterprises.

## CHALLENGES AHEAD

Looking forward to 2011 onwards we are strengthening our membership base especially our corporate and individual membership and we are taking every effort to ensure that we deliver the benefits to our members. With your help, fellow members, we hope that we will be able to recruit more members.

In this respect, I would ask members of the Institute to be more proactive in supporting the Institute’s efforts and to come forward and serve the Council. Let us collectively strive to move forward and bring the Institute to the next level of excellence.

## APPRECIATION

In conclusion, on behalf of the Council I would like to welcome our new Patron YB. Dato’ Sri Mustapa Mohamed, Minister of International Trade & Industry Malaysia and thank you for accepting our invitation and we look forward to greater support from the Ministry.

I must take this opportunity to also thank the Government, valued members, associates, partners, sponsors, well wishers and each and everyone of you for your contribution and continued support of the Institute. To our Founder, Past Patrons, Advisors and Fellows thank you for your guidance and encouragement in ensuring the well-being of the Institute.

Last but not least, I thank all my Council Members and the staff at IMM for their commitment and dedication towards the Institute.

**DATO’ SHARIFAH MOHD. ISMAIL**

## COURTESY CALL 2009



**YAB.TAN SRI MUHYIDDIN YASSIN**

PATRON OF IMM

23<sup>RD</sup> FEBRUARY 2009



**YB. DATO' MUKHRIZ TUN DR. MAHATHIR**  
DEPUTY MINISTER OF INTERNATIONAL TRADE AND INDUSTRY

21<sup>ST</sup> MAY 2009



**YB. DATO' SRI MUSTAPA MOHAMED**

PATRON OF IMM

25<sup>TH</sup> OCTOBER 2009





ONE DAY SEMINAR WITH  
**RUTH STEVENS**  
29<sup>TH</sup> JUNE 2009





ONE-DAY SEMINAR WITH PRASANNA PERERA  
30<sup>TH</sup> OCTOBER 2009



BOWLING TOURNAMENT  
5<sup>TH</sup> DECEMBER 2009





ONE DAY SEMINAR WITH  
DATIN PADUKA (DR.) SHARIFAH MAZLINA

16<sup>TH</sup> APRIL 2009



ONE DAY SEMINAR WITH  
DATIN PADUKA (DR.) SHARIFAH MAZLINA

14<sup>TH</sup> AUGUST 2009





## WORLD BRAND CONGRESS 4<sup>TH</sup>-5<sup>TH</sup> NOVEMBER 2009



## 22<sup>ND</sup> ANNUAL GENERAL MEETING (AGM) 2009 9<sup>TH</sup> DECEMBER 2009





ONE DAY SEMINAR WITH  
**SCOTT FRIEDMAN**  
18<sup>TH</sup> JANUARY 2010





## BOOK LAUNCH WITH SCOTT MCKAIN

7<sup>TH</sup> JULY 2010



## ONE DAY SEMINAR WITH SCOTT MCKAIN

1<sup>ST</sup> NOVEMBER 2010





## COURTESY CALL 2010



### TUN DR. MAHATHIR BIN MOHAMAD

10<sup>TH</sup> MAY 2010



### YBM. TENGKU TAN SRI RAZALEIGH HAMZAH

17<sup>TH</sup> MAY 2010





A TALK BY  
**TUN DR. MAHATHIR MOHAMAD**  
29<sup>TH</sup> NOVEMBER 2010





## The Honorary Secretary's Report

### 1. 23<sup>rd</sup> Annual General Meeting

The 23<sup>rd</sup> Annual General Meeting of the Institute of Marketing Malaysia was held on 29 December 2009 at 6.00 pm at Singgahsana Hotel Petaling Jaya, Selangor.

#### a. Attendance

The 23<sup>rd</sup> Annual General Meeting was attended by twenty nine (29) members :

##### **Life Members :**

Dato' Sharifah Mohd. Ismail  
Dato' Lawrence Chan  
Datuk N. Marimuthu

##### **Ordinary Members :**

Adnan Mohd Ramly  
Amir Mokhtar Amir Hussain  
Atikah Sulaiman  
Dr. Leow Chee Seng  
Dr. Mahamod Sabri Haron  
Dr. Zakaria Taib  
Faridah Rohani Rais  
Fareez Shah  
Fuzzaine Zainal  
Hamdi Hakem Mudasir  
Haslina Azlan  
Jaffri Amin Osman  
K.K. Lai  
Lim Beng Keat  
Mohd Nasir Ali  
M. Syafiq Hafeez  
Nik Aniza Nik Saghir  
Qais Kassim  
Rahimah Abd. Kadir  
Raja Azam Baeizah  
Raja Khadijah  
Sherly George  
Silmyl M. Sadek  
Swaminathan MV  
Tengku Nila Putri Bt Tengku Ilham  
Vincent Leong

#### b. Appointment of New Council Members

**Three (3) members were appointed :**

Puan Faridah Rohani Rais  
Dr. Leow Chee Seng  
Puan Atikah Sulaiman

#### c. Office Bearers of 23<sup>rd</sup> Council Members 2008-2010

##### **President**

YBhg. Dato' Sharifah Mohd. Ismail

##### **Vice President**

YBhg. Datuk N. Marimuthu

##### **Honorary Secretary**

Haslina Azlan

##### **Honorary Treasurer**

Dr. Zakaria Taib

##### **Council Member**

Prof. Dr. Samsinar Md. Sidin  
Rosielawati Nasaruddin  
Sarah Tan Mee Loo  
Sherly George  
Dr. Mahmod Sabri Haron  
Dr. Leow Chee Seng  
Faridah Rohani Rais  
Atikah Sulaiman

##### **Ex-Officio**

Lee Saw Hoon

## 2. Council Meetings

The first Council meeting of the 23rd Council was held on 29th December 2009 at Singgahsana Hotel, Petaling Jaya, Selangor.

During the period under review (2009-2010) the Council held a total of six (6) meetings as follows:

### Year 2009

- 29 December 2009

### Year 2010

- 10 February 2010
- 20 May 2010
- 29 June 2010
- 9 August 2010
- 16 December 2010

The dates and attendance at the Council meetings are shown below:

No	Name	29/12/09	10/02/10	20/05/10	29/06/10	09/08/10	16/12/10	Total
1	YBhg. Dato' Sharifah Mohd. Ismail	√	√	√	√	√	√	6/6
2	YBhg. Datuk N. Marimuthu	√	√	x	x	√	√	4/6
3	Haslina Azlan	√	√	x	√	√	√	5/6
4	Dr. Zakaria Taib	x	x	√	√	√	x	3/6
5	Prof. Dr. Samsinar Md. Sidin	x	√	√	√	√	x	4/6
6	Roselawati Nasaruddin	x	√	x	x	x	x	1/6
7	Sarah Tan Mee Loo	√	√	√	√	√	√	6/6
8	Sherly George	√	x	x	x	√	x	2/6
9	Dr. Mahmod Sabri Haron	√	x	x	x	x	x	1/6
10	Lee Saw Hoon	x	x	x	√	√	x	2/6
11	Dr. Leow Chee Seng*	Appointed on 29 December 2009	√	√	√	x	√	4/5
12	Faridah Rohani Rais*		x	√	√	√	√	4/5
13	Atika Sulaiman*		x	√	√	√	x	3/5

\* Dr. Leow Chee Seng, Faridah Rohani Rais and Atika Sulaiman were appointed as New Council Member on 29 December 2009

## 3. IMM's Office

Currently we have four (4) part-time support staff responsible for the general administration of the Institute.







# Minutes Of 23rd Annual General Meeting

INSTITUTE OF MARKETING MALAYSIA

Minutes Of 23rd Annual General Meeting

29 December 2009

Hotel Singgahsana, Petaling Jaya

## Present

- |                               |                                       |
|-------------------------------|---------------------------------------|
| 1. Adnan Mohd Ramly           | 16. K.K. LAI                          |
| 2. Amir Mokhtar Amir Hussain  | 17. Lim Beng Keat                     |
| 3. Atikah Sulaiman            | 18. Mohd Nasir Ali                    |
| 4. Dato' Lawrence Chan        | 19. M. Syafiq Hafeez                  |
| 5. Dato' Sharifah Mohd Ismail | 20. Nik Aniza Nik Saghir              |
| 6. Datuk N. Marimuthu         | 21. Qais Kassim                       |
| 7. Dr. Leow Chee Seng         | 22. Rahimah Abd. Kadir                |
| 8. Dr. Mahmud Sabri Haron     | 23. Raja Azam Baeizah                 |
| 9. Dr. Zakaria Taib           | 24. Raja Khadijah                     |
| 10. Faridah Rohani Rais       | 25. Sherly George                     |
| 11. Fareez Shah               | 26. Silmyl M. Sadek                   |
| 12. Fuzzaine Zainal           | 27. Swaminathan MV                    |
| 13. Hamdi Hakem Mudasir       | 28. Tengku Nila Putri bt Tengku Ilham |
| 14. Haslina Azlan             | 29. Vincent Leong                     |
| 15. Jaffri Amin Osman         |                                       |

ITEM	SUBJECT MATTER	ACTION
1	<b>Welcome Remarks</b>  1.1 Dato' Sharifah Mohd. Ismail, the President welcomed all members and guests and thanked them for their presence. All Council Members were introduced to the floor. The President then declared the 23rd Annual General Meeting to proceed.	
2	<b>Confirmation of Minutes of the 22nd Annual General Meeting</b>  2.1 The President went through the Minutes of the 22nd Annual General Meeting which was held on 6th December 2008 at Singgahsana Hotel, Petaling Jaya. Dato' Lawrence proposed that the Minutes be adopted and was seconded by Dr. Leow Chee Seng.	
3	<b>Honorary Secretary's Report</b>  3.1 The Honorary Secretary, Cik Haslina Azlan went through the list of names of office bearers for the period 2008-2010. The following changes were noted : i) resignation of Council Member Mr Bryan Lo effective 27th December 2009 ii) resignation of Council Member Siti Raba'ah Abdul Razak, Asst. Hon. Secretary effective 10th October 2009. iii) appointment of Ms Lee Saw Hoon as Ex-officio to the Council on 7th March 2009	

