



AMF Marketing Conference

MARKETING COMPETITIVENESS:

Asia to the world, in the age of digital consumers



SATURDAY, 23 MARCH 2019
8:00 am to 2:00 pm

SERI PACIFIC HOTEL
KUALA LUMPUR

OVERVIEW

AMF Conference focuses on developing and sharing industry knowledge as well as to provide the platform for an excellent networking opportunities with marketing professionals and practitioners, CEOs, entrepreneurs business owners as well as academicians from over 17 Asian countries.

Topic of the conference is "Marketing Competitiveness: Asia to the world, in the age of digital consumers" focuses on the latest trends and topics such as how today's dynamic and uncertain environment has contributed to the changing nature of markets particularly in Asia - the world's biggest and fastest growing market.

The importance for companies to embark on new wave marketing and be ready for changes in the environment, such as digital revolution, e-commerce, innovation and other emerging trends. The reality is in such a dynamic and rapidly changing world, any company that is not competitive will not survive more so to stay relevant and be sustainable.

Let's connect and share thoughts at this AMF conference.

DISTINGUISHED SPEAKERS



YBHG. TAN SRI RAFIDAH AZIZ
ECONOMIC ACTION COUNCIL/
FORMER IMM PATRON

KEYNOTE:
MARKETING & COMPETITION

HERMAWAN KARTAJAYA
Founder and Chairman,
MarkPlus, Inc.,
Tri-Founder,
World Marketing Community
Co-founder and Patron,
Asia Marketing Federation
Honorary Founding Chairman,
Indonesia Marketing Association (IMA)



TOPIC:
MOMENTUM: THE MOST CRUCIAL!

MODERATOR



ASSOC. PROF. DR. HOOI DEN HUAN
Supervisor of the Executive Board,
Asia Marketing Federation Foundation,
Advisor of ICSB,
Singapore Chapter,
Associate Professor in Marketing &
International Business and Immediate
Past Director of the Nanyang
Technopreneurship Center,
Nanyang Technological University,
Singapore.



YBHG. DATUK (DR) HAFSAH HASHIM
Former CEO
SME Corp Malaysia

TOPIC:
**NEW TECHNOLOGIES
DEFINING BUSINESS
COMPETITIVENESS: SHAPE
UP OR SHIPPED OUT**

Official Airline:



Supported by :

FOR ENQUIRY & REGISTRATION Please contact:
INSTITUTE OF MARKETING MALAYSIA

Tel: 03-7874 3089 / 7874 6726 Fax: 03-7876 3726

Email: imm.malaysia@gmail.com Website: www.imm.org.my



AMF Marketing Conference
MARKETING COMPETITIVENESS:
Asia to the world, in the age
of digital consumers



SATURDAY, 23 MARCH 2019

8:00 am to 2:00 pm

SERI PACIFIC HOTEL
 KUALA LUMPUR

TIME

8.00am - 9:15am

PROGRAMME

Registration & Breakfast

Arrival of Speakers & AMF Delegates

9.30am

Welcome remarks by IMM President, Dato' Sharifah Mohd Ismail

Keynote Address by Tan Sri Rafidah Aziz,

Economic Action Council/Former IMM Patron - **Marketing & Competition**

11.00am - 11.30am

Session by Hermawan Kartajaya - **Momentum: The Most Crucial!**

11.30am - 12.00 noon

Session by Datuk (Dr) Hafsa - **New Technologies Defining Business Competitiveness : Shape Up or Shipped out**

Panel Discussion and Q&A session with Mr. Hermawan, Datuk (Dr) Hafsa, moderated by Prof. Dr. Hooi Den Huan

Launching of Book: Asian Competitors & CPM New Logo

1.30pm - 2.30pm

Lunch & Networking



FEE: RM300
per participant

REGISTRATION FORM

SEMINAR FEE: RM300 PER PAX
(HRDF CLAIMABLE)

Please send completed form and payment slip to IMM via:
 Fax: 03 – 7876 3726 or Email to: imm.malaysia@gmail.com

IMPORTANT: Payment has to be made at least seven-(7) days prior to event date. If you are not able to attend, a substitute participant is allowed at no additional charge. No refunds in partial or in full will be issued for any cancellation. Deferment to other seminar/event is possible subject to the discretion of the Institute.

COMPANY & DETAILS OF CONTACT PERSON

Organization/Company:	Type of Business:	HRDF Registered: [Yes / No]
Address:		Postal Code:
Telephone:	Fax:	Website:
		Email:
Contact Person's Name:		Designation:
Telephone (DID):	Mobile:	Email:

[Please provide separate list for more than 3 persons]

NO.	NAME (Full Name)	DESIGNATION	EMAIL (compulsory)	MOBILE	FEE (RM)
1.					
2.					
3.					
Total Fee (RM)					

Mode & Method of Payment: [Please tick ✓ your selection & delete where appropriate]

<input type="checkbox"/>	Cash / Cheque / Bank Draft / TT/ Ref. No: _____	<input type="checkbox"/>	Please invoice my company.
<input type="checkbox"/>	Online Fund Transfer / IBG Ref.: _____	<input type="checkbox"/>	

JomPAY **Biller Code: 80408**
Ref-1: Company/Individual Name
Ref-2: AMF - CF - 230319

Payable to:

INSTITUTE OF MARKETING MALAYSIA (2568)

Bank: RHB Bank, SS2 Branch A/C No.: 2124 – 0600 – 011 319

JomPay online at Internet and Mobile Banking with your Current, Savings or Credit Card account

Official Airline:



Supported by :