



INSTITUTE OF MARKETING MALAYSIA

# PERFORMANCE REPORT

2019 - 2020



**STAY SAFE  
STAY HEALTHY**

A Member of



Asia Marketing  
Federation

# Contents

Notice Of 29th Annual General Meeting	Page	3
Organization Profile	Page	4
Our Founder & Past Patrons/Advisors	Page	4
President's Report	Page	5 - 6
● Challenges and Way Forward	Page	7
● Appreciation	Page	7
Major Accomplishments 2019 -2020	Page	8 - 14
● Financial Performance	Page	8
● Membership	Page	8
● Publication	Page	9
● CPM (Asia)	Page	9 - 10
● AMFKL 2019	Page	10 - 11
● AMF Board of Management (BOM) Meeting	Page	11
● AMF Marketing Conference	Page	12
● IMM Fellowship Awards	Page	12
● Student Visit to IMM	Page	13
● IMM Webinars 2020	Page	13 - 14
● Training And Education	Page	14
Honorary Secretary's Report	Page	15 - 16
Minutes Of The 28th Annual General Meeting	Page	17 - 24
28th Council Members & IMM Staff	Page	25
Calendar Of Events 2019	Page	26 - 27
Calendar Of Events 2020	Page	27 - 29
Event Highlights 2019/2020	Page	30 - 50
Honorary Treasurer's Report	Page	51 - 63
● Financial Report 2018	Page	52 - 55
● Financial Report 2019	Page	56 - 59
● Financial Report 2020	Page	60 - 63
Our Corporate Members	Page	64 - 66



## COVER

Cover design depicts social network applications which are capable of generating marketing stimuli in reshaping marketing strategies and models globally.

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## **INSTITUTE OF MARKETING MALAYSIA**

### **NOTICE OF THE 29TH ANNUAL GENERAL MEETING**

**NOTICE IS HEREBY GIVEN** that the 29th Annual General Meeting of the Institute of Marketing Malaysia (IMM) will be held as follows:

**Date : Monday 27th December 2021**

**Time : 2pm - 4pm**

**Venue : Hotel Armada,  
Lorong Utara C, Section 52,  
46200 Petaling Jaya,  
Selangor Darul Ehsan**

### **AGENDA**

1. To confirm the Minutes of the 28th Annual General Meeting which was held on the 30 November 2019 at Best Western Hotel, Petaling Jaya, Selangor.
2. To receive the Annual Report of the Council by:
  - President
  - Honorary Secretary
3. To receive and if approved to pass the Accounts for the year ended 31st December 2018, 31st December 2019 and 31st December 2020.
4. To elect Council Members for the Term 2022 - 2024.
5. To elect Auditors for 2022 - 2024.
6. Any other matters.

**HASLINA AZLAN**  
Honorary Secretary



## 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. IMM was founded in 1977 with YBM Tengku Razaleigh Hamzah as the Institute's first Patron.

### Vision

IMM's vision is to be the only leading non-profit professional body for sales and marketing practitioners in the country.

### Mission

As the national professional body for sales and marketing practitioners, our 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.

### Our Roles & Function

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 affiliated to the Asia Marketing Federation (AMF), a recognized body which was set up in 1991 and is now made up of members comprising 17 national marketing bodies from Asian region.

Country members of AMF comprise of Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Macau, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam and Malaysia.



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 this emerging borderless world.



Bangladesh



Cambodia



China



Hong Kong



Indonesia



Japan



Korea



Macau



Malaysia



Mongolia



Myanmar



Philippines



Singapore



Sri Lanka



Taiwan



Thailand



Vietnam

## OUR FOUNDER & PAST PATRONS



OUR FOUNDER / FIRST PATRON  
YBM TENGKU RAZALEIGH  
HAMZAH 1977-1979



Y.BHG DATUK SYED  
KECHIK MOHAMAD  
1979 - 1982



Y.BHG TAN SRI  
RAFIDAH AZIZ  
1982-MARCH 2008



YB TAN SRI  
MUHYIDDIN YASSIN  
MAR 2008 - APRIL 2009



YB DATO SRI  
MUSTAPA MOHAMED  
2009 - MAY 2018



YB. DATUK DARELL  
LEIKING  
OCT 2018 - FEB 2020

## OUR ADVISORS



Y.BHG DATO' LAWRENCE CHAN  
Founder & Executive Chairman  
PDL Management Corp  
(M) Sdn Bhd



HAMIDAH KARIM  
Founder Prestige  
Communications



**INSTITUTE OF MARKETING MALAYSIA**

## PRESIDENT'S REPORT

Dato' Sharifah Mohd. Ismail

This is the 29th Annual General Meeting (AGM) and the period under review is from January 2019 to December 2020. On behalf of the Council, I am pleased to present this Performance Report of the Institute for the year 2019 – 2020.

The 1st Quarter of 2019 was a busy period for the Institute as we played host to the Asia Marketing Federation's (AMF) 4-Day event in Kuala Lumpur from 21st – 24th March 2019. IMM was honoured to host about Fifty-one (51) delegates from Sixteen (16) member countries of the National Marketing Associations (NMAs), namely Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Macau, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam, and their spouses as well as committee members who accompanied them for the duration of their visit to Kuala Lumpur.

The main event which was the AMF Board of Management Meeting (BOM) was organized by Institute of Marketing Malaysia as the host member country for year 2019. Being a non-profit organization, we were bound by budget constraints to hold an event of such a large number of delegates at one of the hotels in Kuala Lumpur. Thus, months before the event took place, IMM submitted a proposal to the Ministry of International Trade & Industry (MITI) whose Minister is IMM's Patron, to host the AMF Board of Management Meeting venue at MITI Headquarters.

I would like to record our appreciation and thanks to IMM's former Patron, YB Datuk Darell Leiking, the then Minister of International Trade & Industry (MITI), for YB's support in hosting the AMF Board of Management Meeting at MITI Towers, Kuala Lumpur on 22nd March 2019. Thanks also to IMM's dedicated team of Council Members and staff who worked hard to ensure the smooth running and success of all four events, and ensuring that our delegates were well looked after during their stay.

A detailed account of the AMF 4-Day event is reported under the Major Accomplishments section of this Performance Report.



For the year 2019, the Institute continue to focus its resources on organizing training programmes and seminars for the benefit of our members and other professionals in the industry. These included a 2-Day Workshop on "Design Thinking Innovation", One Masterclass on "Email Profits" and Five (5) 2-Day Seminars covering topics on Strategic Marketing & Business Planning, Strategic Brand Management, Professional Image & Business Etiquette, Professional Selling Skills and Enhancing Customer Experience.

However, in 2020, the Institute had to adapt to changes in organizing face-to-face training and seminars due to the Covid-19 pandemic and imposition of the Malaysian Movement Control Order or MCO which came in several phases. With new regulations enforced nationwide by the government prohibiting physical events being held, the Institute started organizing similar programmes of seminars and talks through online medium via the Zoom platform in the second half of year 2020. IMM free Webinars were introduced in July 2020 with each webinar lasting for an hour plus including Q&A session. IMM successfully organized and hosted seven (7) informative webinars from July – December 2020 which have benefitted its members and all Malaysians. Speakers comprised of prominent leaders of organizations and universities as well as professional trainers and coaches who delivered quality topics relevant to the marketing industry and the current situation. The overwhelming response by IMM Members and the public who attended IMM Webinars as evidenced by the high number of participation encouraged IMM to continue its Webinars in 2021. This was also due to the continuation of the Movement Control Order and physical events were still prohibited.

IMM owe the success of these Webinars to all our members and business associates for their continuous support and participation.

The Institute was unable to organize any CEO Talks in 2019 as most of the CEOs who were invited to speak were unable to commit their time due to other commitments. No CEO Talks in 2020 also due to the pandemic and no face to face events. We hope to be able to revive the CEO Talks series in the near future.

During the year under review, the Institute continues to promote the CPM (Asia) Certification programme which has become our core business. For 2019 we had a total of fifteen (15) candidates comprised of individuals from various disciplines and backgrounds as well as marketing professionals and entrepreneurs.

Whilst for year 2020, the Institute registered a total of Forty (40) candidates for the June and October Intake respectively. In conforming with the new norm, all classes were held online via the Zoom platform to ensure the health and safety of the candidates and trainers. The year 2020 also marked a change in the CPM (Asia) examination format in which candidates for the October batch attempted the exam online.

IMM is pleased to record 100% passing rate of the CPM (Asia) Qualifying exams for the candidates for the year 2019 and 2020.

This success of all the candidates in 2019 and 2020 recognizes them for their marketing achievement, industrial experience, and contribution to the marketing industry. Today, there are over Two thousand (2,000) graduates of CPM from all over Asia. This success also serves to strengthen IMM's contribution in up-skilling Malaysian employees in marketing as part of the Nation's Human Capital Development efforts.

### Challenges And Way Forward

The Institute has been faced with a lot of challenges in the past two years, brought about by the Covid-19 pandemic. The effects of the pandemic to the nation have not been kind, bringing about economic downturns, political unrest, unemployment, financial distress, closure of businesses nationwide, changes in social interaction and halt in education efforts. These contributing factors also impacted the Institute of Marketing Malaysia's efforts. The Institute was tested to new limits. The inability to organize physical face-to-face training programmes and seminars affected the Institute's revenue. The new regulations enforced nationwide by the government made it difficult for IMM to conduct its programmes physically and attracting new Corporate members was quite a challenge in 2020. It took the Institute some time to adjust to the new changes and restrictions and win back our members. Fortunately, by the end of the first half of the year 2020, IMM had managed to adapt to the changes and bounced back in terms of organizing programs, trainings and seminars online which not only raised awareness but also contributing knowledge and sharing tips on tackling the effects of this pandemic on businesses.

In the face of adversity, IMM has persevered by embracing the challenges and turning them into opportunities. The Institute has managed to tackle the harsh effects of the pandemic. IMM is looking to implement new methods of trainings and seminars using online means. The COVID-19 pandemic has shown us how important technology and online efforts are. To continue remaining significant to the industry, the Institute has acknowledged the importance and the benefits of adapting to online efforts and utilizing social media to extend our reach nationwide. Moving forward, we will continue to provide online trainings, seminars, and webinars for the benefit of our members and the public until we are able to safely organize face-to-face programmes and even then, we look forward to hosting webinars for its wider nationwide as well as global reach.

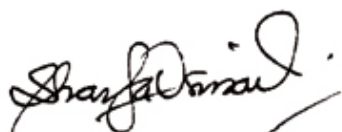
Despite all the challenges faced by the Council and the Institute for the past two years and into 2021, we are committed to continue providing benefits to our members and bringing success to the Institute.

### Appreciation

On behalf of the Council, I would like to express our gratitude to our Founder, Past Patrons, Advisors and Fellows for their continuous support and encouragement in ensuring the success of the Institute. We hope to receive greater support in the coming years.

I would also like to thank our valued members, associates, partners and everyone here for your contribution and continued support of the Institute.

In conclusion, my heartfelt thanks and appreciation to all my Council Members and the staff of IMM for their commitment and dedication towards the Institute.



**DATO' SHARIFAH MOHD. ISMAIL**

## Major Accomplishments For The Year 2019 - 2020



INSTITUTE OF MARKETING MALAYSIA

### Financial Performance

For the year 2018-2020 our financial performance remains satisfactory. 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 2018 - 2020 is as follows:

Year	Income	Expenditure	Surplus
2018	498,637.00	445,515.00	(53,122.64)
2019	236,763.10	294,768.78	(58,005.68)
2020	421,639.24	258,477.71	163,161.53

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

The Institute's membership continues to grow from year to year. There are six (6) categories of membership and they comprise Corporate, Fellow, Ordinary, Associate, Student and Life Members. Details of membership for the year 2019-2020 are highlighted below :

Category/Year	2019	2020
Life	28	67
Corporate	164	168
Fellow	64	66
Ordinary	1,184	1,269
Associate	16	16
Student	269	283
<b>TOTAL</b>	<b>1,725</b>	<b>1,869</b>

IMM thank all members for their continuous support and contribution towards the Institute's growth in membership. Despite the Covid-19 pandemic which affected the whole industry, IMM worked hard to ensure that our membership base continues to expand and we continue to deliver the benefits to our members.





### Publication - MARKETEER

Honoring its benefits for our members, the Institute published one (1) issue of its official publication, MARKETEER in 2019, highlighting events that occurred in 2018. In 2020, IMM was unable to publish the magazine, due to budget constraints brought about by the Covid-19 pandemic. Highlights 2018 issue of MARKETEER was circulated to all IMM's members and affiliates across Asia as well as Embassies and High Commissions. A web copy was also posted on IMM's website for the benefit of members who were unable to receive the hard copies.

The MARKETEER has become a valuable reading material for members and readers of different levels and industries. From executives to managers of corporate companies to universities, the MARKETEER keeps them updated on current news in the marketing industry.

The Institute hopes that MARKETEER continues to be an essential and distinct publication for its members and the marketing fraternity in the country and around the region.

### Certified Professional Marketer - CPM (Asia)

IMM's Certified Professional Marketer or CPM (Asia) program continues to become an important part of the Institute's contribution towards the industry in up-skilling Malaysian marketing professionals and educators as part of the Nation's Human Capital Development efforts.

The CPM (Asia) certification is a formal endorsement of the highest professional status for marketing professionals who have already attained a competent level of academic and practical understanding of marketing in the Asian region and this qualification is bestowed upon graduating candidates by the Asia Marketing Federation (AMF) and is endorsed by the national marketing bodies in Asia.

IMM is proud to record 100% passing of the Certified Professional Marketer – CPM (Asia) Qualifying Exams for the group of candidates in the April and October 2019 and 2020 examinations.

A record number of Forty (40) candidates were registered under the CPM (Asia) program in 2020. Eight (8) candidates registered for the Class of 1/2020 and Thirty-two (32) candidates for the Class of 2/2020/ Sixteen (16) of the candidates for the October 2020 examination comprised of officers from KPJ Healthcare Berhad and regional KPJ Hospitals.

Due to the outbreak of COVID-19 and to ensure the health and safety of the candidates and trainers, CPM classes and examinations were held online.

### Certified Professional Marketer - CPM (Asia) cont..

These candidates have now moved on to be among the thousand over CPM (Asia) graduates alongside marketers certified in over ten (10) Asian countries. This success recognizes them for their marketing achievement, industrial experience, and contribution to the marketing industry. Today, there are over Two thousand (2,000) graduates of CPM from all over Asia.

Since re-establishing this program in 2016, IMM has been host for the CPM (Asia) program in Malaysia and encourages marketers from Malaysia and all over Asia to enroll in the program and earn this prestigious professional qualification.

With the continuous support and encouragement from our corporate members and affiliates, IMM will work harder towards achieving our aim to be amongst the top providers in Asia. This success serves to strengthen IMM's contribution in up-skilling Malaysian employees in marketing as part of the Nation's Human Capital Development efforts.

Unfortunately, due to the Covid-19 outbreak which restricted face-to face events, the Institute was unable to hold a graduation ceremony for the Class of 2/2019, Class 1/2020 and Class 2/2020. The graduation ceremony had to be postponed and the graduates have received their CPM (Asia) certificates via post. It is hoped that IMM will be able to host a proper graduation ceremony soon. Nevertheless, the Institute congratulates all the CPM (Asia) graduates in 2019/2020 for their achievement and believes that they will continue to excel in the industry and contribute significantly to growing the Asian marketing industry.

### Asia Marketing Federation (AMF) 2019 Meeting, Kuala Lumpur

As a member of the 17 Asia Marketing Federation (AMF) member countries, it was Institute of Marketing Malaysia's (IMM) turn to host the AMF Board of Management (BOM) Meeting for 2019. Held twice a year, the AMF meeting is a 2 - 3 days event which normally includes an AMF Board of Management (BOM) Meeting, a seminar/conference organized for the delegates with local participation from the marketing fraternity, as well as study/industrial visits and City tour and other activities/programmes for the foreign delegates and their spouses and family accompanying them on the trip to the host country.