ITEM	SUBJECT MATTER	ACTION
	<p>3.2 The Hon Secretary also reported that during the period under review, the Council held a total of 5 council meetings on 6th Dec 2008, 21st Jan 2009, 7th March 2009, 20th July 2009 and 24th November 2009.</p> <p>3.3 The Hon. Secretary then handed over the meeting to the President to deliver the Annual Report.</p>	
4	<p><b>President's Report</b></p> <p>4.1 The President went through the Annual Report for 2009.</p> <p>4.2 The President reported that in 2009, 13 events comprising of seminars, training, courtesy calls and bowling tournament were organized by the Institute.</p> <p>4.3 Particular mention was made of the Courtesy Call on IMM's Patron, YB. Tan Sri Muhyiddin Yassin, Minister of International Trade &amp; Industry on 23rd February 2009.</p> <p>4.4 The President also mentioned that the Council also secured an appointment for a courtesy call on YB. Datuk Mukhriz Tun Mahathir, the Deputy Minister of International Trade &amp; Industry on 21st May 2009.</p> <p>4.5 The Council also secured a courtesy call on YB Dato' Mustapa bin Mohamed, the new Minister of International Trade and Industry and also new Patron of IMM on 25th October 2009.</p> <p>4.6 Overall, 2009 was a busy year for the Institute and the calendar of events finished off with a bowling tournament which went off quite well.</p> <p>4.7 The President then went through the seminars and conferences which were endorsed by IMM in 2009, totalling 20 in all.</p> <p>4.8 The President mentioned that for 2010, the Institute will continue to organize seminars and training for its members and the marketing fraternity, with plans to move into consultancy and research.</p> <p>4.9 The President was pleased to report that support for membership of IMM has been very encouraging. To-date the Institute has over 700 members and there was strong support from corporate members for IMM's events and activities.</p> <p>4.10 The President made special mention of Datuk Lawrence Chan's continuous support of all the events and activities organized by IMM</p> <p>4.11 The President then handed over the meeting to the Honorary Treasurer to deliver the Accounting Report</p>	





ITEM	SUBJECT MATTER	ACTION
5	<p><b>Honorary Treasurer's Report</b></p> <p>5.1 The Honorary Treasurer, Dr. Zakaria Taib presented the Institute's Annual Accounts which were related to IMM's activities in 2008.</p> <p>5.2 The Honorary Treasurer reported that the Professional Accounting firm, Siva &amp; Associates were engaged to prepare the accounts which were vetted and confirmed by an audit firm.</p> <p>5.3 For the Income and Expenditure Account for the Year Ended 31st December 2008, the Honorary Treasurer pointed out that the total reported income for 2008 i.e. RM414,177 was less than the figure for 2007 of RM563,413. The higher figure reported for 2007 was mainly due to income which was boosted by the Philip Kotler seminar.</p> <p>5.4 The total expenditure for 2008 was RM575,960 as against total income of RM414,177. This represents a deficit of RM161,783. Accumulated surplus expenditure for 2008 was RM30,131.</p> <p>5.5 The Honorary Treasurer then invited questions from the floor regarding the Accounts.</p> <p>5.6 Mr. Vincent Leong proposed that the Accounts be adopted and was seconded by Dr. Leow Chee Seng.</p>	
6	<p><b>Any Other Matters</b></p> <p>6.1 Market Outlook for 2010</p> <p>6.1.1 The President stressed the importance of IMM going towards global marketing for 2010 onwards.</p> <p>6.1.2 She also advised that companies should invest in training. IMM on its part will look around for competent training partners to collaborate with.</p> <p>6.2 Puan Faridah Rohani introduced herself as a new member of IMM. She quoted Article 9 (d)(v) of the Institute's Constitution whereby the Council has the right to remove from office a council member who has not attended any three consecutive meetings of the Council without sufficient and reasonable cause. Puan Faridah noted that there were council members who had only attended one or two council meetings for the year.</p> <p>6.3 The President took note Puan Faridah's comments. In the case of Mr. Bryan Lo, he had already handed in his resignation on 27th December 2009. She will follow up on the issue raised and action will be taken accordingly.</p> <p>6.4 The President commented that although some Council Members did not attend council meetings regularly due to the nature of their work, they gave support indirectly.</p>	



ITEM		SUBJECT MATTER	ACTION
	6.5	Tengku Nila Putri who recently joined IMM as a member wanted to know out of the 700 members registered with IMM, how many members came from Brand Management background.	
	6.6	The President commented that the number was quite small and made up between 10 to 20% of the total membership.	
	6.7	Tengku Nila Putri suggested that IMM should try to recruit more members to increase the membership.	
	6.8	The President noted her comments and explained that it is an uphill task in recruiting new members especially from the corporates. The Institute works very hard to provide the benefits for its members.	
	6.9	The Vice President, Datuk Marimuthu agreed with the President that it has been an uphill task where recruiting new corporate members was concerned.	
	6.10	Appointment of New Council Members	
	6.10.1	The Vice President announced that there were 3 vacancies in the Council, and proposed the following members be invited to join as council members :- i) Puan Faridah Rohani Rais ii) Dr. Leow Chee Seng iii) Puan Atikah Sulaiman	
7		<b>Conclusion</b>	
	7.1	Puan Faridah Rohani congratulated the Council for doing a good job and requested all present to give a round of applause to the council members.	
	7.2	The President in her closing remarks thanked everyone present for their support and attendance. The AGM was adjourned at 6.50 pm.	

Prepared by : Rahimah binti Abdul Kadir  
IMM

Proposed by :

Reviewed by : Haslina Azlan  
Honorary Secretary IMM

Approved by : Dato' Sharifah Mohd. Ismail  
President

Seconded by :





## CALENDAR OF EVENTS 2009

NO	DATE	EVENT	CATEGORY	VENUE
<b>JANUARY</b>				
1	21 <sup>ST</sup> JANUARY	2 <sup>ND</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
<b>FEBRUARY</b>				
2	16 <sup>TH</sup> – 17 <sup>TH</sup> FEBRUARY	MARKETING TO YOUNG PROFESSIONAL CONFERENCE, ORGANIZED BY PACIFIC CONFERENCE PTE LTD	SEMINAR ENDORSEMENT	SINGAPORE
3	18 <sup>TH</sup> – 19 <sup>TH</sup> FEBRUARY	BRAND-WHAT IT MEANS TO YOU AND YOUR BUSINESS	SEMINAR IMM	THE LEGEND HOTEL, KUALA LUMPUR
4	19 <sup>TH</sup> – 20 <sup>TH</sup> FEBRUARY	MARKETING TO YOUNG PROFESSIONAL CONFERENCE, ORGANIZED BY PACIFIC CONFERENCE PTE LTD	SEMINAR ENDORSEMENT	HONG KONG
5	23 <sup>RD</sup> FEBRUARY	COURTESY CALL ON YB TAN SRI DATO' MUHYIDDIN YASSIN, MINISTER OF INTERNATIONAL TRADE & INDUSTRY / PATRON OF IMM	COURTESY CALL IMM	MINISTER'S OFFICE, KUALA LUMPUR
<b>MARCH</b>				
6	7 <sup>TH</sup> MARCH	3 <sup>RD</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
<b>APRIL</b>				
7	16 <sup>TH</sup> APRIL	ONE DAY SEMINAR WITH DATIN PADUKA (DR) HAJJAH SHARIFAH MAZLINA SYED ABDUL KADIR ON "BE A SUPER SECRETARY"	SEMINAR IMM	THE LEGEND HOTEL, KUALA LUMPUR
8	29 <sup>TH</sup> – 30 <sup>TH</sup> APRIL	TRAINING ON CERTIFICATE IN MARKETING MANAGEMENT	SEMINAR IMM	THE LEGEND HOTEL, KUALA LUMPUR

MAY				
9	5 <sup>TH</sup> – 6 <sup>TH</sup> MAY	B2B MARKETING IN THE DIGITAL AGE, ORGANIZED BY PACIFIC CONFERENCE PTE LTD	SEMINAR ENDORSEMENT	SINGAPORE
10	14 <sup>TH</sup> MAY	MARKETING CONFERENCE, ORGANIZED BY PHILIPPINES MARKETING ASSOCIATION	SEMINAR ENDORSEMENT	PHILIPPINES
11	14 <sup>TH</sup> - 15 <sup>TH</sup> MAY	NATIONAL CONVENTION 2009, ORGANIZED BY M.A.P.S	SEMINAR ENDORSEMENT	KUALA LUMPUR
12	21 <sup>ST</sup> MAY	COURTESY CALL ON YB DATUK MUKHRIZ TUN MAHATHIR, DEPUTY MINISTER OF INTERNATIONAL TRADE & INDUSTRY	COURTESY CALL IMM	DEPUTY MINISTER'S OFFICE
13	26 <sup>TH</sup> MAY	PAUL BRIDLE: LEADING THE FUTURE EMPLOYEE SEMINAR, ORGANIZED BY TAYLOR'S EDUCATION GROUP	SEMINAR ENDORSEMENT	KUALA LUMPUR
14	27 <sup>TH</sup> – 28 <sup>TH</sup> MAY	TRAINING ON COACHING AND MENTORING FOR ORGANIZATIONAL EFFECTIVENESS	SEMINAR IMM	THE LEGEND HOTEL, KUALA LUMPUR
15	29 <sup>TH</sup> MAY	MARKETING IN TURBULENT TIMES: DISCOVERING OPPORTUNITIES IN A RECESSION WITH CHAOTIC MANAGEMENT SYSTEM BY PHILIP KOTLER	SEMINAR ENDORSEMENT	KUALA LUMPUR
JUNE				
16	29 <sup>TH</sup> JUNE	ONE DAY SEMINAR WITH P. RUTH STEVENS ON "THE BEST INTERNET MARKETING TECHNIQUE TODAY"	SEMINAR IMM	THE LEGEND HOTEL, KUALA LUMPUR
JULY				
17	20 <sup>TH</sup> JULY	4 <sup>TH</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
18	20 <sup>TH</sup> – 21 <sup>ST</sup> JULY	SEARCH ENGINE MARKETING WORKSHOP, ORGANIZED BY PACIFIC CONFERENCE PTE LTD	SEMINAR ENDORSEMENT	SINGAPORE
19	23 <sup>TH</sup> -24 <sup>TH</sup> JULY	SEARCH ENGINE MARKETING WORKSHOP, ORGANIZED BY PACIFIC CONFERENCE PTE LTD	SEMINAR ENDORSEMENT	HONG KONG
20	24 <sup>TH</sup> - 26 <sup>TH</sup> JULY	KL INTERNATIONAL TRADE FORUM	FORUM	KUALA LUMPUR
21	27 <sup>TH</sup> – 28 <sup>TH</sup> JULY	MANAGING CUSTOMER FOR CUSTOMER PROFIT, ORGANIZED BY ICRM	ENDORSEMENT SEMINAR	KUALA LUMPUR







