



INSTITUTE OF MARKETING MALAYSIA

PERFORMANCE REPORT 2011 - 2012



A Member of



Asia Marketing
Federation



contents

NOTICE OF 24TH ANNUAL GENERAL MEETING	PAGE
ORGANIZATION PROFILE	PAGE
MESSAGE FROM OUR PATRON	PAGE
OUR FOUNDER & PAST PATRONS/ADVISORS	PAGE
24TH COUNCIL MEMBERS	PAGE
PRESIDENT'S REPORT	PAGE
MAJOR ACCOMPLISHMENTS 2011-2012	
• FINANCIAL PERFORMANCE	PAGE
• MEMBERSHIP	PAGE
• TRAINING AND EDUCATION	PAGE
• WORLD-CLASS SEMINARS	PAGE
• PUBLICATION	PAGE
• INTERNATIONAL AWARD	PAGE
• FUTURE	PAGE
• CHALLENGES AHEAD	PAGE
• APPRECIATION	PAGE
HIGHLIGHTS 2011-2012	PAGE
HONORARY SECRETARY'S REPORT	PAGE
24TH ANNUAL GENERAL MEETING	PAGE
• ATTENDANCE	PAGE
• APPOINTMENT OF NEW COUNCIL MEMBERS	PAGE
• OFFICE BEARERS OF THE 24TH COUNCIL 2012-2013	PAGE
COUNCIL MEETINGS – 24TH COUNCIL	
IMM'S OFFICE	
MINUTES OF THE 24TH ANNUAL GENERAL MEETING	PAGE
CALENDAR OF EVENTS 2011	PAGE
CALENDAR OF EVENTS 2012	PAGE
HONORARY TREASURER'S REPORT	PAGE
• FINANCIAL REPORT 2010	PAGE
• FINANCIAL REPORT 2011	PAGE
OUR CORPORATE MEMBERS	PAGE
IMM @ NEWS	PAGE
APPRECIATION PAGE	PAGE



COVER

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INSTITUTE OF MARKETING MALAYSIA

NOTICE OF THE 25TH ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the 25th Annual General Meeting of the Institute of Marketing Malaysia (IMM) will be held as follows:

Date : 29 June 2013 (Saturday)
Time : 10:00 am to 1:00pm
Venue : Singgahsana Hotel, Petaling Jaya
Persiaran Barat, Off Jalan Sultan
46760 Petaling Jaya
Selangor Darul Ehsan

AGENDA

1. To confirm the Minutes of the 24th Annual General Meeting which was held on 21st May 2011 at Singgahsana Hotel, Petaling Jaya.
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 2010 and 31st December 2011.
4. To elect Council Members for the Term 2013 - 2015.
5. To elect Auditors for 2013 - 2015.
6. Any other matters.

HASLINA AZLAN
Honorary Secretary
15 May 2013



ORGANIZATION PROFILE

About IMM

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

Vision

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

Mission

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

Roles & Functions

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



International Affiliation

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

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

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



Asia Marketing
Federation



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



MESSAGE FROM OUR PATRON



Y.B. DATO' SRI MUSTAPA MOHAMED
Minister of International Trade and Industry Malaysia

I am proud that during the period 2011 - 2012, IMM has successfully organized several training programmes which have benefited its members as well as the public. IMM has also helped to keep its members and the public updated on the latest trends, issues and challenges in the areas of marketing through its well-organized seminars and talks by distinguished speakers.

The increase in the Institute's membership is testimony to the recognition of what IMM can offer to the marketing professionals in the country.

I congratulate the Institute of Marketing Malaysia for its achievements thus far and wish all the members of IMM the very best in the years to come.