IMM was honoured to host about fifty-one (51) delegates from sixteen (16) member countries of the National Marketing Associations (NMAs), namely Bangladesh, Cambodia, China, Hong Kong,



### Asia Marketing Federation (AMF) 2019 Meeting, Kuala Lumpur cont..

Indonesia, Japan, Korea, Macau, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam, including their spouses for this meaningful event. The delegates comprised of prominent Marketers, entrepreneurs, CEOs, business owners and academicians and many of them were accompanied by their families or guests.

Given the size and importance of the 4-day event, a lot of planning and organizing was done by IMM's team of Council members and staff since December 2018 prior to the event to ensure its success. This included assisting delegates and their guests with their flight and accommodation arrangements, arrangement for meeting and conference venues, activities for the delegates and guests, sponsorship requests to support the AMF 2019, invitations to be sent out as well as various other details that required attention.

The 4-day event started on 21st March 2019 at Seri Pacific Hotel, Kuala Lumpur with a Welcoming Cocktail hosted by IMM, giving delegates and attendees the opportunity to socialize and expand their network with one another. This was an introductory event for the attendees to catch up with each other and exchange industry news and gain insights on the marketing trends across Asia.

### AMF Board of Management (BOM) meeting

The 2019 Board of Management (BOM) meeting was held on the morning of 22nd March 2019 and the meeting venue was hosted by the Ministry of International Trade & Industry (MITI) at their headquarters at MITI Towers, Kuala Lumpur. The meeting was chaired by AMF President for 2019, Mr Rohan Somawansa from Sri Lanka.

The AMF Youth, Women & Netizen or YWN Awards presentation was also held on the same day in the afternoon after the conclusion of the BOM Meeting and Lunch. This prestigious award is in recognition of outstanding marketers in Asia as well as to emphasize the value and roles of the youth, women and netizens in the growing industry. The recipients of these awards serve as an inspiration for marketers in Asia and the world.

The YWN Awards 2019 presentation ceremony was later followed by a Lake Cruise at Putrajaya where delegates and guests who attended were treated to entertainment and sumptuous dinner on board the cruise amidst the charming scenery of Putrajaya.

### AMF Marketing Conference

IMM organized the AMF Marketing Conference themed “Marketing Competitiveness: Asia to the World in the Age of Digital Consumers” on 23rd March 2019 at Seri Pacific Hotel, Kuala Lumpur. This Half-Day event was graced by YBhg. Tan Sri Rafidah Aziz, Former Patron of IMM who presented the Keynote Address. Speakers for the Panel discussion were Mr. Hermawan Kartajaya, Founder and Chairman of MarkPlus Inc, and Co-founder and Patron of AMF, and YBhg. Datuk (Dr.) Hafsah Hashim, former CEO of SMECorp Malaysia. The panel discussion was moderated by Professor Dr. Hooi Den Huan, a member of the Executive Board of AMF.

A Book Launch and CPM Logo Launch was held in the afternoon, after the conclusion of the AMF Marketing Conference. The book entitled “Asian Competitors Case Book: Marketing for Competitiveness in the Age of Digital Consumers” and co-written by Prof. Dr. Philip Kotler, Mr. Hermawan Kartajaya and Prof. Dr. Hooi Den Huan received warm response from the attendees who were privileged to become the first purchasers of the book at the Book Launch event.

The Certified Professional Marketer (CPM) Logo Launch was held to introduce the CPM Logo to the attendees and to strengthen the certification of the professional certification to marketers. Following the formal programmes, delegates and guests embarked on a relaxing city tour of Kuala Lumpur for them to get to know Malaysia better, especially for those who were first-time visitors, as well as to carve beautiful memories of the country.

### IMM-AMF 2019 Fellowship Awards

The highlight of the 4-day programme was the IMM-AMF 2019 Fellowship Awards presentation at a Dinner held on 23rd March 2019 at the Seri Pacific Hotel, Kuala Lumpur. The AMF Fellowship Awards Dinner was graced by IMM’s Guest of Honor, Her Royal Highness, Sultanah Hajjah Kalsom, DK who presented the awards to 28 deserving recipients from the 17 Asia Marketing Federation member countries. The IMM-AMF Fellowship Awards Dinner was also attended by IMM’s corporate members and distinguished guests.

Delegates and their guests were given a free and easy day on the final day of their visit, 24th March 2019. They were able to explore Kuala Lumpur on their own, shopping or just to relax before their departure later that day.

This memorable 4-day event will remain as one of the pinnacles of IMM’s journey as a member of the Asia Marketing Federation. The bonds formed throughout this four (4)-day event has strengthened the Institute’s network throughout Asia. It is hoped that these bonds will continue to help shape the marketing industry in Malaysia as well as in Asia to be the best.



### Study Visit To IMM By Student Members From Kolej Universiti Islam Pahang Sultan Ahmad Shah (KUIPSAS)

An invitation to a Study Visit to the Institute of Marketing Malaysia was extended to IMM's Student Members and Faculty Members from Kolej Universiti Islam Pahang Sultan Ahmad Shah (KUIPSAS) on 5th February 2020. The venue for the Study Visit was hosted by Malaysian Technology Development Corporation (MTDC) – Technopreneur Training Academy (TENTRA) at Universiti Putra Malaysia (UPM) – MTDC Technology Centre. The purpose of the Study Visit was to expose the Student Members and delegation from KUIPSAS to IMM's role in the industry and global changes in marketing.

IMM President, Dato' Sharifah welcomed the delegation and guests with a speech and an introduction to IMM's roles and activities. Her speech created exposure for IMM amongst KUIPSAS's participants who can later share their experience with IMM to other students and faculty members who could not join the event. The event was also graced by MTDC Academy's Senior Vice-President, Tengku Nila Putri Tengku Ilham with her brief on "Marketing 4P's in the Disruptive Era". She shared the changes marketers have had to make in the technology era and how they have incorporated them into the traditional marketing mix.

The informative session by Tengku Nila was followed by a compelling talk by Mohammad Mahadir Mohd Yunus, CEO of Krenovator Sdn Bhd on "The Application of IoT in Products and Services". He shared how the internet has grown to become a much needed aspect of daily life and the need for products and services to adapt to it.

A Q&A session provided KUIPSAS delegates the opportunity to pose questions to the speakers and any doubts and queries were cleared.

The event was followed by a Luncheon for all participants and the Study Visit ended within 4 hours. Delegates and guests alike benefitted from this Study Visit with expanded marketing knowledge in the industry.

The success of this event will inspire IMM to host more study visits for students and faculty members from other universities who are Corporate members of IMM in the future.

### IMM Webinars 2020

IMM webinar is a series of free webinars organized by the Institute of Marketing Malaysia for its members and the public. This webinar was initiated in July 2020 as a result of the Covid-19 pandemic and the Malaysian Movement Control Order (MCO). In respect of the government regulation which prohibits the organizing of face-to-face trainings or event, IMM had to adapt to the changes by organizing similar programmes of seminars and talks through online medium via the Zoom platform. Hence, IMM introduced the IMM Webinars encompassing various topics such as marketing, branding, entrepreneurship, leadership, and peer learning. Through this series of webinars, IMM aimed to not only help improve participants' industry knowledge but also to enhance their personal growth.

## IMM Webinars 2020 cont..

The duration of each webinar is about one (1) hour to 1 hour 30 minutes including the Q&A session, and the target audience for the webinars are IMM members, marketing professionals, business owners, entrepreneurs, lecturers, university students, and all Malaysians at large.

For year 2020, IMM successfully organized and hosted seven (7) informative webinars which have benefitted its members and all Malaysians. A list of the webinars organized in 2020 is given below :

No.	Date	Title	Trainer (Local / Overseas)
1	21/7/2020	The Future of Marketing – 3 Urgent Shift for Rapid Post-COVID Business Recovery	<b>Maverick Foo</b> , Coach/Trainer, Authority Institute
2	6/8/2020	Mind Matters for Success – Coping with Uncertainties	<b>Hanim Abdul Rahman</b> , PSMB Certified Trainer
3	10/9/2020	Brand Marketing in the New Norm	<b>Giritharan Ramasamy</b> , LOOPS Malaysia
4	26/9/2020	Leaders as Coaches	<b>Capt. Shan Moorthi</b> , Global President, International Association of Coaching
5	13/10/2020	Building Business Resilience With Effective Personal Branding	<b>Roger Wang</b> , President, Marketing Institute of Singapore
6	11/11/2020	Marketing Themes Post Covid-19 Pandemic	<b>Dr. Ayman Sherbini</b> , Professor Assistant, Taibah Universiti, Saudi Arabia
7	25/11/2020	Peer Learning – A Transformative Way to be Inspired and Empower Others	<b>Dr. Claire Keow</b> , Team Coach & Consultant of LIM (Leadership in Motion) USA

These webinars collectively exposed attendees to the changes in the marketing world, adapting to the Covid-19 challenges, and how to prosper in the post-pandemic world.

The response received from these webinars has given encouragement for IMM to continue circulating knowledge region wide through the IMM Webinar series.

## Training And Education

The challenges posed by the Covid-19 pandemic has impeded and halted physical training and education activities which remains to be the Institute's core business. To adapt to the changes, the Institute has restructured the training and education programmes bearing in mind the new regulations implemented by the government to ensure the safety and health of participants and trainers.

Many training sessions were moved online such as a 2-day training course held on 25th and 26th August 2020 by trainer Maverick Foo, "Crisis Marketing Masterclass".

IMM had the opportunity to conduct a 3-day session for Kolej Vokasional (KPM) for the "Certificate in Professional Selling Skills" as well as a 1-day training programme, "Mind Matters for Success", with full compliance to the Standard Operating Procedures (SOPs).

It is in IMM's best interest to continue providing quality training and education programmes to all its members and other interested parties.





## 28th Annual General Meeting

The 28th Annual General Meeting of the Institute of Marketing Malaysia was held on 30th November at Best Western Hotel, Petaling Jaya, Selangor.

## Attendance

The 28th Annual General Meeting was attended by Thirty-one (31) members:-

**Life Members :** Prof. Datuk Dr. Marimuthu Nadasan, Dato' Sharifah Mohd Ismail,  
Dato' Md. Kasim Abdul Wahab

## Corporate Members :

Northport (Malaysia) Berhad - Alvin Geoffrey Alphonso  
(Proxy for Dato' Azman Shah Mohd Yusof, CEO)

## Ordinary Members :

Ajib Singh Jasbir Singh	Norliza Mat Isa
Anne Margaret Cona Seggerant	Rahimah Binti Abdul Kadir
David Tan	Datin Nor Hafizah Ismail
Emily Chionh	Saresh Ram Pillai A/L Radha Krishnan
Jeyaraj Asirvatham	Shafiz Ridzuan
S. Kajaintharan	Selvamalar A/P Subramaniam
Maznah Salleh	Shahana Azlan (represented by Haslina Azlan as Proxy)
Dato' Dr. Mohd Radzi Bin Abd Latif	Santhi Govindan (represented by Rahimah Binti Abd. Kadir as Proxy)
Noor Mohamed bin Mohamed Younus	

## Council Members :

Fairuz Bte Muchtar	Tengku Nila Putri Bt Tengku Ilham
Haslina Azlan	Mohamed Sallaudin Mohamed Shah
Franky H.F. Chong	Morni Binti Bujang
Sarah Tan Mee Lo	Nitthiyanathan Lachumanan
Siti Badarny Shamsaifah Hassan	

## Appointment of New Council Members

Four (4) new Council Members were appointed :

Ajib Singh Jasbir Singh	Maznah Salleh
Dato' Dr. Mohd Radzi Bin Abd Latif	Noor Mohamed Bin Mohamed Younus

## Office Bearers of 28th Council Members for 2019 - 2021 Term

### President

Dato' Sharifah Mohd. Ismail (re-elected)

### Honorary Secretary

Haslina Azlan (re-elected)

### Asst. Honorary Secretary

Siti Badarny Shamsaifah Hassan (re-elected)

### Vice President

Prof. Datuk Dr. N. Marimuthu (re-elected)

### Honorary Treasurer

Fairuz Muchtar

### Asst. Honorary Treasurer

Sarah Tan Mee Loo (re-elected)

## Council Members

Mohamed Sallaudin Bin Hj Mohamed Shah (re-elected)	Franky H.F. Chong
Nitthiyanathan Lachumanan (re-elected)	Ajib Singh Jasbir Singh (new)
Tengku Nila Putri Bt Tengku Ilham (re-elected)	Maznah Salleh (new)
Santhi A/P Govindan	Noor Mohamed Bin Mohamed Younus (new)
	Dato' Dr. Mohd. Radzi Bin Abd Latif (new)

## Council Meetings

The first Council Meeting of the 28th Council for the 2019-2021 Term was held on 11th January 2020 at Institute of Marketing Malaysia, having its office at Block C-3A, Sunway PJ51A, Jalan SS9A/19, 47300 Petaling Jaya, Selangor.

During the term of office from 2019-2021, the Council held a total of Seven (7) meetings. From May 2020 all meetings were conducted online via Zoom due to the imposition of Movement Control Order (MCO) where face-to-face meetings were not allowed. The dates of the meetings are as follows :

### Year 2020:

11 January 2020  
17 May 2020  
29 August 2020  
24 October 2020  
19 December 2020

### Year 2021:

27 February 2021  
26 June 2021

The dates and attendance of the Council Meetings during the Term of Office from 2019 to December 2021 are as follows :

## Council Meeting - Attendance Report | Term: 2019 - 2021

NO.	NAME	1ST 11.1.20	2ND 17.5.20	3RD 29.8.20	4TH 24.10.20	5TH 19.12.20	6TH 27.2.21	7TH 26.6.21	TOTAL
1	Dato' Sharifah Mohd. Ismail	1	1	1	1	1	1	1	7 / 7
2	Datuk N. Marimuthu	1	X	X	X	X	1	1	3 / 7
3	Haslina Azlan	1	X	X	1	1	1	1	5 / 7
4	Fairuz Muchtar	X	1	1	1	1	X	1	5 / 7
5	Siti Badarny Shamsaifah Hassan	1	1	1	1	1	1	1	7 / 7
6	Sarah Tan Mee Loo	1	1	1	1	1	1	1	7 / 7
7	Tengku Nila Putri Tengku Ilham	1	1	1	1	1	1	Resigned	6 / 7
8	Mohamed Sallaudin Hj. Mohamed Shah	1	1	X	1	1	1	1	6 / 7
9	Nitthyianathan Lachumanan	1	1	1	1	1	X	1	6 / 7
10	Santhi Govindan	1	1	1	X	1	1	1	6 / 7
11	Franky H.F. Chong	1	X	X	X	X	X	Resigned	1 / 7
12	Noor Mohamed Bin Mohamed Younus	X	1	1	1	1	1	X	5 / 7
13	Ajit Singh Jasbir Singh	1	1	1	X	1	1	X	5 / 7
14	Maznah Salleh	1	X	X	1	1	X	X	3 / 7
15	Dato' Dr. Mohd Radzi Bin Abd. Latif	X	X	X	1	1	X	1	3 / 7
TOTAL		12	11	9	11	14	10	10	

## IMM Office

The Institute was manned by two (2) Full time/ Part time support staff in 2019 and 2020 and they were responsible for the general administration of the office which includes organizing of seminars, Talks, training programmes, membership registration and renewals, as well as monthly accounts.