AUGUST				
22	14 <sup>TH</sup> AUGUST	CAREER DAY FOR MEDIA PRIMA GROUP	CAREER DAY	THE LEGEND HOTEL, KUALA LUMPUR
23	14 <sup>TH</sup> AUGUST	ONE DAY SEMINAR WITH DATIN PADUKA (DR) HAJJAH SHARIFAH MAZLINA SYED ABDUL KADIR ON “MANAGING CHANGE : BEYOND THE LIMIT FOR ORGANIZATIONAL EFFECTIVENESS AND PERSONAL SUCCESS”	SEMINAR IMM	THE LEGEND HOTEL, KUALA LUMPUR
OCTOBER				
24	13 <sup>TH</sup> – 14 <sup>TH</sup> OCTOBER	IMM EXHIBITION @ PSMB CONFERENCE 2009	CONFERENCE	SUNWAY CONVENTION CENTRE
25	25 <sup>TH</sup> OCTOBER	COURTESY CALL ON YB DATO’ SRI MUSTAPA MOHAMED, MINISTER OF INTERNATIONAL TRADE & INDUSTRY / PATRON OF IMM	COURTESY CALL	MINISTER’S OFFICE, KUALA LUMPUR
26	30 <sup>TH</sup> OCTOBER	ONE DAY SEMINAR WITH PRASANNA PERERA ON “THE SECRETS OF WINNING BRANDS”	SEMINAR ENDORSEMENT	THE LEGEND HOTEL, KUALA LUMPUR
NOVEMBER				
27	4 <sup>TH</sup> - 5 <sup>TH</sup> NOVEMBER	WORLD BRAND CONGRESS 2009	CONFERENCE	MUMBAI – INDIA
28	24 <sup>TH</sup> NOVEMBER	5 <sup>TH</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
DECEMBER				
29	5 <sup>TH</sup> DECEMBER	BOWLING TOURNAMENT 2009	BOWLING	1 UTAMA
30	29 <sup>TH</sup> DECEMBER	23 <sup>RD</sup> ANNUAL GENERAL MEETING	AGM	SINGGAHSANA HOTEL, PETALING JAYA
		FIRST COUNCIL MEETING – 23 <sup>RD</sup> COUNCIL	COUNCIL MEETING	SINGGAHSANA HOTEL, PETALING JAYA

## CALENDAR OF EVENTS 2010

NO	DATE	EVENT/ACTIVITIES	CATEGORY	VENUE
<b>JANUARY</b>				
1	18 <sup>TH</sup> JANUARY	CONNECTING WITH CUSTOMERS & EMPLOYEES THROUGH INNOVATION, CREATIVITY AND HUMOR BY SCOTT FRIEDMAN	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
2	21 <sup>ST</sup> – 22 <sup>ND</sup> JANUARY	CERTIFICATE IN ENTREPRENEURSHIP SKILLS BY SHANTI SUBRAMANIAM	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
3	26 <sup>TH</sup> – 27 <sup>TH</sup> JANUARY	PR & MEDIA 2010 CONGRESS	SEMINAR ENDORSEMENT	GRAND COPTHORNE WATERFRONT HOTEL, SINGAPORE
<b>FEBRUARY</b>				
4	10 <sup>TH</sup> FEBRUARY	6 <sup>TH</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
5	23 <sup>RD</sup> – 24 <sup>TH</sup> FEBRUARY	COACHING AND MENTORING FOR ORGANIZATIONAL EFFECTIVENESS BY KAPT. (RTD) M. SHANMUGAM	SEMINAR / IMM	SINGGAHSANA HOTEL, KUALA LUMPUR
<b>MARCH</b>				
6	6 <sup>TH</sup> MARCH	ASIA MARKETING FEDERATION BOARD OF MANAGEMENT MEETING	AMF / IMM MEETING/ CONFERENCE	BANGKOK, THAILAND
7	23 <sup>RD</sup> – 24 <sup>TH</sup> MARCH	COACHING AND MENTORING FOR ORGANIZATIONAL EFFECTIVENESS BY KAPT. (RTD) M. SHANMUGAM	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
8	25 <sup>TH</sup> MARCH	PSMB TRAINING PROGRAMME REVIEW	IMM / PSMB	PSMB OFFICE







APRIL				
9	6 <sup>TH</sup> – 7 <sup>TH</sup> APRIL	IMAGE BUILDING – CREATING IMPACT FOR BUSINESS SUCCESS	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
10	21 <sup>ST</sup> APRIL	THE SECRETARIES & ADMINISTRATIVE PROFESSIONALS SEMINAR & LUNCHEON	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
11	27 <sup>TH</sup> – 28 <sup>TH</sup> APRIL	MAXIMISE PROFIT INCREASE SALES : MARKETING NINJA	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
MAY				
12	6 <sup>TH</sup> MAY	HOW THE BEST WIN IN BUSINESS BY ROBIN SHARMA	SEMINAR ENDORSEMENT	THE ROYALE CHULAN HOTEL, KUALA LUMPUR
13	10 <sup>TH</sup> MAY	COURTESY CALL WITH YABHG. TUN DR. MAHATHIR BIN MOHAMAD (PERDANA LEADERSHIP FOUNDATION)	COURTESY CALL IMM	PERDANA LEADERSHIP FOUNDATION, PUTRAJAYA
14	10 <sup>TH</sup> – 11 <sup>TH</sup> MAY	STRATEGIC MARKETING AND BUSINESS PLANNING	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
15	17 <sup>TH</sup> MAY	COURTESY CALL WITH YBM. TENGKU TAN SRI RAZALEIGH HAMZAH (FOUNDER OF IMM)	COURTESY CALL IMM	JALAN LANGGAK GOLF KUALA LUMPUR
16	20 <sup>TH</sup> MAY	7 <sup>TH</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
17	24 <sup>TH</sup> – 25 <sup>TH</sup> MAY	SALES GREATNESS & CUSTOMER LOYALTY WITH ZIGLAR SALES SYSTEM; KRISH DHANAM	SEMINAR ENDORSEMENT	GRAND DORSETT, SUBANG JAYA
18	25 <sup>TH</sup> MAY	PSYCHOLOGICAL CAPITAL – SECRETS TO BOOST PRODUCTIVITY & WIN THE COMPETITION BY FRED LUTHANS	SEMINAR ENDORSEMENT	THE ROYALE CHULAN HOTEL, KUALA LUMPUR
19	30 <sup>TH</sup> MAY – 2 <sup>ND</sup> JUNE	THE FIRST ASIA MARKETING CONFERENCE AT BALI	AMF / IMM MEETING/ CONFERENCE	GRAND HYATT NUSA DUA, BALI

JUNE				
20	13 <sup>TH</sup> – 17 <sup>TH</sup> JUNE	SHIFTING PARADIGMS : FROM MAN MADE SOLUTIONS TO NATURE'S CREATED SYSTEMS	SEMINAR ENDORSEMENT	ROYAL MULU RESORT, SARAWAK
21	23 <sup>RD</sup> – 24 <sup>TH</sup> JUNE	MARKETING FOR NON MARKETING PROFESSIONALS BY RICHARD JACOB	SEMINAR ENDORSEMENT	PRINCE HOTEL & RESIDENCE, K. LUMPUR
22	29 <sup>TH</sup> JUNE	8 <sup>TH</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
JULY				
23	7 <sup>TH</sup> JULY	SCOTT MCKAIN – EXCLUSIVE TALK AND BOOK LAUNCH	EXCLUSIVE TALK / IMM	ISTANA HOTEL, KUALA LUMPUR
24	14 <sup>TH</sup> JULY	ENTREPRENEURIAL LEADERSHIP STRATEGIES BY DAVID WEE & RICHARD JACOB	SEMINAR ENDORSEMENT	SIME DARBY CONVENTION CENTRE
25	27 <sup>TH</sup> -28 <sup>TH</sup> JULY	TRAINING FOR BIOTECHCORP – MARKETING COMMUNICATION	SEMINAR / IMM	THE ROYALE CHULAN KUALA LUMPUR
26	27 <sup>TH</sup> -29 <sup>TH</sup> JULY	37 <sup>TH</sup> ARTDO INTERNATIONAL LEADERSHIP & HRD CONFERENCE	CONFERENCE / EVENT ENDORSEMENT	PALACE OF THE GOLDEN HORSES
AUGUST				
27	2 <sup>ND</sup> & 3 <sup>RD</sup> AUGUST	TRAINING FOR BIOTECHCORP – STRATEGIC MARKETING & BUSINESS PLANNING	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR
28	4 <sup>TH</sup> & 5 <sup>TH</sup> AUGUST	TRAINING FOR BIOTECHCORP – STRATEGIC BRAND MANAGEMENT	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR
29	9 <sup>TH</sup> AUGUST	9 <sup>TH</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE



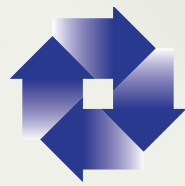




30	23 <sup>RD</sup> & 24 <sup>TH</sup> AUGUST	TRAINING FOR BIOTECHCORP – BRAND-WHAT IT MEANS TO YOU AND YOUR BUSINESS	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR
31	23 <sup>RD</sup> – 25 <sup>TH</sup> AUGUST	THE ASIA BUSINESS FORUM – CRM BUSINESS REVOLUTION 2010	SEMINAR ENDORSEMENT	GRAND COPTHORNE WATERFRONT HOTEL, SINGAPORE
32	25 <sup>TH</sup> AUGUST	TRAINING FOR BIOTECHCORP – BRANDING	SEMINAR / IMM	THE ROYALE CHULAN KUALA LUMPUR
33	25 <sup>TH</sup> & 26 <sup>TH</sup> AUGUST	TRAINING FOR BIOTECHCORP – HOW TO APPLY SUN TZU ON SALES STRATEGIES : TRANSFORM YOU TO BE THE TOP SALESPERSON	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR
34	26 <sup>TH</sup> AUGUST	TRAINING FOR BIOTECHCORP – ENTREPRENEURSHIP SKILLS FOR SUCCESSFUL BUSINESS DEVELOPMENT	SEMINAR / IMM	THE ROYALE CHULAN KUALA LUMPUR
<b>SEPTEMBER</b>				
35	27 <sup>TH</sup> – 28 <sup>TH</sup> SEPTEMBER	THE ASIA BUSINESS FORUM – YOUTH MARKETING ASIA 2010	SEMINAR ENDORSEMENT	AMARA HOTEL, SINGAPORE
36	27 <sup>TH</sup> & 28 <sup>TH</sup> SEPTEMBER	TRAINING FOR BIOTECHCORP – BUSINESS PRESENTATION SKILLS FOR SMIs/SMEs ENTREPRENEURS	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR
37	28 <sup>TH</sup> – 29 <sup>TH</sup> SEPTEMBER	THE ASIA BUSINESS FORUM – PR & COMMUNICATIONS MALAYSIA CONGRESS	SEMINAR ENDORSEMENT	CROWNE PLAZA MUTIARA KUALA LUMPUR
38	29 <sup>TH</sup> & 30 <sup>TH</sup> SEPTEMBER	TRAINING FOR BIOTECHCORP – CERTIFICATE IN OSH MANAGEMENT – ESSENTIALS OF SAFETY & HEALTH IN ANY INDUSTRY: SMALL, MEDIUM OR LARGE	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR

OCTOBER				
39	19 <sup>TH</sup> – 20 <sup>TH</sup> OCTOBER	PSMB 2010 CONFERENCE & EXHIBITION	EXHIBITION / IMM	SUNWAY PYRAMID CONVENTION CENTRE
40	20 <sup>TH</sup> & 21 <sup>ST</sup> OCTOBER	TRAINING FOR BIOTECHCORP – IMPACTFUL PACKAGING AND BRANDING FOR SMIs/SMEs PRODUCTS & SERVICES	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR
41	25 <sup>TH</sup> & 26 <sup>TH</sup> OCTOBER	TRAINING FOR BIOTECHCORP – ENHANCE YOUR PRODUCT THROUGH EFFECTIVE BRANDING: A BRANDING WORKSHOP DESIGNED FOR SMIs/ SMEs	SEMINAR / IMM	SHERATON IMPERIAL KUALA LUMPUR
NOVEMBER				
42	1 <sup>ST</sup> NOVEMBER	SCOTT MCKAIN – A BUSINESS TRANSFORMATION CONFERENCE	SEMINAR / IMM	HOTEL ISTANA, KUALA LUMPUR
43	11 <sup>TH</sup> NOVEMBER	4 <sup>TH</sup> KUALA LUMPUR INTERNATIONAL TRADE FORUM (KLITF)	FORUM / EVENT ENDORSEMENT	MATRADE EXHIBITION & CONVENTION CENTRE
44	22 <sup>ND</sup> – 24 <sup>TH</sup> NOVEMBER	WORLD BRAND CONGRESS 2010	COUNTRY PARTNER / IMM	MUMBAI
45	23 <sup>RD</sup> NOVEMBER	TALK BY EDGAR K. THEUSINGER ON OPERATIONAL EXCELLENT & CONTINUOUS IMPROVEMENT AND INTERIM MANAGEMENT	EVENT ENDORSEMENT	UniKL, MIIT CITY CAMPUS
46	29 <sup>TH</sup> NOVEMBER	TALK BY YABHG. TUN DR. MAHATHIR MOHAMED ON REVISITING VISION 2020	SEMINAR / IMM	NIKKO HOTEL, KUALA LUMPUR
DECEMBER				
47	16 <sup>TH</sup> DECEMBER	10 <sup>TH</sup> COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE





**INSTITUTE OF MARKETING MALAYSIA**

**Honorary Treasurer's Report**  
**2009 - 2010**



**INSTITUTE OF MARKETING MALAYSIA  
(IMM)**

**(Incorporated In Malaysia)**

**ACCOUNTS**

**31 DECEMBER 2008**

***Siva & Associates*** (AF 1197)

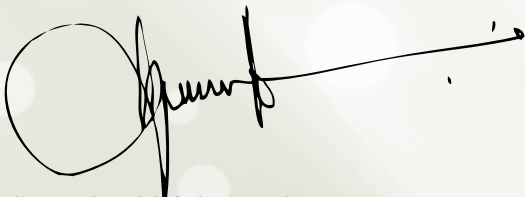
***Chartered Accountants***

50A, Jalan Datuk Sulaiman, Taman Tun Dr. Ismail, 60000 Kuala Lumpur.

Tel: 03-77296910 □ Fax: 03-77297039 □ e-mail: sivaassc@tm.net.my

**ACCOUNTANTS' REPORT TO THE MEMBERS OF  
INSTITUTE OF MARKETING MALAYSIA  
(Registered in Malaysia)**

We have prepared the financial statements set out on pages 1 to 6 of Institute of Marketing Malaysia, comprising of Balance Sheet as at 31<sup>st</sup> December, 2008 and the Income and Expenditure Statement and the Statement of Receipts and Payments for the year ended on the based on the accounting and other records of Institute of Marketing Malaysia and from information and explanations provided by them.



**SIVA & ASSOCIATES  
NO. AF 1197  
Chartered Accountants**

Kuala Lumpur

Dated : 4 DEC 2009



**SIVAKUMARU A/L V.KALIAPPAN  
Sole Practitioner  
NO.1957/06/11 (J)  
Chartered Accountant**

**Reports And Accounts For The Year  
Ended 31<sup>st</sup> December 2008**

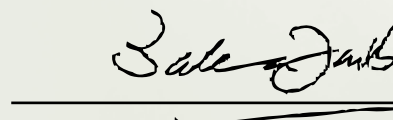
**INSTITUTE OF MARKETING MALAYSIA  
(Registered in Malaysia)**

**DECLARATION**

We, being the President and Honorary Treasurer of INSTITUTE OF MARKETING MALAYSIA, PRIMARILY RESPONSIBLE for the accounting records and financial management of Institute, do solemnly and sincerely declare that to the best of our knowledge and belief, the annexed Balance Sheet and Income and Expenditure Statement and Receipts and Payment Statement together with the notes to the accounts are correct for the year ended 31<sup>st</sup> December, 2008.



PRESIDENT



HONORARY TREASURER

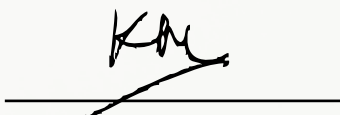
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**INSTITUTE OF MARKETING MALAYSIA  
(Registered in Malaysia)**

**REPORT OF THE INTERNAL AUDITORS**

We have examined the statement of receipts and payments, the income and expenditure account and the balance sheet of Institute of Marketing Malaysia for the year ended 31<sup>st</sup> December, 2008 together with such supporting books, documents and vouchers as we had requested.

In our opinion the statement of receipts and payments, the income and expenditure account and the balance sheet are properly drawn up so as to give a true and fair view of the state of affairs of the Institute as at 31<sup>st</sup> December, 2008 and of the results for the year then ended according to the best of the information and explanations given to us and shown by the books of the Institute.



PRESIDENT



HONORARY TREASURER



**INSTITUTE OF MARKETING MALAYSIA**  
(Registered in Malaysia)

**BALANCE SHEET AS AT 31ST DECEMBER, 2008**

	Note	2008 RM	2007 RM
<b>FIXED ASSETS</b>	<b>2</b>	117,885	127,391
<b>CURRENT ASSETS</b>			
Training debtors		-	39,000
Other debtors, deposits and prepayments		10,011	26,111
Fixed deposit		25,000	25,000
Cash and bank balances		23,641	347,012
		58,652	437,123
<b>CURRENT LIABILITIES</b>			
Other creditors & accruals		146,406	372,600
<b>Net Current ( Liabilities )/ Assets</b>		(87,754)	64,523
		30,131	191,914
<i>Represented by :</i>			
<b>ACCUMULATED FUND</b>			
Balance - 1st. January		191,914	118,355
(Deficit) / Surplus of income over expenditure		(161,783)	73,559
Accumulated surplus - 31st. December		30,131	191,914

**INSTITUTE OF MARKETING MALAYSIA**  
(Registered in Malaysia)

**INCOME AND EXPENDITURE ACCOUNT**  
**FOR THE YEAR ENDED 31ST. DECEMBER, 2008**

	<b>2008 RM</b>	<b>2007 RM</b>
<b>INCOME</b>		
Advertisement	-	10,500
Annual subscription / entrance fees	130,705	121,230
Bowling tournament	6,420	4,940
Market Talk	-	76,020
Other Income	64,696	4,050
Rental income	12,500	4,500
Seminar and training	199,856	13,820
Sponsorship	-	3,200
Surplus from Philip Kotler's seminar	-	325,153
	<hr/> 414,177	<hr/> 563,413
Other Income - Gain on foreign exchange	-	27
Total Income	<hr/> 414,177	<hr/> 563,440
<b>EXPENDITURE</b>		
Accommodation	12,157	299
Accountancy fees	12,840	10,100
Advertisements and promotions	125	48,060
Agent fees	-	8,100
Bank charges	329	1,293
Bowling tournament	4,141	4,565
Brochures, booklets and banners	-	14,705
Commission	5,772	45,000
Depreciation	16,514	15,633
Design, artwork and visual	-	11,100
Electricity and water	5,165	4,663
Entertainment	19,084	2,111
EPF and Socso	6,467	4,145
Festival celebration	-	3,900
Gifts and donations	2,974	3,380
Insurance, quit rent and assessment	288	648
Legal fees	-	1,000
Market Talk expenses	-	14,316
Balance c/f	<hr/> 85,856	<hr/> 193,018