YB. DATO' SRI MUSTAPA MOHAMED



Our Founder / First Patron
YBM TENGKU TAN SRI RAZALEIGH HAMZAH
1977 – 1979

Our Past Patrons



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



YB. TAN SRI RAFIDAH AZIZ
1982 – March 2008



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

Our Advisors

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

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



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



PUAN HAMIDAH KARIM
Managing Director
Prestige Communications Sdn Bhd



24th COUNCIL MEMBERS 2011 - 2012



Seated from left: Haslina Azlan, Shahana Azlan, Dato' Rozalila Abdul Rahman, Dato' Sharifah Mohd. Ismail, Prof. Samsinar, Siti Badarny and Sarah Tan

Standing From Left to Right: Sallauddin, Datuk N. Marimuthu and Dr. Leow Chee Seng



**TENGKU NILA PUTRI
TENGKU ILHAM**
Senior Vice President,
Malaysian Technology
Corporation Sdn. Bhd.



ATIKA SULAIMAN
Managing Director
Laris Worldwide (M)
Sdn Bhd



LAI CHIN FEE (K.K. LAI)
Chief, branDNA™ Coach
Blue Ocean Brand
Academy Sdn Bhd



**MOHAMMED SALIM
BIN ASHEDOFF**
Corporate Trainer &
Consultant
Primus Inter Pares
Consultancy



President's Report

This is the 25th Annual General Meeting (AGM) and the period under review is from January 2011 to December 2012.

On behalf of the Council, I am pleased to present this Performance Report of the Institute for the year 2011- 2012.

During the period under review we have organized numerous programmes and activities for the benefit of our members as well as other professionals in the industry.

The Institute continued with its efforts to focus on its core business of training and education and in enhancing the knowledge and skills of our marketeers.

During the period a total of 27 training sessions were conducted by the Institute specifically for SMIs/ SMEs under the Skills Upgrading Training programmes with a 70% training grant provided by the Small Medium Enterprise Corporation (SMECORP). These sessions covering topics on sales, marketing, customer service, business communication as well as coaching and mentoring has benefitted more than 500 entrepreneurs representing various sectors and industries from around the country.

The Institute also organized six (6) public seminars and this has benefited over two thousand (2000) participants not only from within the country but also from overseas.

There were also opportunities for a few in-house training programmes conducted by the Institute. This is a testimony to the confidence of our members towards the capability and capacity of IMM to do the training for their organization. We hope there will be more of such opportunities from our members in the coming years.

With the support of our individual and corporate members as well as the industry's affiliates we have achieved several successes for the Institute. We shall continue with our efforts to be the sole and leading non-profit professional body for the sales and marketing practitioners in the country in line with our vision and mission.

We have also seen several new developments for the Institute during the term. The Institute has signed four (4) Memorandum of Understanding (MOU) namely with Open University Malaysia (OUM), University Tun Razak (UNIRAZAK) and Kolej Poly-Tech MARA Sdn. Bhd. (KPTM) Kuala Lumpur. These MOUs will enable all parties to explore opportunities for partnership as well as collaboration especially in the areas of human capital development and in enhancing the quality and marketability of our graduates.

The Institute has set in motion several initiatives that will continue to enrich the lives and careers of all members, associates, students, corporates as well as other professionals in the country and around the region.

Despite all the challenges faced by the Council it will not deter us from giving our best to the profession, industry and nation and ultimately this will motivate us to take the Institute to the next level of achievement and success





MAJOR ACCOMPLISHMENTS FOR THE YEAR 2009 - 2010

FINANCIAL PERFORMANCE

For the year 2011--2012 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 2010-2011 is as follows:

Year	Income	Expenditure	Surplus
2009	669,593	664,830	4,763
2010	746,244	753,223	-6,979
2011	711,411	686,890	24,521

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.

The accounts for 2012 is currently being audited and shall be presented at the next AGM.

MEMBERSHIP

There are six (6) categories of membership and these are Corporate, Fellow, Ordinary, Associate, Student and Life Member. Details of membership for the year 2011-2012 are highlighted below :

Category / Year	2009	2010	2011	2012
LIFE	6	8	9	12
CORPORATE	121	123	131	134
FELLOW	27	27	27	27
ORDINARY	492	525	568	617
ASSOCIATE	3	3	3	6
STUDENT	125	145	199	204
TOTAL	774	831	937	1,000

The growth of the Institute's membership especially in the Ordinary Member' category has been very encouraging.