## Minutes Of 28th Annual General Meeting

30 November 2019 | 10.00 am - 12.00 noon  
Best Western Petaling Jaya, Selangor Darul Ehsan

### PRESENT :

- |   |  |
|---|--|
| 1. AJIT SINGH JASBIR SINGH  | 17. NITTHIYANATHAN LACHUMANAN                                    |
| 2. ALVIN GEOFFREY ALPHONSO (Proxy for Dato' Azman Shah Mohd Yusof, Northport CEO) | 18. NOOR MOHAMED BIN MOHAMED YOUNUS                              |
| 3. ANNE MARGARET CONA SEGGERANT   | 19. DATIN NOR HAFIZAH ISMAIL                                     |
| 4. DAVID TAN  | 20. NORLIZA MAT ISA  |
| 5. EMILY CHIONH   | 21. RAHIMAH BINTI ABDUL KADIR (also Proxy for Santhi Govindan)   |
| 6. FAIRUZ MUCHTAR   | 22. SARAH TAN MEE LOO  |
| 7. FRANKY H.F. CHONG  | 23. SARESH RAM PILLAI A/L RADHA KRISHNAN                         |
| 8. HASLINA AZLAN  | 24. SHAFIZ RIDZUAN   |
| 9. JEYARAJ ASIRVATHAM   | 25. DATO' SHARIFAH MOHD ISMAIL                                   |
| 10. S. KAJAINTHARAN   | 26. SELVAMALAR A/P SUPPIAH                                       |
| 11. PROF. DATUK DR. N. MARIMUTHU  | 27. SITI BADARNY SHAMSAIFAH HASSAN                               |
| 12. DATO' MD. KASIM ABDUL WAHAB   | 28. TENGKU NILA BINTI TENGKU ILHAM                               |
| 13. MAZNAH SALLEH   | 29. DATO' LAWRENCE CHAN KUM PENG                                 |
| 14. MOHAMED SALLAUDDIN MOHAMED SHAH   | 30. SHAHANA AZLAN (represented by Haslina Azlan as Proxy)        |
| 15. DATO' DR. MOHD RADZI BIN ABD LATIF  | 31. SANTHI GOVINDAN (represented by Rahimah Abd. Kadir as Proxy) |
| 16. MORN BINTI BUJANG   |  |

ITEM	SUBJECT MATTER	ACTION
	<p><b>Introduction</b></p> <p>The Emcee for the meeting, IMM Member, Datin Nor Hafizah Ismail greeted and announced to everyone present at 10.00am to take their seats as the 28th Annual General Meeting was about to start. She then handed over the meeting to the outgoing President, Dato' Sharifah Mohd Ismail.</p> <p><b>Welcome Remarks</b></p> <p>The outgoing President, Dato' Sharifah Mohd Ismail officially declared the 28th Annual General Meeting of Institute of Marketing Malaysia (IMM) open at 10.05am having confirmed the required quorum in IMM's Constitution of a minimum of 24 members for the AGM to proceed. She also informed that there were four Proxies for the AGM and that Puan Masela Ibrahim, Council member had conveyed her wish earlier to withdraw from the Council. Dato' Sharifah welcomed and thanked all members present and requested everyone to observe a 5 minutes silence in prayers for the recent passing away of Cik Haslina Azlan's late father.</p> <p>The outgoing President then thanked those members who were unable to attend for their support and guidance and who had extended their good wishes to IMM for a safe and successful meeting.</p> <p>After the formalities, the President proceeded with the first Item on the Agenda, which is to confirm the Minutes of the 27th Annual General Meeting of the Institute held on 26 August 2017.</p>	

# Minutes Of 28th Annual General Meeting

ITEM	SUBJECT MATTER	ACTION
1	<p><b>To confirm the Minutes of the 27th Annual General Meeting held on 26 August 2017 at Best Western Hotel, Petaling Jaya, Selangor</b></p> <p>The Assistant Honorary Secretary, Puan Siti Badarny Shamsaifah Hassan relieved Cik Haslina Azlan, the Honorary Secretary who was having a bad cough and briefly went through the Minutes.</p> <p>After the Minutes were read, the President asked if there were any questions or comments to be made. There being none, the President invited a Proposer and Seconded from the floor who were present at the 27th AGM, to approve and adopt the Minutes.</p> <p>Proposed by : Mr. S. Kajaintharan Seconded by : Mr. Jeyaraj Asirvatham</p>	
2	<p><b>To receive the Annual Report of the Council for 2017 – 2018</b></p>	
2.1	<p><b>President's Report</b></p> <p>The period under review for the 28th Annual General Meeting is from January 2017 to December 2018.</p> <p>In her Report, Dato' Sharifah welcomed YB Datuk Darell Leiking who became the new Minister of International Trade &amp; Industry In July 2018 and accepted IMM's invitation to become its new Patron in October 2018. IMM looks forward to YB Datuk Darell Leiking's guidance, support and encouragement as our new Patron.</p> <p>The President briefly went through the Annual Report for 2017-2018. The Report covered the Institute's Major Accomplishments for the Year 2017-2018 which included Financial Performance, Membership statistics, Publication, Certified Professional Marketer – CPM (Asia) certification programme, MoA between Putra Business School and Institute of Marketing Malaysia, CPM Graduation Ceremony for Class 2/2016 and Class 1/2017, Launch of IMM's First Student Chapter with Curtin University, Malaysia, Signing of MOU between IMM and Pearson, UK. IMM's International Seminars during the period under review, CEO Talk Series as well as Training and Education were also covered in the Report.</p> <p>The following Major Accomplishments for the Year 2017 – 2018 were highlighted :</p>	
2.1.1	<p><b>Financial Performance</b></p> <p>In the absence of training grants from PSMB, the governing body for disbursement of grants, the Institute's financial performance was somewhat affected but remained satisfactory. IMM had to manage on its own resources through income from seminars, training programmes, membership fees and publication. Dato' Sharifah recorded her thanks to IMM members, and everyone in the industry who have supported and participated in all of IMM's activities and programmes.</p> <p>The Institute hopes that the restructuring of grants and a more effective distribution method will be implemented in order to reach many more eligible employers and employees.</p>	
2.1.2	<p><b>Membership</b></p> <p>The Institute maintained the continuous growth of its membership as can be seen from the comparative figures in the Table from 2016 – 2019 showing the 6 categories of Memberships. The Institute will continue to work hard to expand its membership base and deliver the benefits of membership to all of its members.</p>	

# Minutes Of 28th Annual General Meeting

ITEM	SUBJECT MATTER	ACTION
2.1.3	<p><b>Publication – Marketeer</b></p> <p>The President reported that the Institute published two Issues of its official publication – Marketeer for the year 2017 and 2018 for circulation to its members and affiliates of the Institute across Asia.</p> <p>Marketeer has become an essential reading material for IMM’s members with contents ranging from news on seminars and training programmes conducted by IMM for the year reported and updates on memberships. It is the Institute’s earnest hope that Marketeer will continue to be a publication of distinction especially for all IMM members and the marketing fraternity in the country and around the region.</p>	
2.1.4	<p><b>Certified Professional Marketer – CPM (Asia)</b></p> <p>Two groups of Certified Professional Marketer programs were conducted by the Institute in April 2017, with 10 candidates and October 2018 with 15 candidates comprising of individuals from different backgrounds from education, environmental specialist, airport services, utilities services, various marketing as well as entrepreneurs of various industries. They attended classes at IMM over several weekends before sitting for their Qualifying examination.</p> <p>IMM is proud to record another 100% passing of the CPM (Asia) Qualifying Exams for these candidates.</p>	
2.1.5	<p><b>Memorandum of Agreement (MoA) between Putra Business School and Institute of Marketing Malaysia.</b></p> <p>The year under review also saw the Signing of a Memorandum of Agreement between Putra Business School and Institute of Marketing Malaysia in early 2017 at Universiti Putra Malaysia (UPM) to run the MBA in Marketing with Certified Professional Marketeer (CPM) Asia Certification. Putra Business School was represented its President &amp; CEO, Prof. Dr. Zulkornain Yusop, and Dato’ Sharifah Mohd Ismail represented IMM. Tan Sri Rafidah Aziz and Prof Datin Paduka Dr. Aini Ideris, Vice Chancellor of UPM witnessed the execution of the Agreement</p>	
2.1.6	<p><b>CPM Graduation Ceremony for Class 2/2016 and Class 1/2017</b></p> <p>Nineteen graduates comprising of 9 graduates of Class 2/2016 and 10 from Class 1/2017 were celebrated at a Graduation Ceremony held by the Institute on 9 December 2017. Among the graduates were three from Cambodia who travelled all the way to receive their Certificates from Tan Sri Rafidah Aziz who presented the Certificates as IMM’s Guest of Honour.</p>	
2.1.7	<p><b>Launch of First IMM Student Chapter with Curtin University, Malaysia</b></p> <p>The First Student Chapter in the country was launched with Curtin University, Malaysia in Sarawak and officiated by Tan Sri Rafidah Aziz as IMM’s Guest of Honour.</p> <p>The Launch was witnessed by IMM President and Curtin University’s Top Management, lecturers and students. With the Launch of the first IMM Student Chapter or IMMSC with Curtin University, IMM hopes to establish more Student Chapters with other universities.</p>	

# Minutes Of 28th Annual General Meeting

ITEM	SUBJECT MATTER	ACTION
2.1.8	<p><b>Signing of Memorandum of Understanding (MOU) between Institute of Marketing Malaysia and Pearson Education, UK</b></p> <p>The President reported that the agreement was signed to conduct Higher Education Qualifications – Pearson LCCI Marketing &amp; Business Qualifications program. IMM hopes that this collaboration between the two organizations will create more opportunities for Malaysians as well as others from the neighbouring regions to pursue their marketing studies and obtain qualifications through IMM and Pearson.</p>	
2.1.9	<p><b>World-class Seminars</b></p> <p>For the period under review, IMM also conducted two seminars by two world-class speakers, Kevin AbdulRahman and Ruth Stevens in September and October 2017 respectively. Both seminars were well attended and benefitted more than 300 participants from various organizations and industries in the country.</p>	
2.1.10	<p><b>CEO Talk Series</b></p> <p>The Institute managed to organize only one CEO Talk in 2017 and two in 2018, due to its other commitments. The President thanked the CEOs who have hosted these CEO Talks. The three CEO Talks drew active participation from IMM members and business associates.</p>	
2.1.11	<p><b>Training and Education</b></p> <p>As a training provider registered with Pembangunan Sumber Manusia Berhad (PSMB), the Institute is committed to organizing and conducting training programmes, world-class seminars, conferences, workshops for the benefit of IMM members as well as Skills Upgrading program for SMEs.</p> <p>During the period 2017-2018 the Institute trained twenty-three small and medium enterprises from various industries including pharmaceutical, garments manufacturing and distributions, education as well as packaging industry. At least 300 of their employees benefited from IMM's 2-Day training programmes.</p> <p>The President concluded her Report with thanks and appreciation to PSMB for their assistance and confidence in IMM's training programmes. Due appreciation and thanks also go to IMM's Corporate and Individual members for their support and attendance in IMM's programmes.</p> <p>She also thanked all Council members and the staff of IMM for their commitment and dedication towards the Institute.</p> <p>The President then called for a Proposer and Seconder to receive the President's Annual Report :</p> <p>Proposed by : Datin Nor Hafizah Ismail Seconded by : Fairuz Binti Muchtar</p>	
2.2	<p><b>To receive the Honorary Secretary's Report</b></p> <p>Puan Siti Badarny Shamsaifah Hassan, the Asst. Honorary Secretary briefly went through the Honorary Secretary's Report which recorded the appointment of five (5) new Council members at the 27th Annual General Meeting of Institute of Marketing Malaysia on 26th August 2017.</p> <p>The Honorary Secretary's report also recorded a total of six (6) Council meetings were held for the Term 2017-2019 and the attendance recorded of the respective Council members at these meetings.</p>	



# Minutes Of 28th Annual General Meeting

ITEM	SUBJECT MATTER	ACTION
2.2 (cont)	<p>After concluding the Report, Puan Siti Badarny handed over the meeting to the MC to invite a Proposer and Seconder to adopt the Honorary Secretary's Report, and proceed with the next item in the Agenda.</p> <p>Proposed by : Sarah Tan Seconded by : Nitthiyanathan Lachumanan</p>	
3	<p><b>To receive and if approved to pass the Accounts for the year ended 31st December 2016 and 31st December 2017.</b></p> <p>Puan Fairuz Muchtar, the Honorary Treasurer invited all members present to look at the respective pages of the Performance Report containing details of the Institute's Financial Report for the Year Ended 31st December 2016 and Year Ended 31st December 2017, to be read together with the Balance Sheet and Income &amp; Expenditure Statement.</p> <p>The President said it is always a challenge for her to manage IMM as a non-profit organization if not for the support from IMM's Corporate members, and others in the industry.</p> <p>Mr. Kajaintharan, Secretary of Koperasi Gemilang Malaysia Berhad (KOOP) asked about the fee for Corporate Membership of IMM and was responded by the President. He will support IMM and get approval for the Koperasi to join as Corporate Member. The President thanked Mr Kajaintharan for his pledge and IMM will send a formal invitation for Koperasi Gemilang to become a Corporate member.</p> <p>There being no questions raised on the accounts of the Institute, the President proposed that the Accounts be passed and accepted.</p> <p>Proposed by : Mr. S. Kajaintharan Seconded by : Mr. Suresh Ram Pillai</p>	
4	<p><b>To elect Council Members for the Term 2019 – 2021</b></p>	
4.1	<p>The meeting was handed over to the MC, Datin Nor Hafizah Ismail to moderate and facilitate the election.</p>	
4.2	<p>The MC proceeded with the Nomination of Council members and announced the Nomination List proposed by IMM for the information of all present. She announced that there were 4 new nominations to fill up the vacancies left by the 4 Council members, one of whom had resigned and three who had informed the President that they did not wish to be re-elected – Puan Morni Binti Bujang, Dr. Kamala Vainy Pillai and Puan Shahana Azlan. The MC announced that altogether there are 15 nominations and proceeded to read out the names of the 15 Nominees for the 2019-2021 Term as follows :</p> <ol style="list-style-type: none"> <li>1. Dato' Sharifah Mohd Ismail</li> <li>2. Prof. Datuk Dr. N. Marimuthu</li> <li>3. Haslina Binti Azlan</li> <li>4. Sarah Tan Mee Loo</li> <li>5. Siti Badarny Shamsaifah Hassan</li> <li>6. Fairuz Binti Muchtar</li> <li>7. Nitthiyanathan Lachumanan</li> <li>8. Mohamed Sallauddin Mohamed Shah</li> <li>9. Tengku Nila Putri Binti Tengku Ilham</li> <li>10. Franky H.F. Chong</li> <li>11. Santhi A/P Govindan</li> <li>12. Noor Mohamed Bin Mohamed Younus (New)</li> <li>13. Ajit Singh Jasbir Singh (New)</li> <li>14. Dato' Dr. Mohd Radzi Abd Latif (New)</li> <li>15. Maznah Salleh (New)</li> </ol>	

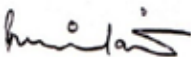


# Minutes Of 28th Annual General Meeting

ITEM	SUBJECT MATTER	ACTION
4.2 (cont)	<p>Dato' Sharifah agreed that Santhi Govindan's re-election be accepted although she was unable to be present at the AGM.</p> <p>The MC requested the Council Members for the previous Term who were not in the nomination list to vacate their seats and invited the new nominees to take their seats.</p> <p>The President motioned that all 15 Nominations be accepted into the new Council for the 2019-2021 Term.</p> <p>Proposed by : S. Kajaintharan Seconded by : Sares Ram Pillai</p>	
4.2.1	<p>The MC then invited all the Council Members to introduce themselves to all present at the meeting.</p> <p>i) Encik Noor Mohamed Bin Mohamed Younus said that he had worked in various industries and recently resigned from Putra Business School. He is now doing consultancy and part-time work as a trainer.</p> <p>ii) Dato' Mohd. Radzi introduced himself as a Chartered Marketer from the Chartered Institute of Marketing, UK and a Certified Financial Planner. He is a social entrepreneur that specialises in Institutional Strengthening and Capacity Building. His current interest is in Halal certification. He would like to contribute his services to IMM in working with international programmes.</p> <p>iii) Nitthiyanathan Lachumanan said that he has been in the education industry for the last 19 years and is currently attached with Quest International University Perak as Senior Deputy Director, Student Recruitment Division.</p> <p>iv) Sarah Tan announced that she has been with Telekom Malaysia Berhad or TM for the last 30 years. She thanked the President for the opportunity to serve in IMM Council for another term.</p> <p>v) Fairuz Muchtar said that she is currently Head of the International Centre (i-Centre) at Universiti Putra Malaysia. She also thanked the President for the opportunity to serve in the Council again and will try her best to help IMM.</p> <p>vi) Haslina Azlan said that she has been with Telekom Malaysia for 30 years and with the IMM Council for 10 years. She will continue to support the Council and assist IMM in any way she can.</p> <p>vii) Siti Badarny shared that she is currently attached at Putra Business School (PBS) as Director of Marketing &amp; Communication. She has been with the Council for more than 5 years and will do her best for IMM.</p> <p>viii) Mohamed Sallauddin said that he has been with Malaysia Airports Holdings Berhad for 19 years and is currently Head of Airline Marketing. He offered appreciation and thanks to all Council members. He feels that all managers must go for the CPM (Asia) training and certification.</p> <p>ix) Tengku Nila Putri is currently Senior Vice President of MTDC Academy. She said that marketing is in her blood and is proud of the leadership of Dato' Sharifah and Prof. Datuk Dr. Marimuthu for their passion in what they do.</p> <p>x) Franky Chong said that this is his second term in the Council. He added that marketing has always been his passion.</p>	