**INSTITUTE OF MARKETING MALAYSIA**  
(Registered in Malaysia)

**INCOME AND EXPENDITURE ACCOUNT**  
**FOR THE YEAR ENDED 31ST. DECEMBER, 2008**

	<b>2008</b>	<b>2007</b>
	<b>RM</b>	<b>RM</b>
Balance b/f	85,856	193,018
Medical fees	150	198
Newsletter - 'Marketer' expenses	19,970	21,310
Newspapers and periodicals	8,876	9,513
Over provision in prior years	(30,244)	-
Penalties	500	-
Photography fees for seminar	3,080	-
Postage and despatch	15,498	3,990
Printing and stationery	7,559	48,879
Registration fees	2,200	3,875
Rental of premises	24,000	23,750
Retainer fees	-	17,000
Salaries, allowances and casual wages	83,936	91,181
Secretarial expenses	95	5,784
Seminar and training	4,300	2,700
Seminar and training expenses	285,749	17,303
Service Tax	1,425	-
Staff amenities	-	3,683
Subscription - books for corporate members	32,600	18,000
Telephone and internet	6,018	8,427
Transport and travelling	13,462	4,830
Upkeep of computer	-	4,239
Upkeep of office	6,880	6,210
Upkeep of office equipment	3,680	2,821
Webpage expenses	370	3,170
Total expenditure	<u>575,960</u>	<u>489,881</u>
Surplus / (Deficit) of income over expenditure	(161,783)	73,559
Accumulated surplus brought forward	191,914	118,355
Accumulated surplus carried forward	<u><u>30,131</u></u>	<u><u>191,914</u></u>



**INSTITUTE OF MARKETING MALAYSIA**  
(Registered in Malaysia)

**RECEIPTS & PAYMENTS ACCOUNT**  
**FOR THE YEAR ENDED 31ST. DECEMBER, 2008**

	<b>2008</b>	<b>2007</b>
	<b>RM</b>	<b>RM</b>
Balance - 1st January	347,012	12,871
<b>ADD : RECEIPTS</b>		
Advance from President	-	10,000
Advertisement	-	10,500
Annual subscription / entrance fees	130,705	121,230
Bowling tournament	6,420	4,940
Deposit for disposal of building received	-	5,000
Gain on foreign exchange	-	27
Market Talk	-	76,020
Other Income	64,696	27,150
Receipts from Philip Kotler's seminar	-	1,113,005
Rental income	12,500	4,500
Seminar and training	199,856	13,820
Sponsorship	-	3,200
	<hr/> 414,177	<hr/> 1,389,392
Total Income	<hr/> 761,189	<hr/> 1,402,263
<b>LESS : PAYMENTS</b>		
Accommodation	11,553	299
Accountancy fees	3,800	-
Advance for Christopher seminar	-	8,100
Advance for MATRADE training	-	8,000
Advertisements and promotions	24,881	2,060
Agent fees	-	8,100
Bank charges	329	1,293
Bowling tournament	4,141	4,565
Brochures, booklets and banners	-	14,705
Commission	5,772	-
Deposit paid	-	-
Design, artwork and visual	-	11,100
Electricity and water	5,165	4,663
Entertainment	19,084	2,111
EPF and Socso	6,467	4,145
Festival celebration	-	3,900
Gifts and donations	2,974	3,380
Insurance, quit rent and assessment	144	648
Legal fees	-	1,000
	<hr/> 84,310	<hr/> 78,069
Balance c/f		

**INSTITUTE OF MARKETING MALAYSIA**  
(Registered in Malaysia)

**RECEIPTS & PAYMENTS ACCOUNT**  
**FOR THE YEAR ENDED 31ST. DECEMBER, 2008**

	2008 RM	2007 RM
Balance b/f	84,310	78,069
Market Talk expenses	-	14,316
Medical fees	150	198
Newsletter - 'Marketer' expenses	19,970	21,310
Newspapers and periodicals	8,876	9,513
Penalties	500	55
Photography Fees for Seminar	3,080	-
Payment of Philip Kotler's seminar	-	596,451
Placement of fixed deposits	-	25,000
Postage and despatch	15,498	3,990
Printing and stationery	7,559	48,879
Purchase of fixed assets	7,008	44,452
Registration fees	2,200	3,875
Rental of premises	24,000	24,750
Retainer fees	-	17,000
Salaries, allowances and casual wages	69,052	67,181
Secretarial expenses	95	5,784
Seminar & training	4,300	-
Seminar and training expenses	277,549	20,003
Seminar and training expenses - 2007	150,000	-
Service tax	1,425	-
Staff amenities	-	3,683
Subscription - books for corporate members	32,600	18,000
Telephone and internet	6,018	8,427
Transport and travelling	12,428	4,830
Upkeep of computer	-	4,239
Upkeep of office	6,880	6,210
Upkeep of office equipment	3,680	2,821
Webpage expenses	370	3,170
	<u>737,548</u>	<u>1,032,206</u>
Balance - 31st. December	<u>23,641</u>	<u>370,057</u>
Represented by :		
- RHB	5,771	955
- Al-Rajhi Bank	14,866	342,673
- Petty cash	3,004	3,384
	<u>23,641</u>	<u>347,012</u>

**INSTITUTE OF MARKETING MALAYSIA**  
(Registered in Malaysia)

**NOTES TO THE ACCOUNTS : 31ST. DECEMBER, 2008**

**1. SIGNIFICANT ACCOUNTING POLICIES**

**1.1 ACCOUNTING CONVENTION**

The accounts have been prepared under the historical cost convention.

**1.2 FIXED ASSETS AND DEPRECIATION**

Fixed assets are depreciated on a straight line basis over the expected useful lives of the assets concerned.

The principal annual rates of depreciation used are :

Furniture & fittings	10%
Office equipment	10%
Computer	20%
Building	2%
Renovation	20%

**2. FIXED ASSETS**

<b><u>2008</u></b>	<b><u>Cost</u></b> <b>RM</b>	<b><u>Accumulated</u></b> <b><u>Depreciation</u></b> <b>RM</b>	<b><u>Net Book</u></b> <b><u>Value</u></b> <b>RM</b>	<b><u>Current</u></b> <b><u>depreciation</u></b> <b>RM</b>
Furniture & fittings	7,661	4,830	2,831	433
Office equipment	10,499	5,213	5,286	757
Computer	25,455	12,019	13,436	4,292
Building	92,500	12,950	79,550	1,850
Renovation	45,908	29,126	16,782	9,182
	<u>182,023</u>	<u>64,138</u>	<u>117,885</u>	<u>16,514</u>

<b><u>2007</u></b>	<b><u>Cost</u></b> <b>RM</b>	<b><u>Accumulated</u></b> <b><u>Depreciation</u></b> <b>RM</b>	<b><u>Net Book</u></b> <b><u>Value</u></b> <b>RM</b>	<b><u>Current</u></b> <b><u>depreciation</u></b> <b>RM</b>
Furniture & fittings	7,661	4,397	3,264	717
Office equipment	9,539	4,456	5,083	802
Computer	19,407	7,727	11,680	3,082
Building	92,500	11,100	81,400	1,850
Renovation	45,908	19,944	25,964	9,182
	<u>175,015</u>	<u>47,624</u>	<u>127,391</u>	<u>15,633</u>



**INSTITUTE OF MARKETING MALAYSIA  
(IMM)**

**(Incorporated In Malaysia)**

**ACCOUNTS**

**31 DECEMBER 2009**

**INSTITUTE OF MARKETING MALAYSIA**  
(Registered in Malaysia)

**STATUTORY DECLARATION**

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Dr. Zakaria Bin Taib, being the Chairman, Honorary Secretary and Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the accompanying balance sheet as at 31 December 2009 and related statements of income and expenditure and statements of receipts and payments to the best of our knowledge and belief, correct, and We make this solemn declaration conscientiously believing the same to be true, and by virtue of the provisions of the Statutory Declaration Act, 1960.



DATO' SHARIFAH BINTI MOHD ISMAIL  
(NRIC:511110-07-5260)  
CHAIRMAN



HASLINA BINTI AZLAN  
(NRIC:651026-08-6092)  
HONORARY SECRETARY



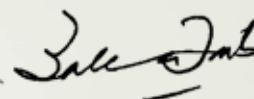
Subscribed and solemnly declared  
by the above named in Kuala Lumpur )  
on Subang Jaya,  
Selangor.

Before me,

Commissioner for Oaths



No: 49-1, Jalan USJ 10/1F,  
47620 UEP, Subang Jaya,  
Selangor Darul Ehsan.



DR. ZAKARIA BIN TAIB  
(NRIC: 541203-06-5181)  
HONORARY TREASURER

## **REPORT OF THE AUDITORS TO THE MEMBERS OF**

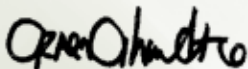
### **INSTITUTE OF MARKETING MALAYSIA (Incorporated in Malaysia)**

#### **Report on Other Legal and Regulatory Requirements**

In accordance with the requirements of the Society's Act 1979 in Malaysia, we also report that in our opinion the accounting and other records and the registers required by the act to be kept by the Institution have been properly kept in accordance with the provisions of the Act.

#### **Other Matters**

This report is made solely to the members of the Institution, as a body, and for no other purposes. We do not assume responsibility to any other person for the content of this report.