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



TRAINING AND EDUCATION

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

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



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

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

The Institute was appointed as a Professional Training Provider for Small and Medium Enterprise Corporation (SMECorp Malaysia) in May 2007 and has since provided training to more than 1000 entrepreneurs representing various sectors and industries.



In carrying out these training programmes for the SMIs/SMEs the Institute received an annual grant from SMECorp based on the number of participants trained. Participants only pay 30% of course fees while the balance 70% is borne by SMECorp.

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

SEMINARS/TALKS & GURU SERIES

For the year 2011-2012 the Institute organized the following Seminars/Guru Series/Talks:

One-Day Seminar for Secretaries & Administrative Assistants	January 2011
One-Day Seminar with the Branding Guru - JOSEPH BALADI	March 2011
One-Day Seminar with the Marketing Guru - PHILIP KOTLER	June 2011
One-Day Seminar with the Author of "The Great Workplace" - DR MICHAEL BURCHELL	July 2011
One-Day Seminar with the Marketing Guru - HERMAWAN KARTAJAYA	November 2011
A Talk by SOHO Specialist - TOM ABBOTT	April 2012
A Talk by Former Patron of IMM - YB. TAN SRI RAFIDAH AZIZ	May 2012
One-Day Seminar with the Brain Molecular Scientist - DR. JOHN MEDINA	July 2012



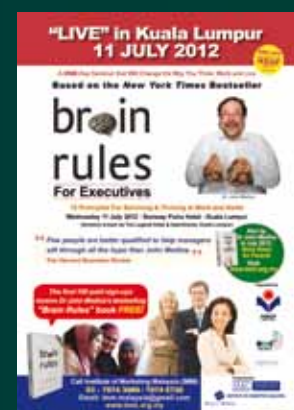
All the above seminars/talks and Guru series received overwhelming response from our members and the industry. We even had overseas delegates attending some of these sessions.

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

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

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

Organising world-class seminars with world-class speakers will continue to be one of our main activities in ensuring that the Institute provides the best to its members and all Malaysians in terms of knowledge, skills and experiential learning opportunities.





PUBLICATION – MARKETEER

In the year 2011 the Institute published two (2) issues of its official publication, MARKETEER and these are circulated to all members and affiliates.

The MARKETEER which contains news on the Institute's seminars and events, marketing tips and insights as well articles of interest is widely read by senior and middle level managers of corporate companies and organizations.

Due to financial constraints and some unforeseen circumstances there was no publication in 2012.

The Institute shall continue to publish MARKETEER on a regular basis and hopes to make it a publication of distinction for all its members and the marketing fraternity in the country and around the region



CHALLENGES & WAY FORWARD

The Institute will turn 35 in the year 2014 and it has certainly come a long way starting from its simple beginning in 1979. Over the last couple of years the Institute had recorded good financial performance which all members could be proud of and with all the initiatives undertaken by the Institute we are confident of further growth and expansion of our roles.

At the same time we have to be observant and watchful of the changes in the marketing landscape not only locally but also globally which not only could affect our performance but also our relevance in the future.

With technology and the new world of social media everyone is staying connected and thus belonging to a professional body may not be a priority anymore especially amongst the younger generation and workforce.

Thus as we move forward we need to acknowledge the importance of staying relevant to the industry and above all providing value-added benefits to all our members.



We shall continue to organize world-class seminars with world-class speakers and bringing the best in terms knowledge, ideas and experience to all our members and associates.

In moving forward we believe that partnership and collaboration is the best way in achieving more and on this note we have started our MOUs with several universities and colleges to further enhance and complement our role in the areas of training and education.