# Minutes Of 28th Annual General Meeting

ITEM	SUBJECT MATTER	ACTION
4.2.1 (cont)	<p>xi) Ajit Singh pledged his support for IMM and said that his company MyDomax Sdn Bhd will sign up as a Corporate Member of IMM. Ajit is a member of the Chartered Institute of Marketing since 1998. He feels that marketing strategy needs to be changed and the time has come for marketing to be considered seriously.</p> <p>xii) Maznah Salleh said she has served as a Council member for 2 terms before. She graduated from Oklahoma University and her last post was at Universiti Malaysia Terengganu (UMT) 20 years before retiring. She wants to focus on developing IMM's Student Chapter for UMT and UnisZA. She is currently doing consultancy work in Terengganu.</p> <p>In closing, the re-elected President, Dato' Sharifah recorded her appreciation and thanks to all the previous Council members for their support and contribution to the Institute during their tenure of service.</p> <p>The President then proceeded to table the last item in the Agenda i.e. Other Matters</p>	
5.	<p><b>Other Matters</b></p> <p>The following are some ideas, comments and observations shared by Council members and IMM members :</p>	
5.1	<p><b>Strengthening of IMM's image and role in the Industry</b></p> <p>Prof. Datuk Dr. Marimuthu said he has been with IMM Council for 4 years as Vice President and the Institute is now 40 years old. He added that IMM need to have more knowledge and to be taken more seriously in the industry. He would like to do more writing for IMM's official publication – Marketeer in 2020 and will be heading the editorial team for the magazine. He feels that IMM should go out and visit more people and deliver more messages – be part of the community. He propose that the Council take on Six Asean Marketing Awards as the Institute needs that kind of exposure in this digital era. He added that survey has shown that many CEOs have marketing background.</p>	
5.2	<p><b>Way Forward for IMM</b></p> <p>Datin Nor shared Datuk Marimuthu's sentiment and stressed that IMM needs to know what to expect in 2020 – the scenario for 2019 has been very slow. Although training and education programmes should proceed as usual, IMM should try to market the CPM more aggressively in 2020. She added that another possibility is for IMM to diversify and to venture into the insurance business. IMM should also look into more partnerships / collaborations with organizations.</p>	
5.3	<p><b>Digital Marketing</b></p> <p>David Tan spoke on digital marketing. He said that marketing has changed very much now and is not the same as what we understand a long time ago. If IMM want to educate marketers we should look into digital marketing and collaborate with data analytics companies.</p> <p>Dato Sharifah agreed and said that IMM tried in 2019 but could not get the numbers to participate.</p>	
5.4	<p>Tengku Nila shared that MTDC has its own training academy – Technopreneur Training Academy or TENTRA that offers data service and analytics programmes to its customers and partners. She also added that GLCs do not need CPM.</p>	

# Minutes Of 28th Annual General Meeting

ITEM	SUBJECT MATTER	ACTION
5.4 (cont)	<p><b>Grants</b></p> <p>Mr. Jeyaraj Asirvatham commented on the absence of grants from PSMB which had affected IMM's revenue to organise and conduct training. Dato' Sharifah said that we will have to be patient and wait for the funds to be restructured soon. Meanwhile, IMM also participates in RFQs mostly from TM. Dato' Sharifah thanked Encik Sallauddin for his support and recognition of IMM's certification programme CPM (Asia), through participation of MAHB's managers.</p> <p>Encik Sallauddin also shared his experience as a marketing person who has been trained in marketing since he joined MAHB. Marketing is also a discipline and he feels that CPM certification is a must for marketers.</p>	
5.5	<p>Dato' Radzi voiced out that we are losing out on print related business. We need to see how to create Malaysia as a marketing-related nation. The salary of marketers should also be raised. He feels that we should express our displeasure at the way trade is being done in Malaysia.</p> <p>Datuk Marimuthu requested marketers to make noise. Technology can be so distracting to humanity. Marketers need to voice out and be more vocal.</p>	
6.	<p><b>Conclusion</b></p> <p>There being no other matters to be discussed, the President officially declared the 28th Annual General Meeting of IMM closed at 11.35am. She thanked everyone for coming and for sharing their views and constructive comments. Dato' Sharifah invited everyone to join in the Lunch at Kembali Restaurant.</p> <p>The MC, Datin Nor announced to everyone not to leave the room yet as there will be a group photo before adjourning for Lunch.</p>	
	<p>Prepared by :</p>  <p>Rahimah Abd. Kadir <b>IMM</b></p>	<p>Reviewed by:</p>  <p>Haslina Azlan <b>Honorary Secretary</b></p>
	<p>Approved by :</p>  <p>Dato' Sharifah Mohd. Ismail <b>President</b></p>	



## 28th Council Members 2019-2021



*Seated (Left to Right):*

Tengku Nila Putri Binti Tengku Ilham, Prof. Datuk Dr. Marimuthu Nadason, Dato' Sharifah Mohd Ismail, Mohamed Sallauddin Bin Hj Mohamed Shah, Fairuz Muchtar.

*Standing (Left to Right):*

Siti Badarny Shamsaifah Hassan, Maznah Salleh, Dr. Santhi A/P Govindan, Haslina Binti Azlan, Nitthiyanathan A/L Lachumanan, Dato' Dr. Mohd Radzi Bin Abd Latif, Sarah Tan Mee Loo, Franky H.F. Chong, Noor Mohamed Bin Mohamed Younus, Ajit Singh Jasbir Singh.

### IMM's 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 15 Council Members are individuals representing various sectors and industries as well as academicians and entrepreneurs. The Council Members are elected and their services are on voluntary basis. The operation is based on income derived from membership fees, publication as well as training and education programs managed and provided by the Institute.

### IMM STAFF



Noorlela Binti Othman  
(Resigned as of 30th October 2019)



Rahimah Abd. Kadir



Shafiz Ridzuan  
(Joined as of 1st October 2019)

The office of the Institute is managed by three (3) full time/ part time staff responsible for all matters pertaining to membership, training, events, administration & finance as well as other special projects undertaken by the Institute.

# Calendar Of Events 2019



INSTITUTE OF MARKETING MALAYSIA

NO	DATE	EVENT	CATEGORY	VENUE
JANUARY 2019				
1	19TH JANUARY	CPM PREVIEW – FOR CLASS 1/2019		IMM OFFICE
FEBRUARY 2019				
NO EVENT				
MARCH 2019				
2	13TH & 14TH MARCH	2-DAY SEMINAR: CERTIFICATE IN PROFESSIONAL SELLING SKILLS BY SHANTI SUBRAMANIAM	SEMINAR	IMM OFFICE
3	21ST MARCH	AMFKL2019 – DAY 1 WELCOME COCKTAIL	NETWORKING	CHEREZA LOUNGE, SERI PACIFIC HOTEL, KUALA LUMPUR
4	22ND MARCH	AMFKL2019 – DAY 2 - BOARD OF MANAGEMENT (BOM) MEETING - YWN AWARDS  - PUTRAJAYA LAKE CRUISE AND DINNER	MEETING / EVENT  NETWORKING	MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY @ MITI TOWER  PUTRAJAYA
5	23RD MARCH	AMFKL2019 – DAY 3 - AMF CONFERENCE (KEYNOTE SPEAKER: TAN SRI RAFIDAH AZIZ) / BOOK LAUNCH / CPM LOGO LAUNCH  - CITY TOUR OF KUALA LUMPUR	NETWORKING  EVENT	BALLROOM, SERI PACIFIC HOTEL, KUALA LUMPUR  KUALA LUMPUR
		- DINNER & FELLOWSHIP AWARD (GUEST OF HONOR: HER ROYAL HIGHNESS, SULTANAH HAJJAH KALSOM, DK.)	NETWORKING	BALLROOM, SERI PACIFIC HOTEL, KUALA LUMPUR
6	24TH MARCH	AMFKL2019 – DAY 4 - DEPARTURE OF DELEGATES	NETWORKING	SERI PACIFIC HOTEL, KUALA LUMPUR.
APRIL 2019				
7	20TH APRIL	5TH COUNCIL MEETING.	MEETING	IMM OFFICE
8	19TH & 20TH AUGUST	CERTIFIED PROFESSIONAL MARKETER-CPM (ASIA) SPECIAL REVISION-BASED BY OVERSEAS TRAINER: ASIA BUSINESS & ASIA MARKETING MANAGEMENT	SEMINAR	IMM OFFICE
9	29TH APRIL	CERTIFIED PROFESSIONAL MARKETER-CPM (ASIA): EXAMINATION : ASIA BUSINESS	EXAM	IMM OFFICE
MAY 2019				
10	2ND MAY	CERTIFIED PROFESSIONAL MARKETER - CPM (ASIA): EXAMINATION: ASIA MARKETING MANAGEMENT	EXAM	IMM OFFICE
11	16TH & 17TH MAY	2 DAY SEMINARS: STRATEGIC BRAND MANAGEMENT	SEMINAR	IMM OFFICE
12	22ND & 23RD MAY	2 DAY SEMINARS: STRATEGIC MEETING & BUSINESS PLANNING	SEMINAR	IMM OFFICE
JUNE 2019				
13	30TH JUNE	MAJLIS MESRA HARI RAYA	EVENT	IMM OFFICE
JULY 2019				
14	18TH JULY	PUBLIC FORUM COLLABORATION WITH SEGI UNIVERSITY: THE 3RD BELT & ROAD PUBLIC FORUM 2019	EVENT	SEGI UNIVERSITY KOTA DAMANSARA



# Calendar Of Events 2019



INSTITUTE OF MARKETING MALAYSIA

NO	DATE	EVENT	CATEGORY	VENUE
AUGUST 2019				
15	1ST & 2ND AUGUST	2 DAY SEMINARS: ENHANCING CUSTOMER EXPERIENCE	SEMINAR	IMM OFFICE
SEPTEMBER 2019				
16	14TH & 15TH SEPTEMBER	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) MARKETING STRATEGY	SEMINAR	IMM OFFICE
17	21ST & 22ND SEPTEMBER	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) INTEGRATED MARKETING COMMUNICATIONS	SEMINAR	IMM OFFICE
18	28TH & 29TH SEPTEMBER	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) MARKETING RESEARCH	SEMINAR	IMM OFFICE
OCTOBER 2019				
19	3RD & 6TH OCTOBER	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) ASIA BUSINESS	SEMINAR	IMM OFFICE
20	3RD OCTOBER	COURTESY CALL ON YANG BERTHORMAT DATUK SERI MOHD REDZUAN MD YUSOF MINISTER OF ENTREPRENEUR DEVELOPMENT	EVENT	MENARA BANK RAKYAT, BRICKFIELDS KUALA LUMPUR
21	19TH & 20TH OCTOBER	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) SPECIAL REVISION CLASS BY MICKEY HEE	CLASS	IMM TRAINING ROOM
22	22ND OCTOBER	CPM EXAM – ASIA BUSINESS	EXAMINATION	IMM TRAINING ROOM
23	24TH OCTOBER	CPM EXAM – ASIA MARKETING MANAGEMENT	EXAMINATION	IMM TRAINING ROOM
NOVEMBER 2019				
24	30TH NOVEMBER	IMM 28TH ANNUAL GENERAL MEETING	AGM	BEST WESTERN PETALING JAYA
DECEMBER 2019				
NO EVENT				

# Calendar Of Events 2020

JANUARY 2020				
1	11TH JANUARY	1ST COUNCIL MEETING FOR 2020	COUNCIL MEETING	IMM OFFICE MEETING ROOM
FEBRUARY 2020				
2	5TH FEBRUARY	KUIPSAS – KOLEJ UNIVERSITI ISLAM PAHANG SULTAN AHMAD SHAH STUDENT MEMBER STUDY VISIT	STUDY VISIT	UPM-MTDC TECHNOLOGY CENTRE
MARCH 2020				
3	2ND MARCH 2020	WORLD MARKETING SUMMIT	MARKETING SUMMIT	GRAND BALLROOM, PRIMIERA HOTEL, MENARA MARA
APRIL 2020				
NO EVENTS (COVID-19 OUTBREAK – MCO PHASE)				
MAY 2020				
4	17TH MAY	IMM 2ND COUNCIL MEETING	COUNCIL MEETING	ONLINE VIA ZOOM
5	27TH MAY	ASEAN MARKETING DAY	MARKETING DAY	ONLINE VIA ZOOM
6	28TH MAY	CPM CLASS 1/20 "MARKETING STRATEGY"	CPM CLASS	ONLINE VIA ZOOM

# Calendar Of Events 2020



INSTITUTE OF MARKETING MALAYSIA

NO	DATE	EVENT	CATEGORY	VENUE
JUNE 2020				
7	4TH JUNE	CPM CLASS 1/20 "ASIA BUSINESS & ASIA MARKETING MANAGEMENT"	CPM CLASS	ONLINE VIA ZOOM
8	6TH JUNE	CPM CLASS 1/20 "INTERGRATED MARKETING COMMUNICATIONS"	CPM CLASS	ONLINE VIA ZOOM
9	18TH JUNE	CPM CLASS 1/20 "MARKETING RESEARCH"	CPM CLASS	ONLINE VIA ZOOM
10	20TH JUNE	CPM SPECIAL REVISION CLASS 1/20 (ASIA BUSINESS & ASIA MARKETING MANAGEMENT) – BY MICKEY HEE (SINGAPORE TRAINER)	CPM REVISION CLASS	ONLINE VIA ZOOM
11	23RD JUNE	CPM EXAM DAY (ASIA BUSINESS)	CPM EXAM	PUTRA BUSINESS SCHOOL
12	25TH JUNE	CPM EXAM DAY (ASIA MARKETING MANAGEMENT)	CPM EXAM	PUTRA BUSINESS SCHOOL
JULY 2020				
13	2ND JULY	COURTESY VISIT ON YBHG. DATO' NELSON RENGANATHAN (CHAIRMAN HRDF)	COURTESY VISIT	BANGUNAN HRDF
14	18TH JULY	CPM PREVIEW DAY FOR OCTOBER EXAM 1ST PREVIEW	CPM PREVIEW	ONLINE VIA ZOOM
15	21ST JULY	IMM WEBINAR "THE FUTURE OF MARKETING - 3 URGENT SHIFT FOR RAPID POST-COVID BUSINESS RECOVERY" BY MAVERICK FOO	IMM WEBINAR	ONLINE VIA ZOOM
16	23RD JULY	CPM PREVIEW DAY FOR OCTOBER EXAM 2ND PREVIEW	CPM PREVIEW	ONLINE VIA ZOOM
AUGUST 2020				
17	6TH AUGUST	IMM WEBINAR "MIND MATTERS FOR SUCCESS – COPING WITH UNCERTAINTIES" BY HANIM ABDUL RAHMAN	IMM WEBINAR	ONLINE VIA ZOOM
18	8TH AUGUST	CPM 2/20 CLASS (KPJ) – "MARKETING STRATEGY"	CPM CLASS	ONLINE VIA ZOOM
19	22TH AUGUST	CPM 2/20 CLASS (KPJ) – "MARKETING RESEARCH"	CPM CLASS	ONLINE VIA ZOOM
20	25TH - 26TH AUGUST	IMM ONLINE TRAINING – "CRISIS MARKETING MASTERCLASS" BY MAVERICK FOO	IMM TRAINING	ONLINE VIA ZOOM
21	25TH - 27TH AUGUST	IMM TRAINING "CERTIFICATE IN PROFESSIONAL SELLING SKILLS" FOR KOLEJ VOKASIONAL (KPM) TRAINER: SHANTI SUBRAMANIAM & CLAIRE	IMM TRAINING	SUNWAY PUTRA HOTEL KUALA LUMPUR, OPAL MEETING ROOM, LEVEL 10
22	29TH AUGUST	IMM 3RD COUNCIL MEETING	COUNCIL MEETING	ONLINE VIA ZOOM
SEPTEMBER 2020				
23	5TH SEPTEMBER	CPM 2/20 CLASS (KPJ) – "INTEGRATED MARKETING MANAGEMENT"	CPM CLASS	ONLINE VIA ZOOM
24	5TH SEPTEMBER	"SURVIVING THE PANDEMIC" WEBINAR TALK BY IMM STUDENT CHAPTER CURTIN UNIVERSITY MALAYSIA	WEBTALK	ONLINE VIA ZOOM
25	6TH SEPTEMBER	CPM 2/20 CLASS (IND) – "MARKETING STRATEGY"	CPM CLASS	ONLINE VIA ZOOM
26	10TH SEPTEMBER	IMM WEBINAR – BRAND MARKETING IN THE NEW NORM BY GIRITHARAN RAMASAMY (LOOPS MALAYSIA)	IMM WEBINAR	ONLINE VIA ZOOM