**AZMAN AHMAD & CO**  
AF NO.: 1117  
Chartered Accountants (Malaysia)



**NORAZMAN BIN AHMAD**  
NO. 1761/12/11(J)  
Partner of the Firm

Shah Alam.  
Date:



INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

BALANCE SHEET AS AT 31 DECEMBER 2009

	Note	2009 RM	2008 RM
PROPERTY AND EQUIPMENT	3	127,612	117,885
CURRENT ASSETS			
Other receivables and deposits	4	10,011	10,011
Cash and cash equivalents	5	46,977	48,641
		<u>56,988</u>	<u>58,652</u>
CURRENT LIABILITIES			
Other payables and accruals	6	149,706	146,406
NET CURRENT LIABILITIES		(92,718)	(87,754)
		<u>34,894</u>	<u>30,131</u>
ACCUMULATED FUND			
Balance as at 1 January		30,131	191,914
Surplus / (Defisit) for the year		4,763	(161,783)
Balance as at 31 December		<u>34,894</u>	<u>30,131</u>

INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

INCOME AND EXPENDITURE STATEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2009

	2009 RM	2008 RM
<b>INCOME</b>		
Advertisement	33,500	-
Annual subscription / entrance fee	-	130,705
Associate membership	420	-
Bowling tournament	3,920	6,420
Corporate member renewal	5,000	-
Education and training	127,288	-
Endorsement	2,000	-
Late fee collected	1,880	-
New ordinary membership	1,750	-
New student membership	1,250	-
Ordinary member renewal	525	-
Other income	96,320	64,696
Public lecture	1,000	-
Rental income	-	12,500
Seminar	392,633	199,856
Sponsorship	2,107	-
<b>TOTAL INCOME</b>	<b>669,593</b>	<b>414,177</b>
<b>EXPENDITURE</b>		
Accommodation	879	12,157
Accounting fee	1,000	12,840
Advertisements and promotion	-	125
Annual subscription fee	500	-
Auditors' remuneration	2,300	-
Bank charges	107	329
Bowling tournament	5,127	4,141
Certificate renewal	1,500	-
Commission	5,760	5,772
Depreciation	14,390	16,514
Editorial fee	1,288	-
Editorial MARKETEEER	1,500	-
Electricity and water	4,291	5,165
Entertainment	-	19,084
EPF and Socso	2,250	6,467
Gifts and donation	2,160	2,974
IMM domain	80	-
Manpower supplies	9,124	-
Marketing fee	17,658	-
Meals and refreshment	1,559	-
<b>Balance carried forward to the next page</b>	<b>71,473</b>	<b>85,568</b>

INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

INCOME AND EXPENDITURE STATEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2009

	2009 RM	2008 RM
Balance carried forward from previous page	71,473	85,568
Medical fee	298	150
Membership fee	4,966	-
Newsletter - 'Marketer' expenses	-	19,970
Newspapers and periodicals	2,187	8,876
Office cleaning	2,400	-
Overprovision in prior years	-	(30,244)
Penalties	-	500
Petrol, toll and parking	1,147	-
Photography fee	4,703	3,080
Postage and despatch	4,036	15,498
Printing and stationery	16,358	7,559
Professional fee	3,500	-
Property maintenance charges	4,298	-
Publication fee	25,966	
Quit rent and assessment	294	288
Registration fee	-	2,200
Rental of premises	24,750	24,000
Room seminar expenses	5,920	-
Salaries, allowances and casual wages	106,918	83,936
Secretarial expenses	-	95
Seminar and training expenses	303,297	290,049
Service tax	-	1,425
Speaker's fee	26,048	-
Subscription - IMM corporate member	17,500	32,600
Telephone and internet	3,441	6,018
Trainer fee	26,489	-
Transport and travelling	3,790	13,462
Upkeep of computer	3,507	-
Upkeep of office	1,544	6,880
Upkeep of office equipment	-	3,680
Webpage expenses	-	370
<b>TOTAL EXPENDITURE</b>	<b>664,830</b>	<b>575,960</b>
<b>SURPLUS / (DEFICIT) OF INCOME OVER EXPENDITURE</b>	<b>4,763</b>	<b>(161,783)</b>
<b>ACCUMULATED SURPLUS BROUGHT FORWARD</b>	<b>30,131</b>	<b>191,914</b>
<b>ACCUMULATED SURPLUS CARRIED FORWARD</b>	<b>34,894</b>	<b>30,131</b>



INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

RECEIPTS AND PAYMENT STATEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2009

	2009 RM	2008 RM
<b>ADD : RECEIPTS</b>		
Advertisement	33,500	-
Annual subscription / entrance fee	-	130,705
Associate membership	420	-
Bowling tournament	3,920	6,420
Corporate member renewel	5,000	-
Education and training	127,288	-
Endorsement	2,000	-
Late fee collected	1,880	-
New ordinary membership	1,750	-
New student membership	1,250	-
Ordinary member renewel	525	-
Other income	96,320	64,696
Public lecture	1,000	-
Rental income	-	12,500
Seminar	392,633	199,856
Sponsorship	2,107	-
	<u>669,593</u>	<u>414,177</u>
<b>LESS : EXPENDITURE</b>		
Accomodation	879	11,553
Accounting fee	-	3,800
Advertisements and promotion	-	24,881
Annual subscription fee	500	-
Bank charges	107	329
Bowling tournament	5,127	4,141
Certificate renewel	1,500	-
Commission	5,760	5,772
Editorial fee	1,288	-
Editorial MARKETEER	1,500	-
Electricity and water	4,291	5,165
Entertainment	-	19,084
EPF and Socso	2,250	6,467
Gifts and donation	2,160	2,974
IMM domain	80	-
Manpower supplies	9,124	-
Marketing fee	17,658	-
Meals and refreshment	1,559	-
Medical fee	298	150
Membership fee	4,966	-
	<u>59,047</u>	<u>84,316</u>
Balance carried forward to the next page	59,047	84,316

INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

RECEIPTS AND PAYMENT STATEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2009

	2009 RM	2008 RM
LESS : EXPENDITURE		
Balance carried forward from previous page	59,047	84,316
Newsletter - 'Marketer' expenses	-	19,970
Newspapers and periodicals	2,187	8,876
Office cleaning	2,400	-
Penalties	-	500
Petrol, toll and parking	1,147	-
Photography fee	4,703	3,080
Postage and despatch	4,036	15,498
Printing and stationery	16,358	7,559
Professional fee	3,500	-
Property maintenance charges	4,298	-
Publication fee	25,966	-
Purchase of property, plant and equipment	24,117	7,008
Quit rent and assessment	294	144
Registration fee	-	2,200
Rental of premises	24,750	24,000
Room seminar expenses	5,920	-
Salaries, allowances and casual wages	106,918	69,052
Secretarial expenses	-	95
Seminar and training expenses	303,297	431,849
Service tax	-	1,425
Speaker's fee	26,048	-
Subscription - IMM Corporate Member	17,500	32,600
Telephone and internet	3,441	6,018
Trainer fee	26,489	-
Transport and travelling	3,790	12,428
Upkeep of computer	3,507	-
Upkeep of office	1,544	6,880
Upkeep of office equipment	-	3,680
Webpage expenses	-	370
	<u>671,257</u>	<u>737,548</u>
DEFICIT OF INCOME OVER EXPENDITURE	(1,664)	(323,371)
CASH AND BANK BALANCES AT BEGINNING OF YEAR	<u>48,641</u>	<u>372,012</u>
CASH AND BANK BALANCES AT END OF YEAR	<u>46,977</u>	<u>48,641</u>
REPRESENTED BY :		
CASH AND CASH EQUIVALENTS		
Fixed deposits	25,000	25,000
Cash in hand	222	20,637
Cash at bank	<u>21,755</u>	<u>3,004</u>
	<u>46,977</u>	<u>48,641</u>

INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

NOTES TO THE FINANCIAL STATEMENTS  
For the Year Ended 31 December 2009

1. PRINCIPAL ACTIVITY

The Institute is principally engaged in training and education, publication, social networking, study, facilities visit and other marketing activities.

2. SIGNIFICANT ACCOUNTING POLICIES

a) Basis of accounting

The financial statements are prepared under the historical cost convention in accordance with the applicable approved accounting standards in Malaysia.

b) Property and equipment

Property and equipment are stated at cost less accumulated depreciation and accumulated impairment losses.

*Depreciation*

The straight line method is used to write off the cost of the following assets over the term their estimated useful lives at the following principal annual rates:

Building	2%
Computers and peripherals	20%
Furniture and fittings	10%
Office equipment	10%
Renovation	20%

c) Cash and cash equivalents

Cash comprise of bank balances with licensed financial institution. Cash equivalents are short-term demand deposits, highly liquid investments that are readily convertible to known amounts of cash, net of short-term bank borrowings that are repayable on demand.

INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

NOTES TO THE FINANCIAL STATEMENTS  
For the Year Ended 31 December 2009

3. PROPERTY AND EQUIPMENT

	<-----Cost----->				
	At	Addition	At	Net Book Value At 31.12.2009	Net Book Value At 31.12.2008
	1.1.2009		31.12.2009		
	RM	RM	RM	RM	RM
Building	92,500	-	92,500	77,700	79,550
Computer and peripherals	25,455	3,000	28,455	10,945	13,436
Furniture and fittings	7,661	-	7,661	2,065	2,831
Office equipment	10,499	5,487	15,986	9,506	5,286
Renovation	45,908	15,630	61,538	27,396	16,782
	<u>182,023</u>	<u>24,117</u>	<u>206,140</u>	<u>127,612</u>	<u>117,885</u>

	<-----Accumulated Depreciation----->				
	At	Charge for	At	Net Book Value At 31.12.2009	Net Book Value At 31.12.2008
	1.1.2009	the year	31.12.2009		
	RM	RM	RM	RM	RM
Building	12,950	1,850	14,800	77,700	79,550
Computer and peripherals	12,019	5,491	17,510	10,945	13,436
Furniture and fittings	4,830	766	5,596	2,065	2,831
Office equipment	5,213	1,267	6,480	9,506	5,286
Renovation	29,126	5,016	34,142	27,396	16,782
	<u>2,509</u>	<u>14,390</u>	<u>5,247</u>	<u>127,612</u>	<u>117,885</u>

4. OTHER RECEIVABLES AND DEPOSITS

	RM 2009	RM 2008
Other receivables and deposits	<u>10,011</u>	<u>10,011</u>
Included in other receivables and deposits are:		
Other receivables	8,511	8,511
Deposits	<u>1,500</u>	<u>1,500</u>
	<u>10,011</u>	<u>10,011</u>



INSTITUTE OF MARKETING MALAYSIA  
(Incorporated in Malaysia)

NOTES TO THE FINANCIAL STATEMENTS  
For the Year Ended 31 December 2009

5. CASH AND CASH EQUIVALENTS

	2009 RM	2008 RM
Deposits are placed with:		
Licensed bank	25,000	25,000
Cash in hand	222	3,004
Cash at bank	21,755	20,637
	<u>46,977</u>	<u>48,641</u>

6. OTHER PAYABLES AND ACCRUAL

	RM 2009	RM 2008
Other payables and accruals	<u>10,011</u>	<u>146,406</u>
Included in other payables and accrual are:		
Other payables	143,806	143,806
Accrual	5,900	2,600
	<u>149,706</u>	<u>146,406</u>

7. SUPLUS / (DEFISIT) BEFORE TAXATION

Surplus / (deficit) before taxation is stated after charging:-

	2009 RM	2008 RM
Auditors' remuneration	2,300	2,600
Depreciation	14,390	16,514
Rental of premises	<u>24,750</u>	<u>24,000</u>

8. COMPARATIVES FIGURES

Certain comparative figures have been reclassified to conform with current years' presentation

## OUR CORPORATE MEMBERS



## OUR CORPORATE MEMBERS



## Presiden IMM terima Anugerah Kepimpinan Jenama

KONGRES Jenama Dunia 2009 mengiktiraf Presiden Institut Pemasaran Malaysia (IMM), Datuk Sharifah Mohd. Ismail menerusi Anugerah Kepimpinan Jenama, baru-baru ini.