# Calendar Of Events 2020



INSTITUTE OF MARKETING MALAYSIA

NO	DATE	EVENT	CATEGORY	VENUE
SEPTEMBER 2020				
27	12TH SEPTEMBER	CPM 2/20 CLASS (IND) – “MARKETING RESEARCH”	CPM CLASS	ONLINE VIA ZOOM
28	19TH SEPTEMBER	CPM 2/20 CLASS (IND & KPJ) “ASIA BUSINESS & ASIA MARKETING MANAGEMENT INTRODUCTION”	CPM CLASS	ONLINE VIA ZOOM
29	25TH - 26TH AUGUST	CPM 2/20 CLASS (IND) “INTEGRATED MARKETING MANAGEMENT”	CPM CLASS	ONLINE VIA ZOOM
30	25TH - 27TH AUGUST	MIND MATTER FOR SUCCESS BY HANIM ABDUL RAHMAN ONE (1) DAY TRAINING	TRAINING	PAUM CLUBHOUSE KUALA LUMPUR
31	29TH AUGUST	IMM WEBINAR “LEADERS AS COACHES” BY KAPT. SHAN MOORTHY	IMM WEBINAR	ONLINE VIA ZOOM
OCTOBER 2020				
32	13TH OCTOBER	IMM WEBINAR “BUILDING BUSINESS RESILIENCE WITH EFFECTIVE PERSONAL BRANDING” BY ROGER WANG – PRESIDENT OF MIS	IMM WEBINAR	ONLINE VIA ZOOM
33	17TH OCTOBER	IMM 4TH COUNCIL MEETING	COUNCIL MEETING	ONLINE VIA ZOOM
NOVEMBER 2020				
34	7TH NOVEMBER	CPM SPECIAL REVISION CLASS 2/20 (IND & KPJ) (ASIA BUSINESS & ASIA MARKETING MANAGEMENT) – BY MICKEY HEE (SINGAPORE TRAINER)	CPM CLASS	ONLINE VIA ZOOM
35	WEEK OF 9TH - 15TH NOVEMBER	CPM EXAM DAY (ASIA BUSINESS)	CPM EXAM	ONLINE VIA ZOOM
36	WEEK OF 9TH - 15TH NOVEMBER	CPM EXAM DAY (ASIA MARKETING MANAGEMENT)	CPM EXAM	ONLINE VIA ZOOM
37	11TH NOVEMBER	IMM WEBINAR - MARKETING THEMES POST COVID-19 PANDEMIC BY DR. AYMAN SHERBINI, PROFESSOR ASSISTANT – TAIBAH UNIVERSITY, SAUDI ARABIA	IMM WEBINAR	ONLINE VIA ZOOM
38	22ND NOVEMBER	TRAINING – KICKSTART YOUR SOCIAL MEDIA PROFITS BY MAVERICK FOO – COLLABORATION WITH PROTRAINERS (M) SDN BHD	TRAINING	ANCASA ROYALE HOTEL, PEKAN, PAHANG
39	25TH NOVEMBER	IMM WEBINAR – PEER LEARNING – A TRANSFORMATIVE WAY TO BE INSPIRED AND EMPOWER OTHERS BY MISS CLAIRE KEOW	IMM WEBINAR	ONLINE VIA ZOOM
40	27TH NOVEMBER	CPM EXAM DAY (KPJ GROUP) ASIA BUSINESS	CPM EXAM	ONLINE VIA ZOOM
DECEMBER 2020				
41	11TH DECEMBER	CPM EXAM DAY (KPJ GROUP) ASIA MARKETING MANAGEMENT	CPM EXAM	ONLINE VIA ZOOM
42	19TH DECEMBER	IMM 5TH COUNCIL MEETING	COUNCIL MEETING	ONLINE VIA ZOOM



## AMFKL2019 - Welcome Cocktail



## AMFKL2019 - Board Of Management (BOM) Meeting





# Event Highlights 2019



## YWN Awards



## Putrajaya Lake Cruise and Dinner





## AMF Conference (Keynote Speaker: Tan Sri Rafidah Aziz) / Book Launch / CPM Logo Launch





## AMFKL 2019 Dinner & Fellowship Awards Guest Of Honor: Her Royal Highness, Sultanah Hajjah Kalsom, DK.





## AMFKL 2019 Dinner & Fellowship Awards Guest Of Honor: Her Royal Highness, Sultanah Hajjah Kalsom, DK.





## AMFKL 2019 Awards & Recognition





## IMM Fellowship Awards



**Hermawan Kartajaya** or Pak Hermawan, as he is fondly known, is the Co-founder and Patron of the Asia Marketing Federation (AMF) and Honorary Founding Chairman of the Indonesia Marketing Association (IMA). He is President of the Indonesia Council for Small Business (ICSB), and also the Founder and Executive Chairman of MarkPlus Inc., a leading integrated marketing solution provider headquartered in Jakarta, Indonesia. MarkPlus Inc. provides comprehensive Consulting, Research, Training and Media Services with branches in 12 cities in Indonesia.

In 2003, Mr. Hermawan was named by the United Kingdom's Chartered Institute of Marketing on the list of '50 Gurus Who Have Shaped the Future of Marketing' that includes the likes of Philip Kotler, David Aaker, Gary Hamel, Tom Peters, and Seth Godin in 2009.



**Takuya Goto** is the President of Japan Marketing Association since 2007. He was the Past President of Asia Marketing Federation (AMF) from 2010-2016.

During his tenure as the AMF President, he contributed to the development of marketing professions in Asia, with the increased number of AMF members to 16 countries / regions. He was the President and Chairperson of KAO Corporation, Japan.

**Associate Professor Dr. Hooi Den Huan** is an Associate Professor of Marketing and the immediate past Director of the Nanyang Technopreneurship Center, NTU, Singapore. Together with Philip Kotler and Hermawan Kartajaya, they have published four bestsellers. Their fifth book, "Asian Competitors," will be launched in March 2019 and they have started on their sixth book.

During the period 2016 – 2019, Prof. Dr. Hooi has held the positions of Supervisor and Executive Board of the Asia Marketing Federation Foundation.



**Professor Dr. Syed Ferhat Anwar** is the current Chief Patron of Marketing Society of Bangladesh (MSB). He held the position of President of MSB from 2016 – 2019.

Professor Dr. Syed Ferhat is a Professor and Director at the Institute of Business Administration (IBA), University of Dhaka, the leading business school in the country. He was recognized by Asia Marketing Federation for his contribution towards building the Asian Brands. In January 2019, he was recognized for his contribution to the business community by Kaler Kontho as one of the thirty leading academics of the country.



**Ashraf Bin Taj** started his career in the Marketing Society of Bangladesh (MSB) as Director, Business Development from 2015-2016. He then became the President of MSB in 2017 until now. In 2018 he was made Marketing Chair at Asia Marketing Federation until now.

Mr. Ashraf co-founded International Distribution Company (IDC) Bangladesh (Pvt) Limited as Managing Director in 2013. IDC currently represents 6 globally renowned companies in Bangladesh. Mr. Ashraf sits on the Board of different international & local companies as Director and Advisor, and on Jury Board of different national awards.



**Tran Hoang** is the President of Vietnam Marketing Association (VMA) from 2016 – 2019. He is the Founder and Chairman of Vietnam Marcom Academy, a pioneering marketing communications brand-building academy. A well known innovator and contributor in Vietnam's MarCom industry and education of marketing and communications professionals.

A founding member of Vietnam's CSR Universal Organization and Country Representative for the New York Festivals, and a long time member of Asia Federation of Advertising Association (AFAA) and of The International Advertising Association (IAA Global).

**Okhna Chea Den** is a Board Director of Marketing Association of Cambodia (MAC), Secretary's Government of Cambodia, and Board Director of Asia Council Supply Chain (ACSC). He is the Founder/CEO of Vann Sophy Group Co. Ltd., Cambodia and Advisor of the Vann Sophy Group.

Other professional qualifications includes:

- Member of Cambodia Chamber of Commerce
- Member of CAMFFA (Cambodian Freight Forwarders Association)
- Member of Federation of Small & Medium Enterprise
- Member of Cambodia Construction Association (CCA)



**Sour Dina (Dainy)** is the Founder and Past President of the Marketing Association of Cambodia (MAC) from 2013 – 2016. Current Chairman of the Board of MAC since 2016.

Mr. Dainy Sour is Founder of the Impact Group since 9 September 2009 with 17 years of experience in business and international relationship. Impact Group is the only professional leader in its field who has supplied more than 5 million items every year to key clients in Cambodia.

Mr. Dainy Sour owns the leading brand (Car Lovers) Car Accessory business in Cambodia



## IMM Fellowship Awards



**Dr. Bora Kea** is Past President of Marketing Association of Cambodia (MAC) from 2015 to 2017. He is also Board Member of Marketing Association of Cambodia from 2016 – 2019. Dr. Bora has 10 years' experience in Accounting and Finance, thus 7 years in Corporate Business Strategy, Marketing and Sales. Dr. Bora has also worked in Malaysia, led the customer retention management and sales analytics in the Telecommunications industry for almost 2 years. Dr. Bora is currently Director of Finance and Corporate Affairs at Edotco (Cambodia) Co., Ltd. With Dr. Bora's vast experience and knowledge, his management has entrusted him with various responsibilities within the organization. Besides being the Chief Finance Officer, Dr. Bora also heads two other divisions within the organization.



**Auttapol Rerkpiboon** was appointed President of Marketing Association of Thailand (MAT) from 2018 - 2020. He is a prominent businessperson who has been the head of 5 different leading companies. He is currently Chairman of the Board of Directors, PTT Oil and Retail Business Public Company Limited and Chief Operating Officer of Downstream Petroleum Business Group, Downstream Business Group Alignment PTT Public Company Limited, Director to the Corporate Governance Committee, Director to the Nomination & Remuneration Committee, PTT Global Chemical Public Company Limited and Board of Directors, Thai Oil Public Company Limited.

**Somchat Visitchaichan** or Dan currently holds the position of Vice President (Academics & Market Intelligence) of Marketing Association of Thailand (MAT) since 2016. Other positions held by him are as Judge of AMF's Asia Marketing Excellence Award and Executive Member of AMF's Board.

Dan is a certified facilitator of Design Thinking program for Standard Center of Professional Development (SCPD), Stanford University. He is also a doctoral graduate in Strategic Human Resource Management (SHRM), with certificates earned from multiple renowned institutions. Dan knows his craft in Marketing and Design Thinking inside and out.



**Sakchai Ruangkittikul** is Vice President (International Relations) of Marketing Association of Thailand (MAT).

He is also Managing Partner of PRAssociates from November 2001 – present.

Mr. Sakchai Ruangkittikul holds an MBA in Business, Management, Marketing and Related Support Services from Ramkhabang University, Thailand. He obtained his Bachelor of Education in Education Management from Chulalongkorn University.



**De Yong Adrian** is the President of Indonesian Marketing Association (IMA) from 2016 – 2019. He started his career at PT Asuransi Jiwasraya in May 1981 to January 2018 and has practical experience in handling and managing the restructuring of the unfunded past service liability employee benefit of post crisis companies and mergers of companies and migration of employee benefit programs of the 1,257 companies from unfunded to funded. He also developed new retail marketing operational processes at the organization, which have been standardised as PICFMO (Planning, Implementation, Controlling, and Follow-up Marketing Operation).



**Yaya Winarno Junardy** is a Board Member of the AMF and Indonesia Marketing Association (IMA). He was President of the AMF from 2008 – 2010. He is currently the President of Global Compact Network Indonesia and board member of Indonesia Business Links, Asia Marketing Federation, Indonesia Marketing Association, House of Love Foundation, Uni Papua Football Community and BhumiKsara Foundation. He is a member of President's Advancement Advisor Committee of National University of Singapore and Honorary Consul of the Republic of Namibia to Indonesia and also the Commissioner of PT Rajawali Corporation, an Indonesian national holding investment company in hotel, property, transportation, agriculture, mining, infrastructure and IT.

**Masaaki Ishibashi** is currently the Executive Director of Japan Marketing Association (JMA). From 2010 – 2016, he was Secretary General of the Asia Marketing Federation and Adviser of AMF in 2016.

As a Regional Director of Asia, Dentsu Networks, Mr. Masaaki was in charge of overall operations of Dentsu Network's companies in Asia.

After joining the Japan Marketing Association as Executive Director in 2017, Mr. Masaaki established the Japan Marketing Academy. He also took leadership of AMF as Secretary General between 2010-2016. He is now an Adviser of the Asia Marketing Federation.



**Priyantha Rohan Somawansa** is Director at Samson Trading Company (Pvt) Ltd., Sri Lanka.

He was appointed as the 1st Vice President of the Asia Marketing Federation (AMF) in 2016 and completed his term in 2018. In 2018 he was appointed as the President of AMF until his term ends in 2020.

He served as the President of Sri Lanka Institute of Marketing (SLIM) from 2010 – 2011.





## IMM Fellowship Awards



**Pradeep Edward** is Chief Executive Officer at Lanka Hospitals Diagnostic (Pvt) Ltd., and President of Sri Lanka Institute of Marketing (SLIM). A Certified Professional Marketer (Asia Pacific), Practicing Marketer (Sri Lanka), Chartered Marketer (CIM-UK), and a Fellow member of Chartered Institute of Marketing (CIM-UK).

He was awarded the Fellow Membership of the Institute of Management Specialist (IMS-UK), and Certified Professional Finance Manager from the Institute of Professional Finance Managers (IPFM-UK). He is also a Life Member of the Sri Lanka Institute of Marketing (SLIM). Pradeep holds an MBA from Buckinghamshire University, Post Graduate Diploma in Marketing/ Business Management and Finance.



**Elangovan Karthik** is a Chartered Marketer, Fellow Member of the Chartered Institute of Marketing in the United Kingdom., Practicing Marketer (SLIM). He holds an MBA from the Postgraduate Institute of Management, a National diploma in Human Resource Management (IPM), and Certified Global Management Accountant (CIMA UK).

He has attended the Executive Development Programme at Harvard Business School (HBS) Boston, USA.

He served as the President of Sri Lanka Institute of Marketing for the year 2017/2018.

**Danny Chau** is the Founder and Chairman of Macau Marketing Institute (MMI) since 2016 – 2019. Macau Marketing Association is the 17th Member of AMF since 2018.

He is also the Director and Co-Founder of GoldChess Asia Consulting Ltd for mergers and acquisitions business. He was also the financial expert and Deputy General Manager of Macau Insurance Company Ltd with about 20 years experience. Being the first Macau citizen, he was elected a Fellow of UK Chartered Institute of Marketing and became a Chartered Marketer. Mr. Danny Chau graduated from University of Macau and qualified as Stanford Certified Project Manager from Stanford University.



**Altanbagana Shiituu** is President of the Mongolian Marketing Association (MMA) since 2016 and was re-elected in 2018 until 2019. MMA is the joint initiation of professional marketers, marketing professors, research institution, and business entities.

Mr. Altanbagana Shiituu is also Founder and CEO of Terra Express LLC, a leading Mongolian Commodity Logistics Platform. Prior to establishing the company, he served as CEO of Chono Group, overseeing its business in property, mining, hospitality, agriculture, logistics and also as CEO of APU Trading Co. Ltd.. It is the country's largest premier brewer and beverage producer company.



**Professor Bojong Kim** is a Professor at the Department of Business Administration, Dong-A University, Korea. He currently serves as the 1st Vice President of Asia Marketing Federation (AMF). From 2017-2018 he was 2nd Vice President of AMF. He is a Member of the Board of Marketers' Society of Korea (MASOK) – in charge of International Affairs and Relationship. **Achievements:** • Chief Imagination Officer, Dream Company: 2007-Present • Representative Director, Marketers' Society of Korea (MASOK) : 2006-2007 • Marketing & Sales Director, Nestle Korea : 2002-2007 • Market Development Manager (China/HongKong), Ralston Purina International : 2000-2001 • Marketing Manager, Purina Korea : 1988-1999 • Senior Researcher, Hankook Research Company : 1986-1988



**Mary Faith B. Abano** was elected President of Philippines Marketing Association (PMA) in 2019. She is attached to Celestial Media Services Inc. as its General Manager.

Mary Faith is an entrepreneur whose work revolves around the practice of media marketing. She has served her industry in various capacities and her exposure in the Philippine Marketing Association has given her the opportunity to serve for the development of the Youth sector, where her work has been recognised.

**Gwen C. Albarracin** was President of the Asia Marketing Federation from 2016–2018. 35 years of brand management and marketing management experience in Unilever, Philippines and San Miguel Corporation and is currently President and CEO of her award winning company: Center for Pop Music Philippines, the pioneer in training of pop singing, stage performance and top stars in the Philippines. Her Event Management and Production Division produces and manages conferences, conventions for Professional Associations in the Philippines. She was awarded Outstanding Woman Entrepreneur in 2014 by GoNegosyo, and Director of the Marketing Institute of the Philippines and the Philippines Council for Associations and Association Executives.



**Arlene Padua-Martinez** is the President and Managing Director of Post10 Worldwide, Inc., the marketing arm of the Philippine Postal System in cross border mail distribution and logistics and forged bilateral agreements between private and government organizations.

She is the incumbent President of the Philippine Marketing Association (PMA), Ms. Martinez continues to serve the Marketing Institute of the Philippines (MIP) as Trustee, Asian Marketing Federation (AMF) as member-representative of the Philippines, Direct Marketing Association of the Philippines as the Director for International Affairs, Swedish Business Council as President, and the Advisory Board of Reach Express Network as a Board Member.





### IMM Fellowship Awards



**Roger Wang** is the President of the Marketing Institute of Singapore (MIS) from 2016 – 2019.

He holds a Masters of Science in Marketing (with Honours) from the National University of Ireland/University College of Dublin. With more than 35 years of business, marketing and event management experience, his ability to create innovative and breakthrough ideas, products and events has enabled him to stay abreast of the MICE industry over the last 17 years.



**Yao Xin** is a Certified Management Consultant (CMC) and holds an MBA from University of Paris. He presently serves as Secretary General of CCPIT Commercial Sub-Council. He was elected as the 2nd Vice President of Asia Marketing Federation (AMF) in mid September 2018.

Mr. YAO Xin has over 20 years experience in professional training and he is a member of Experts Committee of China National Occupational Classification. Ten years ago he launched "China University Business Elite Challenge (CUBEC)". CUBEC has now become the largest platform in China to cultivate future business elite leaders.

**Prof. Jen, Lichung** is Secretary General at Taiwan Institute of Marketing Science (TIMS) from 2016 – 2019.

He currently resides in Taipei and is Director of Global Branding and Marketing Research Centre at National Taiwan University (NTU), as well as the Director of Master Program in Statistics and Education.

Prof. JEN is the tenured Professor of Marketing at Department of International Business and he also serves as Secretary General of Taiwan Institute of Marketing Science (TIMS) for more than a decade until recent retirement.



**Dr. Michael Y.K. Chan** serves as the Honorary Chairman of Hong Kong Institute of Marketing. Dr. Chan is a very active member of the community, being an Independent Director of 6 other public companies as well as serving on the advisory committee of both the Hong Kong Baptist University, and the Hong Kong Polytechnic University.

Dr. Chan holds a double Degree in Sociology and Political Science, a Masters Degree in City Planning, and an Honorary Doctorate degree. He is also bestowed with an Honorary Fellow from Lingnan University in Hong Kong.



Recipients were carefully selected, taking into account their successful leadership, outstanding achievement and involvement in shaping the Institute and the industry.

They are personalities and leaders admired in their own way and have contributed immensely to the Institute, profession, industry and nation. IMM Fellows have not only successfully marketed themselves and their organizations extremely well but also the country.

They are indeed great marketers and leaders and IMM is very proud to have all of them as the Fellows of the Institute.

# Congratulations

## Majlis Mesra Hari Raya



## Courtesy Call On Yang Berhormat Datuk Seri Mohd Redzuan Md Yusof (Minister Of Entrepreneur Development)





## IMM 28th Annual General Meeting





## KUIPSAS – Kolej Universiti Islam Pahang Sultan Ahmad Shah Student Member Study Visit at UPM-MTDC Technology Centre





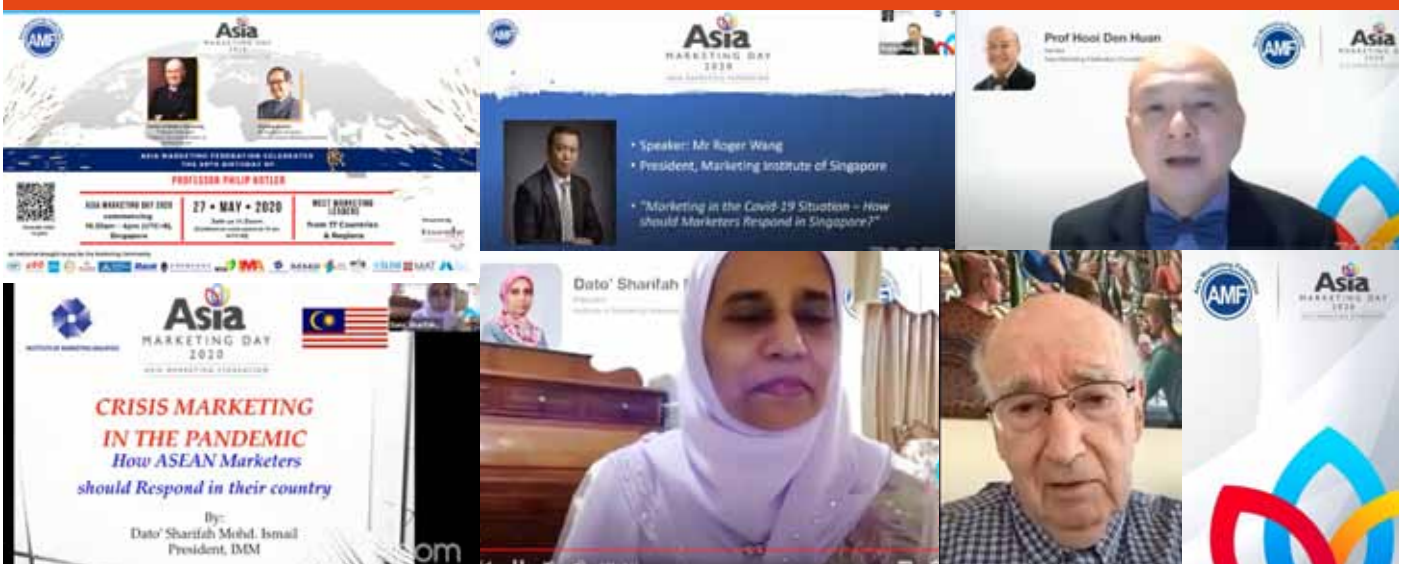
## World Marketing Summit



## Courtesy Visit On YBhg. Dato' Nelson Renganathan (Chairman HRDF)



## ASEAN Marketing Day





## Surviving The Pandemic - IMM Curtin Talk



**Surviving The Pandemic**

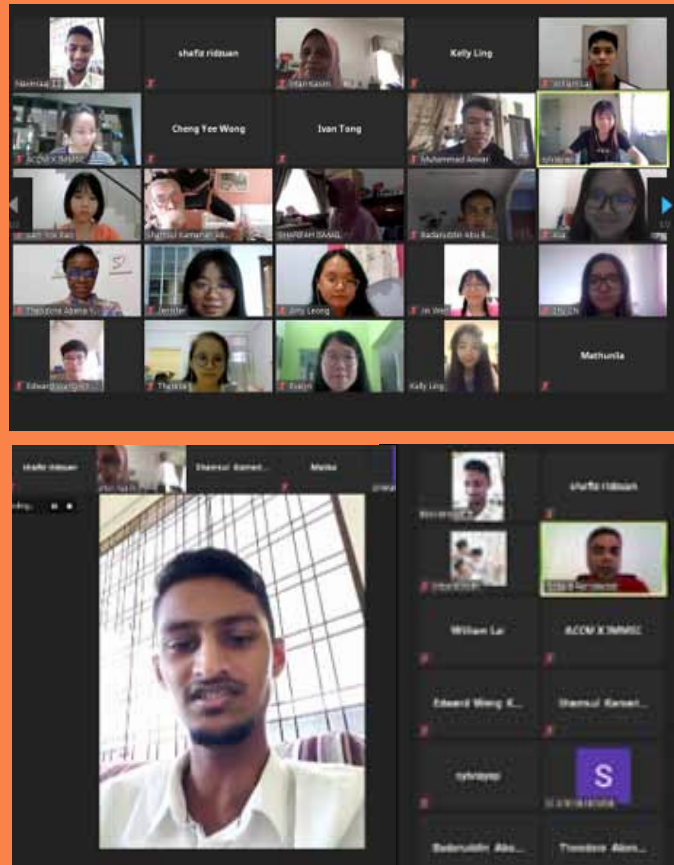
**A Webinar Talk**

5th September 2020  
12.55p.m. to 3.35p.m.  
Zoom Online Platform

**PROGRAMME**

12.30p.m. - 12.55p.m.	Set up (Speakers and participants entry)
12.55p.m. - 1.00p.m.	Event opening
1.00p.m. - 1.45p.m.	Talk by Dato' Sharifah Mohd. Ismail
1.45p.m. - 2.00p.m.	Q&A Session for Dato' Sharifah Mohd. Ismail
2.00p.m. - 3.00p.m.	Talk by Mr. Gerald Fernandez
3.00p.m. - 3.30p.m.	Q&A Session for Mr. Gerald Fernandez
3.30p.m. - 3.35p.m.	Event closing

**Logos:** INSTITUTE OF MARKETING MALAYSIA, Curtin Malaysia, ACCA Think Ahead, STUDENT COUNCIL CURTIN MALAYSIA



## IMM Webinar “The Future Of Marketing - 3 Urgent Shift For Rapid Post-Covid Business Recovery” By Maverick Foo




**THE FUTURE OF MARKETING**

3 Urgent Shifts for Rapid PostCOVID Business Recovery

Organized by:  In Partnership with:  

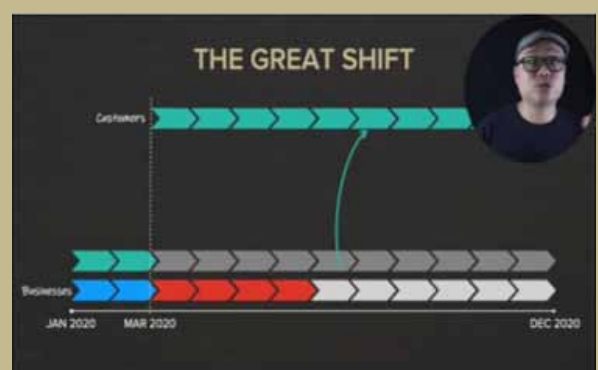


**LOCAL LIMITS** **GLOBAL ACCESS**

**KEY QUESTION**

*How can you shift your position from a "commodity" to become a "brand owner"?*

**GAP THREE**





## IMM Webinar “Mind Matters For Success – Coping With Uncertainties” By Hanim Abdul Rahman

**ALL ARE INVITED**

RSVP for link at  
<https://forms.gle/Wb1tUu8mmykxkx1n>  
or Scan QR Code



**IMM WEBINAR**  
**MIND MATTERS FOR SUCCESS**  
(Coping with Uncertainties)  
By  
**HANIM ABDUL RAHMAN**  
6<sup>th</sup> August 2020 (Thursday)  
11:00am – 12:00noon via Zoom

**WHAT YOU WILL LEARN**

- Acknowledging & Embracing Success**
  - Creative tactics for a successful life
  - Empowering your mind to succeed
  - Coping with uncertainties
- Fine tuning problems into opportunities**
  - How to develop property beliefs & dealing with adversity
  - How to face fear & overcoming obstacles
  - How to instantly change your state of mind

For more information contact us on  
Tel: 03-78744724/03-78743089  
E-mail: [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com)

Organized by  
  
In Partnership with  
  




**3 BEFORE 8**  
**Starting Your Day Right**

- Prayer
- Meditation



Create an Anchor That Supports Your Well Being  
**MENTALLY, SPIRITUALLY, PHYSICALLY**

## Webinar, Brand Marketing In The New Norm

**ALL ARE INVITED**

RSVP for link at  
<https://forms.gle/GJRVp5NPgKFB6wv7>  
or Scan QR Code



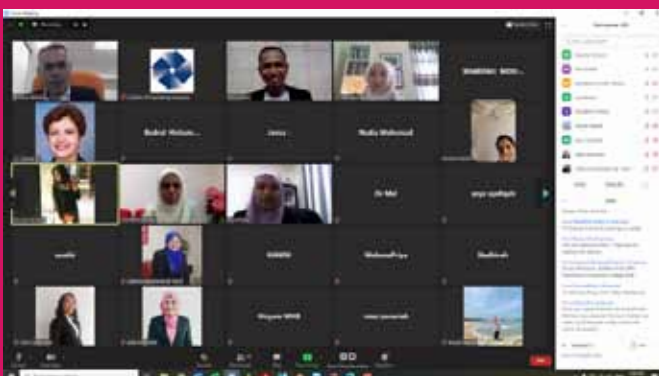
**IMM WEBINAR**  
**BRAND MARKETING IN THE NEW NORM**  
BY  
**GIRITHARAN RAMASAMY**  
10<sup>th</sup> September 2020 (Thursday)  
3:00pm – 4:00pm via Zoom

**What you will learn?**

- How to market your brand in the new norm – 2020/21
- Marketing Trends to look out for in 2020/21
- Do all these trends apply to your brand? If not? Find out which one works best for you.
- How to fund these trends via specific grants and programs
- Sharing of case studies

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In Partnership with  
  
  


For more information contact us on  
Tel: 03-78744724/03-78743089  
E-mail: [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com)



## IMM Webinar “Leaders As Coaches” By Kapt. Shan Moorthi



**LEADERS AS COACHES**

26<sup>th</sup> SEPT 2020 • 11 AM – 12 PM • 

Shan Moorthi is a Certified Professional Facilitator and Certified Masteries Coach (IAC). He has been Training, Facilitating and Coaching over 20 years. He is the Founding President of the Malaysian Association of Facilitators. He is currently the Global President of the International Association of Coaching.