Anugerah itu sebagai penghargaan terhadap usaha beliau memartabatkan jenama IMM sebagai satu-satunya badan profesional bukan berteraskan keuntungan bagi golongan profesional dan pengamal dalam sektor jualan dan pemasaran serta industri.

Sharifah berkata, usaha IMM menyatukan guru pemasaran dan penceramah bertaraf dunia demi kebaikan golongan profesional dan ahli pemasaran Malaysia.

"Ia juga turut menyediakan asas meluas dan berterusan bagi golongan profesional agar dapat bertukar pengetahuan dan informasi yang praktikal dalam menghadapi cabaran global," katanya.

Kongres Jenama Dunia 2009 menawarkan anugerah bagi 15 kategori termasuk Anugerah Khas Juri dan Anugerah Khas Juri.

World Brand Congress 2009 yang diadakan di

Mumbai baru-baru ini (4 November 2009) telah menganugerahkan Sharifah 'Brand Leadership' yang menjadikan beliau sebagai wanita profesional pertama Malaysia menerima anugerah antarabangsa tersebut.

Anugerah tersebut diwujudkan sebagai penghargaan terhadap usaha-usaha beliau memartabatkan jenama IMM sebagai satu-satunya badan profesional bukan berteraskan keuntungan bagi golongan profesional dan pengamal dalam sektor jualan dan pemasaran dan industri.

"Usaha institut dalam menyatukan guru-guru pemasaran dan penceramah bertaraf dunia demi kebaikan golongan profesional dan ahli-ahli pemasaran Malaysia telah mendapat pengiktirafan dan penghargaan dari gabungan pemasaran di rantau ini.

Sementara itu, World Brand Congress untuk kecemerlangan sumbangan terhadap pemasaran sosial telah diberikan kepada, Presiden Asia Selatan, Tata Tea Group dan Pengarah Eksekutif Tata Tea Ltd, Sangoeta Tahwar.

## Wanita Malaysia raih anugerah kepimpinan

KUALA LUMPUR 16 Nov. – Kongres Jenama Dunia 2009 telah memberikan Anugerah Kepimpinan Jenama kepada Presiden Institut Pemasaran Malaysia (IMM), Datuk Sharifah Mohd. Ismail (gambar) di Mumbai baru-baru ini.



Penganugerahan itu menjadikannya wanita profesional pertama dari Malaysia untuk merangkul anugerah antarabangsa berkenaan.

Anugerah itu diwujudkan sebagai menghargai usaha-usaha beliau memartabatkan jenama IMM sebagai satu-satunya

badan profesional bukan berteraskan keuntungan dan pengamal dalam sektor jualan dan pemasaran dan industri.

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"Ia juga turut menyediakan asas yang meluas dan berterusan bagi golongan profesional kita agar dapat bertukar pengetahuan dan informasi yang praktikal dalam menghadapi cabaran global," kata beliau dalam satu kenyataannya di sini hari ini.

Kongres Anugerah Dunia menawarkan anugerah dalam 15 kategori termasuk Anugerah Khas Juri dan Anugerah Pencapaian Terbaik Jenama tahun ini.



ARKIB : 17/11/2009

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Sharifah berkata, usaha institut menyatukan guru-guru pemasaran dan penceramah bertaraf dunia demi kebaikan golongan profesional dan ahli-ahli pemasaran Malaysia telah mendapat pengiktirafan dan penghargaan dari gabungan pemasaran di rantau ini. "Ia juga turut menyediakan asas yang meluas dan berterusan bagi golongan profesional kita agar dapat bertukar pengetahuan dan informasi yang praktikal dalam menghadapi cabaran global," kata beliau dalam satu kenyataannya di sini hari ini.

Kongres Anugerah Dunia menawarkan anugerah dalam 15 kategori termasuk Anugerah Khas Juri dan Anugerah Pencapaian Terbaik Jenama tahun ini.

MUKA 6 • UTUSAN MALAYSIA

SELASA 16 NOVEMBER 2009

## Dalam Negeri

Membolehkan Wawasan 2020 dicapai pada waktu yang ditetapkan

# Ubah dasar urus kewangan negara



DR. MAHATHIR Mohamad merendahkan poster selepas menyampaikan ucapan pada acara Revisting Vision 2020 semalam di Kuala Lumpur, semalam.

Oleh WANIDA IDRIS pengarang@utusan.com.my

KUALA LUMPUR 29 Nov. – Bekas Perdana Menteri, Tan Dr. Mahathir Mohamad berkata, kerajaan perlu mengubah strategi dan polisi pengurusan kewangan sekiranya mahu Wawasan 2020 dicapai pada waktu yang ditetapkan.

Selain pengukuhan kembali ringgit berbanding dolar Amerika Syarikat, beliau berkata, kerajaan perlu menggerakkan rizab antarabangsa negara yang berjumlah lebih AS\$300 bilion yang boleh menampung lapan bilion import tertunggak.

Menurutnya, negara boleh menggunakan sebarang daripada rizab berkenaan memandangkan negara hanya memerlukan rizab bagi tiga atau empat bulan import tertunggak.

"Mengapa tidak kita gunakan wang ini untuk membantu kerajaan?" katanya pada acara Revisting Vision 2020 anjuran Institut Pemasaran Malaysia (IMM) di sini hari ini.

Tarut hadir ialah Presiden IMM, Datuk Sharifah Mohd. Ismail.

Dr. Mahathir berkata, ketika krisis ekonomi Asia pada 1997, rizab antarabangsa negara hanya berjumlah AS\$17 bilion dan membolehkan kepada AS\$50 bilion semasa peninjauan.

Pada 15 November lepas, Ismail Nagara Malaysia (BNM) mengumumkan rizab antarabangsa negara berjumlah RM228.455 bilion (AS\$68.8 bilion) dan jawat rizab tersebut membolehkan untuk membina 8.8 bilion import tertunggak dan 4.5 kali hutang luar negeri jangka pendek.

Beliau juga berkata, salah tiga masalah kerajaan memberi tanggapan kepada pelaksanaan langkapan domestik (DCL) berbanding pelaksanaan langkapan asing (FCL) jika mahu melihat matlamat Wawasan 2020 tercapai.

Melalui insentif dan sokongan kerajaan, beliau yakin industri akan berkembang dengan lebih pesat serta mampu menyumbangkan kepada pertumbuhan Keluaran Dalam Negara Kuar (KDNK) dan pendapatan per kapita negara.

Dengan keuntungan yang kekal di dalam negara, katanya, pertumbuhan tujuh peratus dalam KDNK yang diumumkan akan dapat diganti dan seterusnya menjayakan Wawasan 2020.

Jakarnya lagi, negara patut mencanai negara membangun seperti Jepun dan Korea yang mampu menjah penguasaan utama dunia dengan mengguna pakai teknologi luar untuk menghasilkan produk sendiri bagi pasaran dunia.

"Kita mempunyai kapiti dan keupayaan dan kita mempunyai masa yang cukup dalam 10 tahun ini untuk mencapai Wawasan 2020," katanya.

Sementara itu, Dr. Mahathir mengulangi pendirian terhadap perbincangan muktamad Wawasan 2020 yang dianggap tidak perlu buat masa ini.

Ia, katanya, lebih bertaraf di Lembah Klang hanya akan menyebarkan krisis kewangan dalam pencapaian piutaman dan lebih penawaran.





**Future forward:** Dr M showing off a poster he signed after delivering a lecture titled 'Revisiting Vision 2020' in Kuala Lumpur yesterday.

## We don't need Warisan Merdeka yet, says Dr M

**KUALA LUMPUR:** Malaysia has no need for the 100-storey Warisan Merdeka as yet, says former Prime Minister Tun Dr Mahathir Mohamad.

"I see signs everywhere saying 'for sale' or 'for rent' in quite a number of places," he said. "This means we have a surplus of office space," he added when addressing a full house lecture titled 'Revisiting Vision 2020' yesterday.

"I must admit I am biased. And I would like to retain it (the Petronas Twin Tower) as the tallest building in Malaysia," he said in reference to the landmark which was built when he was in office.

"We should build it (Warisan Merdeka) a

little later," said Mahathir. "Maybe when I'm not around," he added in jest.

He also said Malaysia could reach a property glut from overzealous development and cautioned against following in the footsteps of Dubai, Hong Kong and Japan, which suffered from a credit crisis due to overbuilding.

He said construction should be thought out properly because most buyers now were speculators, hoping to make a profit from rising property prices.

"There will come a stage when they cannot sell or pay back the bank. I'm not sure whether we are going to reach that level yet or not, but maybe we are quite near there."

## Mega tower could worsen property glut: Dr M

BY ALYAA ALHADJRI  
newsdesk@bernama.com

**KUALA LUMPUR:** Former prime minister Tun Dr Mahathir Mohamad said yesterday the proposed 100-storey Warisan Merdeka tower should be put on hold as the country is currently facing a surplus of commercial spaces.

"Nowadays, I see a lot of 'for sale' and 'for rent' signs when I walk around. That means we already have a lot of buildings," he said.