**WHY COACHING CONVERSATION MATTERS IN CHALLENGING TIMES**

In this session, you will know the answers to some of these questions and will have the opportunity to find out the benefits and impact of having coaching conversations

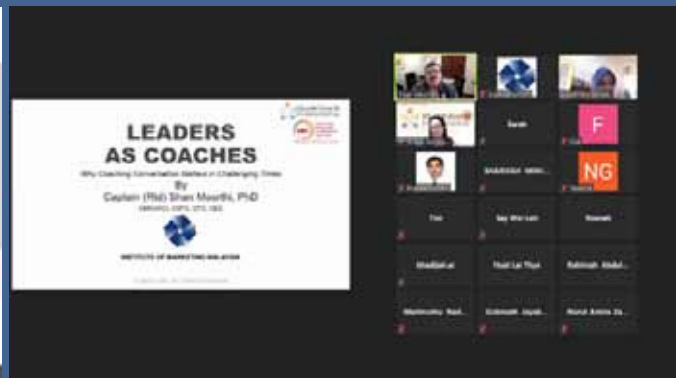
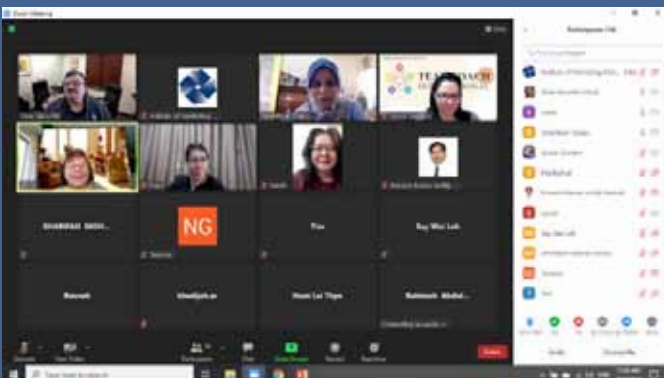
- What coaching really is?
- Does coaching work?
- When do you coach?
- How can coaching help develop positive mind-set?
- How can coaching help leaders in challenging times?

**ALL ARE INVITED**  
RVSP Link or Scan QR  
<https://forms.gle/XgVik4kr4A2gy7m9A>

Organized by:  INSTITUTE OF MARKETING MALAYSIA

In Partnership with:  SEGI University & College  PUTRA Business School

For more information contact us on Tel: 03-7874 6726 / 03-7874 3089 | E-mail: [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com)



## IMM Webinar “Building Business Resilience With Effective Personal Branding” By Roger Wang – President of MIS



**Personal Branding**

**ALL ARE INVITED**  
RSVP for link at  
<https://forms.gle/6u9ZW8iQR74HEwe9or>  
Scan QR Code



For more information contact us on  
Tel: 03-7874 6726 / 03-7874 3089  
E-mail: [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com)

Organized by:  INSTITUTE OF MARKETING MALAYSIA

In Partnership with:  MIS  PUTRA Business School  SEGI University & College

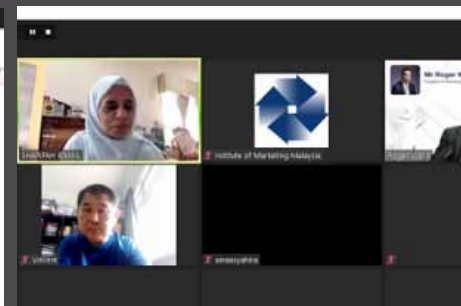
**IMM WEBINAR**

**BUILDING BUSINESS RESILIENCE WITH EFFECTIVE PERSONAL BRANDING**

By **Mr. Roger Wang**  
President, Marketing Institute of Singapore  
13<sup>th</sup> October 2020 (Tuesday)  
12:30pm – 1:30pm (GMT+8) – Malaysia time via Zoom

**What you will learn?**

- When personal branding can be used as corporate branding?
- Key benefits of personal branding
- Steps and key elements in personal branding process
- Business resilience and effective personal branding.





## IMM Webinar - Marketing Themes Post Covid-19 Pandemic By Dr. Ayman Sherbini, Professor Assistant – Taibah University, Saudi Arabia



**IMM WEBINAR**  
**MARKETING THEMES POST COVID-19 PANDEMIC**  
*Tips, Tools, and Ideas to consider*  
By  
**Dr. Ayman Sherbini**  
Professor Assistant, Taibah University, Saudi Arabia  
11<sup>th</sup> November 2020 (Wednesday)  
3:0pm – 4:0pm (GMT+8) – Malaysia time via Zoom

**What you will learn?**


- An introduction of the crisis and its economic impact.
- Sectors that benefit and lose.
- Marketing from its inception until the crisis.
- Successful marketing mix after the crisis.
- Are you in the market? Or do you want to enter the market?
- Successful and losing business models.
- Solutions for existing business.

ALL ARE INVITED  
RSVP for link at  
<https://forms.gle/MXviveU3Mh1CAY9>  
or Scan QR Code

Organized by:  In Partnership with:  



## IMM Webinar – Peer Learning – A Transformative Way To Be Inspired And Empower Others By Miss Claire Keow





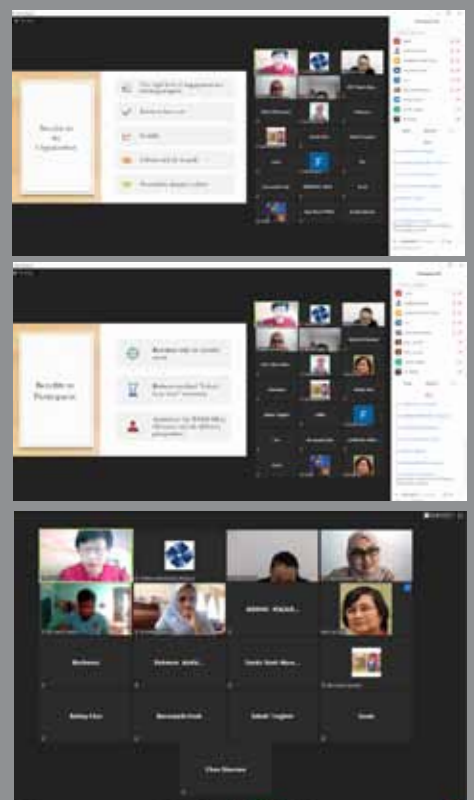
**IMM WEBINAR**  
**PEER LEARNING**  
*A Transformative Way to be Inspired and Empower others*  
By  
**Ms. Claire Keow**  
Team Coach and Consultant of LIM (Leadership in Motion) USA  
25<sup>th</sup> November 2020 (Wednesday)  
3:00pm – 4:00pm (GMT+8) – Malaysia time via Zoom

**Takeaways:**


- Experience "Peer Learning"
- Discover the underlying learning principles that make this methodology so effective, efficient and engaging.
- Hear real cases of how these principles, concepts and tools have transformed families, teams and organizations
- Have the confidence and competence to apply the concept right away to help teams to be more efficient and effective at home, workplace and in your life

ALL ARE INVITED  
RSVP for link at  
<https://forms.gle/Xsr3RCnu6ZWpPa7QA>  
or Scan QR Code

Organized by:  In Partnership with:  



## Online Training - Crisis Marketing



### CRISIS MARKETING

MASTERCLASS

New Marketing Framework for Economic Recovery Success

Making marketing decisions in times of uncertainty is tough, almost nerve wrecking. You cannot afford to move one step forward and then realised you've fallen three steps back. Especially not in this downturn economy.

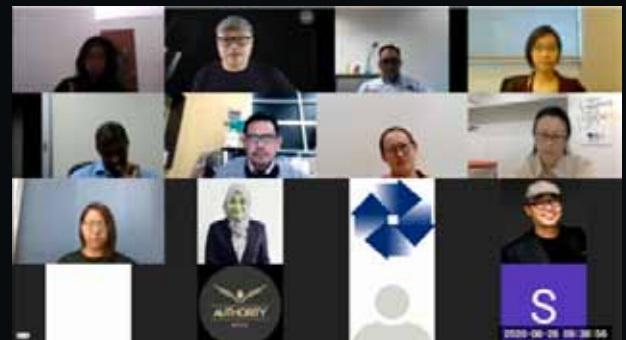
But you know you can't afford to stay still either. Some of your competitors have taken the bold move forward and gain the advantage over you, and you are torn between the risks and the rewards.

*Sounds like you need a plan of action, and that's what you will get in this 1-Day Crisis Marketing Masterclass specially designed for local SMEs.*

Gain insights from case studies, plan your approach, and implement the tactics to conquer the crisis and dominate the downturn.

**WHAT WILL YOU LEARN**

- Discover new business opportunities within your current business using the *New Profits Framework*
- Understand the psychological impact on your target markets during turbulent times
- Apply the 80/20 principle in your marketing priority by picking the *right H.R.A.*
- Achieve marketing clarity with the *Magnified Results Formula*
- Tap into a 97% market share that almost everyone is ignoring (especially your competitors)
- Align your marketing activities with the latest social media channels
- Learn the framework and strategies to Conquer the Crisis and Dominate the Downturn



## "Mind Matters For Success" Training



### MIND MATTERS FOR SUCCESS

"YOU HAVE TO WIN YOUR MIND BEFORE YOU WIN LIFE"

Join us in embarking on how your mind can lead to your success

**HANIM ABDUL RAHMAN**

24 SEPTEMBER 2020 (Thursday)  
9:00am - 5:00pm

PERSATUAN ALUMNI UNIVERSITI MALAYA (PAUM)  
CLUBHOUSE, KUALA LUMPUR





## Training - Certificate In Professional Selling Skills





The collage illustrates a variety of marketing and training scenarios. It features classroom environments with lecturers and students, individuals working on laptops, a video conference interface with a grid of participants, a presentation slide titled 'CPM - ASIA Past Year Questions', and a portrait of Gopalakrishnan Kolandai, CEO of Thulija Technologies. There are also diagrams related to Internet Marketing and Advertising.





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

**Honorary Treasurer's Report**

**Accounts**

**31 December 2018**

**31 December 2019**

**31 December 2020**





INSTITUTE OF MARKETING MALAYSIA

## Accounts For The Year Ended

Ended 31st December 2018

### INSTITUTE OF MARKETING MALAYSIA

(Incorporated in Malaysia)

### Declaration

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Sarah Tan Mee Loo being the Chairman, Honorary Secretary and Assistant Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, are correct for the year ended 31st December 2018.

DATO' SHARIFAH BINTI MOHD ISMAIL

(NRIC: 511110 -07 – 5260)

**CHAIRMAN**

HASLINA BINTI AZLAN

(NRIC: 651026 - 08 - 6092)

**HONORARY SECRETARY**

SARAH TAN MEE LOO

(NRIC: 631225 – 14 - 5018)

**ASST. HONORARY TREASURER**

# Balance Sheet

For the Year Ended 31st December 2018



INSTITUTE OF MARKETING MALAYSIA

	31/12/2018 RM	31/12/2017 RM
PROPERTY, PLANT AND EQUIPMENT	5,310.00	9,086.00
CURRENT ASSETS		
Cash and Bank Balances	69,762.00	37,553.00
Other Receivables and Deposit	86,760.00	28,012.00
	156,521.00	65,566.00
CURRENT LIABILITIES		
Other Creditors and Accruals	40,557.00	6,500.00
	40,557.00	6,500.00
NET CURRENT ASSETS	115,965.00	59,066.00
	<b>121,274.00</b>	<b>68,152.00</b>
ACCUMULATED FUND		
BALANCE B/F	68,152.00	121,629.00
SURPLUS / (DEFICIT) FOR THE YEAR	53,123.00	-53,477.00
BALANCE C/F	<b>121,274.00</b>	<b>68,152.00</b>

# Income And Expenditure Statement

For the Year Ended 31st December 2018

	YEAR 2018 RM	YEAR 2017 RM
<b>INCOME</b>		
ADVERTISEMENT	0.00	7,547.00
SEMINAR, TRAINING & EVENTS	375,944.00	369,791.00
SPONSORSHIP	500.00	0.00
BOWLING TOURNAMENT	18,718.00	0.00
TREASURE HUNT	0.00	19,800.00
BOOK SALES	1,641.00	1,010.00
	396,802.00	398,149.00
ANNUAL SUBSCRIPTION / ENTRANCE FEES: -		
-NEW ORDINARY MEMBER (NOM)	4,185.00	4,480.00
-LIFE MEMBERSHIP FEE	3,000.00	2,000.00
-NEW STUDENT MEMBERSHIP (NSM)	2,250.00	250.00
-NEW CORPORATE MEMBERSHIP (NCM)	8,500.00	15,500.00
-ORDINARY MEMBER RENEWAL (OMR)	5,350.00	6,800.00
-CORPORATE MEMBER RENEWAL (CMR)	78,550.00	71,650.00
<b>TOTAL INCOME</b>	<b>498,637.00</b>	<b>498,829.00</b>
<b>EXPENDITURE</b>		
ACCOUNTING FEES	3,000.00	3,000.00
DEPRECIATION	3,776.00	3,776.00
BANK CHARGES	124.00	213.00
IMM DOMAIN & WEBSITE	827.00	564.00
MARKETEER MAGAZINE	7,350.00	23,240.00
MEETING EXPENSES	1,507.00	8,607.00
TRANSPORTATION, PETROL & PARKING	9,811.00	9,157.00
MEMBERSHIP FEE RENEWAL- AMP	0.00	3,624.00
PHOTOGRAPHY FEE	2,550.00	4,710.00
BOOKS	4,238.00	1,350.00
NEWSPAPER & PERIODICALS	396.00	429.00
IMM SOUVENIR ITEMS, GIFTS & DONATION	-799.00	15,696.00
MEALS & REFRESHMENT	1,720.00	2,069.00
PRINTING & STATIONERY	6,375.00	12,868.00
BOWLING TOURNAMENT	9,036.00	0.00
TREASURE HUNT	0.00	15,023.00
SEMINAR, TRAINING & EVENTS	196,641.00	246,573.00
OFFICE & EQUIPMENT MAINTENANCE	41,262.00	5,936.00
RENTAL OF PREMISES	28,000.00	36,000.00
SALARIES, WAGES & ALLOWANCES	111,146.00	137,212.00
POSTAGE & COURIER	5,525.00	7,628.00
TELEPHONE & MULTIMEDIA	4,629.00	4,486.00
ELECTRICITY & WATER	8,457.00	5,006.00
BROCHURES, BANNERS & POP-UP SYSTEMS	-56.00	5,140.00
<b>TOTAL EXPENDITURE</b>	<b>445,515.00</b>	<b>552,306.00</b>
<b>SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE</b>	<b>53,123.00</b>	<b>-53,477.00</b>

# Notes On The Financial Statements

For the Year Ended 31st December 2018



INSTITUTE OF MARKETING MALAYSIA

## 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

### 2.1 ACCOUNTING CONVENTION

The accounts have been prepared under the historical cost convention

### 2.2 FIXED ASSETS AND CONVENTION

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	10.00%
Office equipment	10.00%
Computer	20.00%

## 3. PROPERTY, PLANT AND EQUIPMENT

At Cost	Furniture & Fittings RM	Office equipment RM	Computer RM	TOTAL
At 1 January 2018	7,661.00	37,762.15	33,775.83	79,198.98
At 31 December 2018	7,661.00	37,762.15	33,775.83	79,198.98
<b>Accumulated Depreciation</b>				
At 1 January 2018	7,660.00	28,678.24	33,774.83	70,113.07
Charge for the year	0.00	3,776.22	0.00	3,776.22
At 31 December 2018	7,660.00	32,454.46	33,774.83	73,889.29
<b>Net Book Value</b>				
At 31 December 2018	1.00	5,307.69	1.00	5,309.69

## 4. CASH & BANK BALANCES

	RM
RHB BANK (21240600011319)	3,287.72
CIMB (124800145720)	64,973.98
PETTY CASH	1,500.00

**69,761.70**

## 5. OTHER RECEIVABLES & DEPOSIT

OTHER RECEIVABLES	80,259.70
DEPOSIT-RENTAL OF PREMISES (Koperasi)	5,000.00
DEPOSIT-UTILITIES(Koperasi)	1,000.00
COUNCIL FUNDS	500.00

**86,759.70**





INSTITUTE OF MARKETING MALAYSIA

## **Accounts For The Year Ended Ended 31st December 2019**

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

### **Declaration**

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Sarah Tan Mee Loo being the Chairman, Honorary Secretary and Assistant Honorary Treasurer primarily responsible for the financial management of INSTITUTE OF MARKETING MALAYSIA, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, are correct for the year ended 31st December 2019.

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

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

SARAH TAN MEE LOO  
(NRIC: 631225 – 14 - 5018)  
**ASST. HONORARY TREASURER**

# Balance Sheet

For the Year Ended 31st December 2019



INSTITUTE OF MARKETING MALAYSIA

	Notes	31/12/2019 RM	31/12/2018 RM
PROPERTY, PLANT AND EQUIPMENT	3	1,533	5,310
<b>CURRENT ASSETS</b>			
Cash and Bank Balances	4	90,235	69,762
Other Receivables and Deposit	5	6,000	86,760
		96,235	156,521
<b>CURRENT LIABILITIES</b>			
Other Creditors and Accruals		34,500	40,557
		34,500	40,557
<b>NET CURRENT ASSETS</b>		61,735	115,965
		<b>63,269</b>	<b>121,274</b>
REPRESENTED BY :			
<b>ACCUMULATED FUND</b>			
BALANCE B/F		121,274	68,152
SURPLUS / (DEFICIT) FOR THE YEAR		-58,006	53,123
<b>BALANCE C/F</b>		<b>63,269</b>	<b>121,274</b>

# Income And Expenditure Statement

For the Year Ended 31st December 2019



INSTITUTE OF MARKETING MALAYSIA

	YEAR 2019 RM	YEAR 2018 RM
<b>INCOME</b>		
SEMINAR, TRAINING & EVENTS	120,155.10	375,943.89
SPONSORSHIP	33,500.00	500.00
BOWLING TOURNAMENT	0.00	18,718.00
BOOK SALES	5,668.00	1,640.50
	159,323.10	396,802.39
ANNUAL SUBSCRIPTION / ENTRANCE FEES :-		
-NEW ORDINARY MEMBER (NOM)	3,525.00	4,185.00
-LIFE MEMBERSHIP FEE	1,250.00	3,000.00
-NEW STUDENT MEMBERSHIP (NSM)	400.00	2,250.00
-NEW CORPORATE MEMBERSHIP (NCM)	6,085.00	8,500.00
-ORDINARY MEMBER RENEWAL (OMR)	3,680.00	5,350.00
-CORPORATE MEMBER RENEWAL (CMR)	62,500.00	78,550.00
<b>TOTAL INCOME</b>	<b>236,763.10</b>	<b>498,637.39</b>
<b>EXPENDITURE</b>		
ACCOUNTING FEES	1,000.00	3,000.00
ADVERTISING & PROMOTION	500.00	0.00
DEPRECIATION	3,776.22	3,776.22
BANK CHARGES	139.10	124.21
IMM DOMAIN & WEBSITE	1,254.80	826.80
MARKETEER MAGAZINE	9,500.00	7,350.00
MEETING EXPENSES	2,667.87	1,507.08
TRANSPORTATION, PETROL & PARKING	5,675.50	9,811.27
MEMBERSHIP FEE RENEWAL- AMP	3,000.00	0.00
PHOTOGRAPHY FEE	2,650.00	2,550.00
BOOKS	8,200.00	4,238.05
NEWSPAPER & PERIODICALS	293.00	395.70
IMM SOUVENIR ITEMS, GIFTS & DONATION	-1,000.00	-799.00
MEALS & REFRESHMENT	1,937.25	1,719.80
PRINTING & STATIONERY	4,306.54	6,374.64
BOWLING TOURNAMENT	0.00	9,036.00
SEMINAR, TRAINING & EVENTS	104,163.42	196,640.51
OFFICE & EQUIPMENT MAINTENANCE	5,458.49	41,262.40
RENTAL OF PREMISES	30,000.00	28,000.00
SALARIES, WAGES & ALLOWANCES	94,890.00	111,145.83
POSTAGE & COURIER	7,463.35	5,524.93
TELEPHONE & MULTIMEDIA	4,936.93	4,629.38
ELECTRICITY & WATER	2,793.51	8,456.93
BROCHURES, BANNERS & POP-UP SYSTEMS	1,162.80	-56.00
<b>TOTAL EXPENDITURE</b>	<b>294,768.78</b>	<b>445,514.75</b>
<b>SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE</b>	<b>-58,005.68</b>	<b>53,122.64</b>



# Notes On The Financial Statements

For the Year Ended 31st December 2019



INSTITUTE OF MARKETING MALAYSIA

## 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

### 2.1 ACCOUNTING CONVENTION

The accounts have been prepared under the historical cost convention

### 2.2 FIXED ASSETS AND CONVENTION

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%

## 3. PROPERTY, PLANT AND EQUIPMENT

At Cost	Furniture & Fittings RM	Office equipment RM	Computer RM	TOTAL
At 1 January 2019	7,661.00	37,762.15	33,775.83	79,198.98
Additions	0.00	0.00	0.00	0.00
At 31 December 2019	7,661.00	37,762.15	33,775.83	79,198.98
Accumulated Depreciation				
At 1 January 2019	7,660.00	32,454.46	33,774.83	73,889.29
Charge for the year	0.00	3,776.22	0.00	3,776.22
At 31 December 2019	7,660.00	36,230.68	33,774.83	77,665.51
<b>Net Book Value</b>				
<b>At 31 December 2019</b>	<b>1.00</b>	<b>1,531.47</b>	<b>1.00</b>	<b>1,533.47</b>

## 4. CASH & BANK BALANCES

	RM
RHB BANK (21240600011319)	16,946.11
CIMB (124800145720)	71,958.98
PETTY CASH	1,330.21
	<b>90,235.30</b>

## 5. OTHER RECEIVABLES & DEPOSIT

DEPOSIT-RENTAL OF PREMISES (Koperasi)	5,000.00
DEPOSIT-UTILITIES (Koperasi)	1,000.00
	<b>6,000.00</b>



INSTITUTE OF MARKETING MALAYSIA

## Accounts For The Year Ended

Ended 31st December 2020

### INSTITUTE OF MARKETING MALAYSIA

(Incorporated in Malaysia)

### Declaration

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Sarah Tan Mee Loo being the Chairman, Honorary Secretary and Assistant Honorary Treasurer primarily responsible for the financial management of INSTITUTE OF MARKETING MALAYSIA, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, are correct for the year ended 31st December 2020.

DATO' SHARIFAH BINTI MOHD ISMAIL

(NRIC: 511110 -07 – 5260)

**CHAIRMAN**

HASLINA BINTI AZLAN

(NRIC: 651026 - 08 - 6092)

**HONORARY SECRETARY**

SARAH TAN MEE LOO

(NRIC: 631225 – 14 - 5018)

**ASST. HONORARY TREASURER**

# Balance Sheet

For the Year Ended 31st December 2020



INSTITUTE OF MARKETING MALAYSIA

	Notes	31/12/2020 RM	31/12/2019 RM
PROPERTY, PLANT AND EQUIPMENT	3	2,430	2,430
CURRENT ASSETS			
Cash and Bank Balances	4	92,836	90,235
Other Receivables and Deposit	5	146,664	6,000
		239,500	96,235
CURRENT LIABILITIES			
Other Creditors and Accruals		15,500	34,500
		15,500	34,500
NET CURRENT ASSETS		224,000	61,735
		<b>226,430</b>	<b>64,166</b>
REPRESENTED BY :			
ACCUMULATED FUND			
BALANCE B/F		63,269	121,274
SURPLUS / (DEFICIT) FOR THE YEAR		163,162	-58,006
BALANCE C/F		<b>226,430</b>	<b>63,269</b>



# Income And Expenditure Statement

For the Year Ended 31st December 2020



INSTITUTE OF MARKETING MALAYSIA

	YEAR 2020 RM	YEAR 2019 RM
<b>INCOME</b>		
ADVERTISEMENT	2,000.00	0.00
SEMINAR, TRAINING & EVENTS	323,364.24	120,045.10
SPONSORSHIP	0.00	33,500.00
RENTAL	500.00	0.00
BOOK SALES	175.00	5,778.00
	326,039.24	159,323.10
ANNUAL SUBSCRIPTION / ENTRANCE FEES :-		
-NEW ORDINARY MEMBER (NOM)	3,745.00	3,525.00
-LIFE MEMBERSHIP FEE	33,200.00	1,250.00
-NEW STUDENT MEMBERSHIP (NSM)	0.00	400.00
-NEW CORPORATE MEMBERSHIP (NCM)	9,000.00	6,085.00
-ORDINARY MEMBER RENEWAL (OMR)	5,475.00	3,680.00
-CORPORATE MEMBER RENEWAL (CMR)	43,900.00	62,500.00
-NEW ASSOCIATE MEMBER (NAM)	280.00	0.00
<b>TOTAL INCOME</b>	<b>421,639.24</b>	<b>236,763.10</b>
<b>EXPENDITURE</b>		
ACCOUNTING FEES	1,500.00	1,000.00
ADVERTISING & PROMOTION	200.00	500.00
DEPRECIATION	2,137.27	3,776.22
BANK CHARGES	130.75	139.10
IMM DOMAIN & WEBSITE	986.40	1,254.80
MARKETEER MAGAZINE	3,000.00	9,500.00
MEETING EXPENSES	479.90	2,667.87
TRANSPORTATION, PETROL & PARKING	3,744.10	5,675.50
MEMBERSHIP FEE RENEWAL- AMP	0.00	3,000.00
PHOTOGRAPHY FEE	0.00	2,650.00
BOOKS	3,800.00	8,200.00
NEWSPAPER & PERIODICALS	543.50	293.00
IMM SOUVENIR ITEMS, GIFTS & DONATION	6,910.00	-1,000.00
MEALS & REFRESHMENT	1,520.91	1,937.25
PRINTING & STATIONERY	20,487.55	4,306.54
SEMINAR, TRAINING & EVENTS	97,139.19	104,163.42
OFFICE & EQUIPMENT MAINTENANCE	6,859.85	5,458.49
RENTAL OF PREMISES	22,500.00	30,000.00
SALARIES, WAGES & ALLOWANCES	74,116.45	94,890.00
POSTAGE & COURIER	6,921.00	7,463.35
TELEPHONE & MULTIMEDIA	3,606.44	4,936.93
ELECTRICITY & WATER	1,894.40	2,793.51
BROCHURES, BANNERS & POP-UP SYSTEMS	0.00	1,162.80
<b>TOTAL EXPENDITURE</b>	<b>258,477.71</b>	<b>294,768.78</b>
<b>SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE</b>	<b>163,161.53</b>	<b>-58,005.68</b>

# Notes On The Financial Statements

For the Year Ended 31st December 2020



INSTITUTE OF MARKETING MALAYSIA

## 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

### 2.1 ACCOUNTING CONVENTION

The accounts have been prepared under the historical cost convention

### 2.2 FIXED ASSETS AND CONVENTION

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%

## 3 PROPERTY, PLANT AND EQUIPMENT

At Cost	Furniture & Fittings RM	Office equipment RM	Computer RM	TOTAL
At 1 January 2020	7,661.00	37,762.15	33,775.83	79,198.98
Additions	0.00	0.00	3,034.00	3034.00
At 31 December 2020	7,661.00	37,762.15	36,809.83	82,232.98
Accumulated Depreciation				
At 1 January 2020	7,660.00	36,230.68	33,774.83	77,665.51
Charge for the year	0.00	1,530.47	606.80	2,137.27
At 31 December 2020	7,660.00	37,761.15	34,381.63	79,802.78
<b>Net Book Value</b>				
<b>At 31 December 2020</b>	<b>1.00</b>	<b>1.00</b>	<b>2,428.20</b>	<b>2,430.20</b>

## 4 CASH & BANK BALANCES

	RM
RHB BANK (21240600011319)	17,141.73
CIMB (124800145720)	73,909.06
PETTY CASH	1,785.01
	<b>92,835.80</b>

## 5 OTHER RECEIVABLES & DEPOSIT

OTHER RECEIVABLES	140,664.30
DEPOSIT-RENTAL OF PREMISES (KOPERASI)	5,000.00
DEPOSIT-UTILITIES (KOPERASI)	1,000.00
	<b>146,664.30</b>

## Our Corporate Members

For the period 2019 – 2020



INSTITUTE OF MARKETING MALAYSIA





## Our Corporate Members

For the period 2019 – 2020



INSTITUTE OF MARKETING MALAYSIA



## Our Corporate Members

For the period 2019 – 2020



INSTITUTE OF MARKETING MALAYSIA

1. Alypz Sdn Bhd
2. AIMST University
3. Asia E University
4. Astro Malaysia Holdings Berhad
5. Asturi Metal Builders (M) Sdn Bhd
6. Bank Islam Malaysia Berhad
7. Bank Kerjasama Rakyat
8. Bank Simpanan Nasional (BSN)
9. BERNAMA
10. Commtech Innovative Group Sdn Bhd
11. Curtin University Malaysia
12. DT Leadership Sdn Bhd
13. Flyfirefly Sdn Bhd
14. HRDCorp
15. Institute of Leadership & Development (ILD) UiTM
16. Kolej Poly-Tech MARA Sdn Bhd
17. Kolej Universiti Islam Pahang Sultan Ahmad Shah
18. Koperasi Gemilang Malaysia Berhad
19. KPJ Healthcare Berhad
20. Malaysia Airports Holdings Berhad
21. Malaysia External Trade Development Corporation (MATRADE)
22. Media Prima Berhad
23. Malaysia Productivity Corporation (MPC)
24. Menara Kuala Lumpur
25. Malaysian Technology Development Corporation Sdn Bhd (MTDC)
26. Nilai University
27. Northport (Malaysia) Berhad
28. Open Universiti Malaysia
29. Othman Yeop Abdullah Graduate School of Business-UUM
30. Pearson Education South East Asia Pte Ltd.
31. Prestige Communication
32. Projek Lebuhraya Usahasama Malaysia Berhad (PLUS)
33. Projek Lintasan Kota Holdings Sdn Bhd (PROLINTAS)
34. Puncak Niaga Holdings Berhad
35. Putra Business School
36. Quest International University Perak
37. Ramsay Sime Darby Educational Services Sdn Bhd
38. SEGi University
39. SME Corporation Malaysia
40. Telekom Malaysia Berhad
41. Tenaga Nasional Berhad
42. UDA Holdings Berhad
43. UCSI University
44. UniSZA Consultancy Sdn Bhd
45. Universiti Kebangsaan Malaysia (UKM)
46. Universiti Kuala Lumpur
47. UniKL Resources Sdn Bhd
48. Universiti Malaysia Kelantan
49. Universiti Putra Malaysia
50. Universiti Sains Malaysia
51. Universiti Teknikal Malaysia Melaka (UTeM)
52. Universiti Tuanku Abdul Rahman (UTAR)
53. Universiti Tun Abdul Razak (UNIRAZAK)
54. Universiti Utara Malaysia



# CERTIFIED PROFESSIONAL MARKETER - CPM (ASIA) *INTAKE 2022*

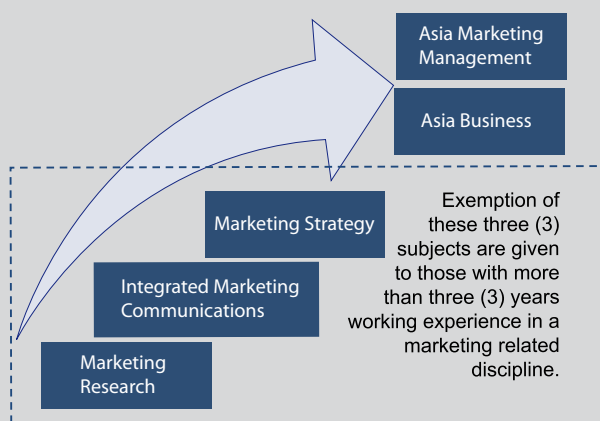
**Certified Professional Marketer - CPM (Asia)** is the highest recognition of marketers who have attained a competent level of academic and practical understanding of marketing in the Asia region.  
The professional status is conferred by **ASIA MARKETING FEDERATION**.

Endorsed by National Marketing Bodies of



## Route to CPM (Asia)

2 - Compulsory Subjects



**April 2022**

**Examination**  
**26th & 28th April 2022**  
**Closing Date**  
**1st March 2022**

**October 2022**

**Examination**  
**25th & 27th October 2022**  
**Closing Date**  
**1st September 2022**

A member of:



For enquiry and registration please contact:

**INSTITUTE OF MARKETING MALAYSIA**

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Email: [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com)





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