During his tenure, Mahathir had initiated the development of Petronas Twin Towers, and successfully branded it as a national icon.

"I must admit that I am biased. I would like the Petronas Twin Towers to retain its status as the highest building in Malaysia.

"We can build the 100-storey tower, but maybe a little bit later... when I am no longer around," he quipped after presenting a talk entitled 'Revisiting Vision 2020' organised by Institute of Marketing Malaysia.

In his speech, Mahathir expressed confidence that Malaysia will be able to achieve its goal of becoming a developed nation by 2020.

However, he noted that several key changes need to be put in place for the vision to succeed.

On strategies to achieve the status of a high-income nation, he said the country needs to shift focus from attracting foreign direct investments to implementing policies that will boost domestic trade.

"Many local companies now have the resources and capacity to grow. They just need a little boost from the government," he said.

He said local companies need to ensure their products are of top-notch quality in order to successfully compete with foreign imports.

To overcome financial constraints, he said that Malaysia's high international reserves can be mobilised.

"Our reserves today are too high. We have over US\$300 billion as reserves, which can sustain eight

months of retained imports," he said.

According to Bank Negara's official website, as of Nov 15, Malaysia's international reserves amount to RM326.5 billion (equivalent to US\$405.6 billion).

"Out of the US\$400 billion, you can actually mobilise US\$450 billion, which will help the government. It has been saying it does not have the money to do this and that, no money to subsidise. So, why not use this money," said Mahathir.

He also cautioned that striving towards a high-income nation will translate into a higher living cost for the people, so the government should closely monitor the increase in prices of everyday goods.

"A 10% increase in wages will mean nothing if prices of goods also increased at the same rate," he said.

Mahathir, who first mooted the Vision 2020 concept in 1991, stressed that Malaysia should strive to be a developed nation, but according to "its own mould".

## Tak perlu menara 100 tingkat

Hanya akan meningkatkan lambakan hartanah, ruang pejabat: Dr Mahathir

BERKUALA LUMPUR: DUTY NAKKAN

**KUALA LUMPUR:** Chalangan memulakan pembangunan Warisan Merdeka setinggi 100 tingkat hanya akan meningkatkan lambakan hartanah dan ruang pejabat seperti yang sedang berlaku di London, kata bekas perdana menteri.

Bekas Perdana Menteri, Tun Dr Mahathir Mohamad berkata, ketika Malaysia sedang berusaha mencapai visi 2020, adalah lebih baik menunda pembangunan menara itu untuk masa yang akan datang.

"Kini, kita sudah ada banyak kemudahan dan ruang pejabat. Ia berlebihan. Kita patut kira berapa bilangan bilik pejabat Petronas. Kalau bilangan pejabat yang terdapat di Malaysia. Kita tak perlukan menara itu yang lebih tinggi daripada itu."

"Lajikan, kita sudah ada banyak kemudahan dan ruang pejabat. Ia berlebihan. Kita patut kira berapa bilangan bilik pejabat Petronas. Kalau bilangan pejabat yang terdapat di Malaysia. Kita tak perlukan menara itu yang lebih tinggi daripada itu."

Mahathir, mantan perdana menteri, berkata dalam satu ucapan ketika menghadiri seminar bertajuk 'Revisiting Vision 2020' di Hotel Nikko, di sini, semalam.

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Dr Mahathir ketika menyampaikan persembahan 'Revisiting Vision 2020' semasa Institute of Marketing Malaysia (IMM) di Hotel Nikko, Kuala Lumpur, semalam.

meningkatkan pembangunan rakyat berhubung dengan projek pembangunan bangunan Warisan Merdeka.

"Sekiranya lebih tinggi, ia akan menambah lambakan hartanah, ruang pejabat yang lebih tinggi daripada itu."

Katanya, rancangan pembangunan menara itu

## Negara jangan terlalu bergantung dengan FDI

**KUALA LUMPUR:** Kerajaan perlu lebih berhati-hati dalam menarik pelaburan asing langsung (FDI) kerana ia mungkin membawa kepada lambakan hartanah dan ruang pejabat yang berlebihan, kata bekas perdana menteri.

Bekas Perdana Menteri, Tun Dr Mahathir Mohamad berkata, ketika Malaysia sedang berusaha mencapai visi 2020, adalah lebih baik menunda pembangunan menara itu untuk masa yang akan datang.

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July 07, 2010

### McKain To Share Insights On Building Customer Loyalty

**KUALA LUMPUR, July 7 (Bernama)** -- Motivational speaker Scott McKain, who launched his latest book, "The Ultimate Customer Experience" today, will share his insights and thoughts on strategies in building customer loyalty at a seminar here on Nov 1.

In a statement, the Institute of Marketing Malaysia (IMM), organiser of the "Business Transformation" seminar, said the institute had organised similar seminars in an effort to support the government's call to upgrade and develop human capital in Malaysia.

-- BERNAMA

# APPRECIATION

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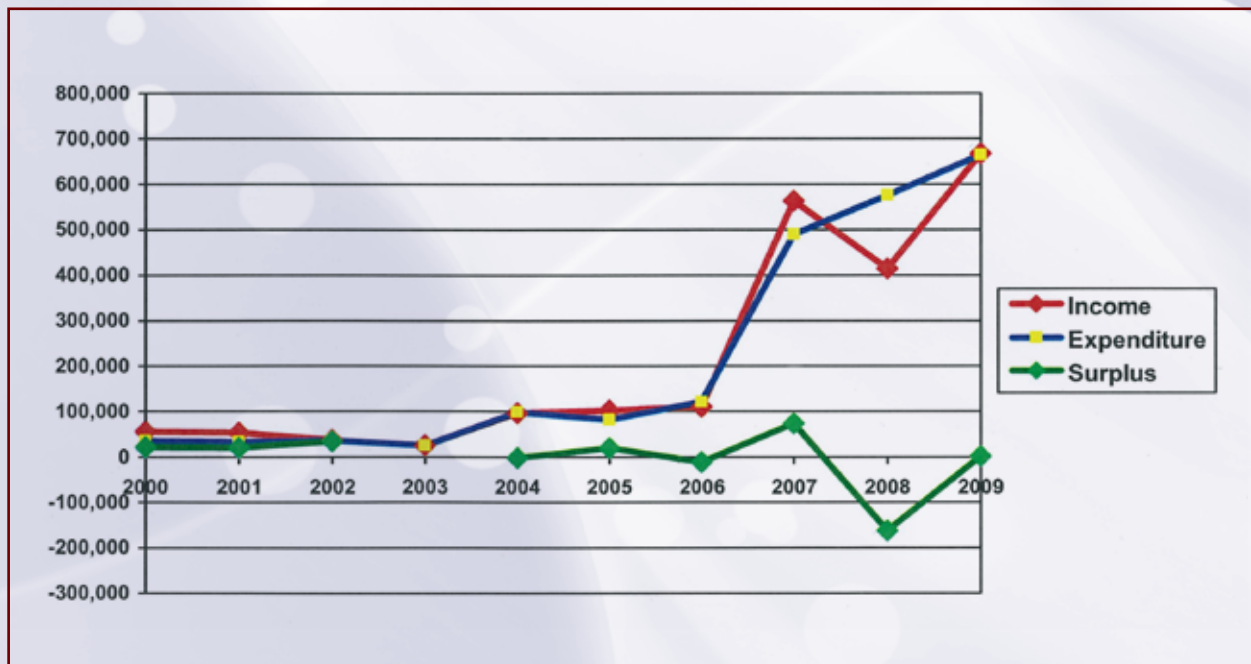
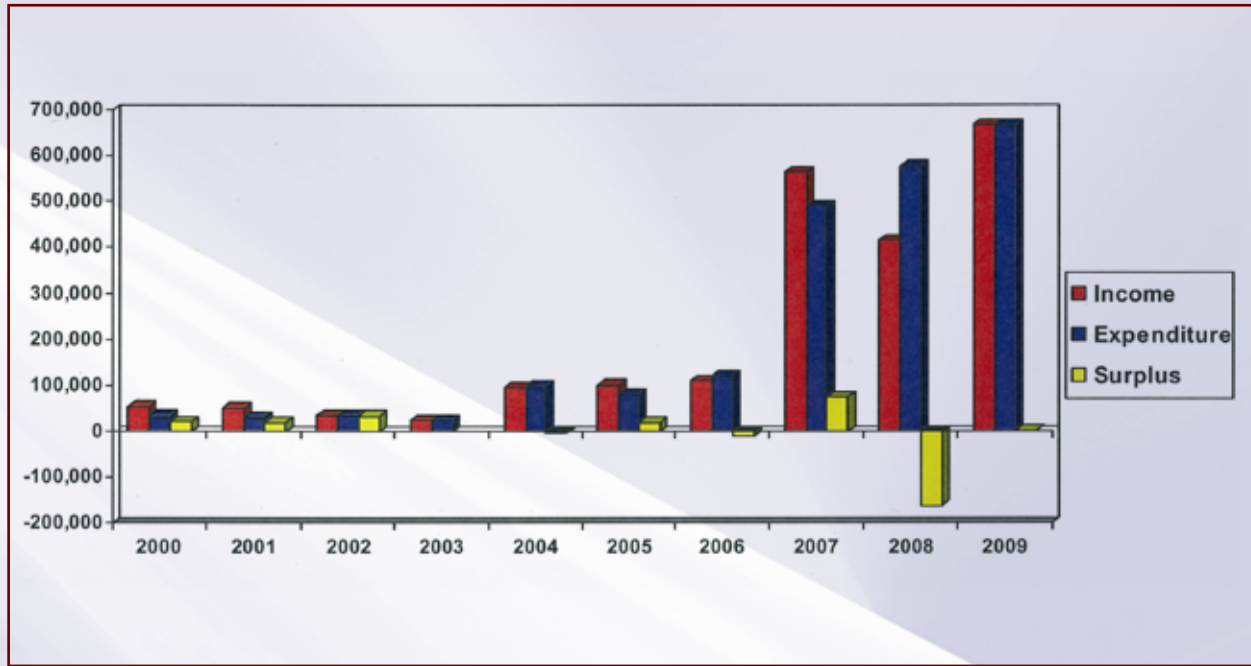
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