As a registered Training Provider with PSMB and Professional Training Provider for SMECorp we shall continue to further strengthen this partnership in bringing the best to the industry in terms of human resources development.

In its long-term vision the Institute is looking beyond the shores of Malaysian in its training and education offerings as well as research initiatives. The Institute is also looking for more in-house training opportunities and consultancy work so as to give a more holistic approach and input on marketing related activities for organizations and enterprises.

Looking ahead we are strengthening our membership base especially our corporate and individual membership and we are taking every effort to ensure that we deliver the benefits to our members. With your help, fellow members, we hope that we will be able to recruit more members and build the Institute from strength to strength take it to the next level of excellence.

APPRECIATION

In conclusion, on behalf of the Council I would like to express our gratitude and appreciation to our Patron YB. Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry Malaysia for his support and guidance in the Institute's affairs. We look forward to greater support from the Ministry

I would also like to take this opportunity to thank the Government, valued members, associates, partners, sponsors, well wishers and each and everyone of you for your contribution and continued support of the Institute.

To our Founder, Past Patrons, Advisors and Fellows thank you for your guidance and encouragement in ensuring the well-being of the Institute.

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

DATO' SHARIFAH MOHD. ISMAIL



SIGNING OF MoU WITH UNIVERSITY TUN ABDUL RAZAK AND IMM 21ST MARCH 2012



TOM ABBOT LIVE! “SELLING STRATEGIES FOR YOUR GROWING BUSINESS” 25TH APRIL 2012





A TALK ON
“ROLE OF SME IN CREATING
HIGH INCOME ECONOMY”
BY YB. TAN SRI RAFIDAH AZIZ

16TH MAY 2012





ONE DAY SEMINAR ON
“BRAIN RULES”
DR. JOHN MEDINA
11 JULY 2012

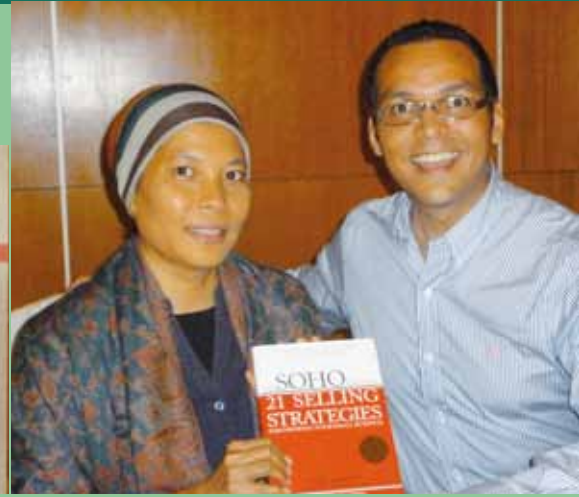


SIGNING OF MoU WITH KOLEJ POLY-TECH MARA
9TH AUGUST 2012





**HALF DAY SEMINAR ON
“ACHIEVING SUCCESS THROUGH PARTNERSHIPS”
@ BIOTECH BNP MEETING 2012
BY TOM ABBOTT
13 AUGUST 2012**



**IMM EDUCATIONAL LINKAGE VISIT
26 NOVEMBER 2012**

**“IMM COUNCIL MEET WITH LECTURERS
FROM FACULTY OF ECONOMICS & MANAGEMENT (FEM),
UNIVERSITY PUTRA MALAYSIA”**





IMM EDUCATIONAL LINKAGE VISIT 26 NOVEMBER 2012

“IMM COUNCIL TALK TO MBA STUDENTS
FROM FACULTY OF ECONOMICS &
MANAGEMENT (FEM),
UNIVERSITY PUTRA MALAYSIA”





IMM BOWLING TOURNAMENT 2012 1ST DECEMBER 2012





ONE DAY SEMINAR “PRIMANORA CARES UNTUK WANITA” 24TH JANUARY 2011





**ONE DAY SEMINAR
“A BUSINESS & BRANDING SEMINAR”
BY JOSEPH BALADI
21ST MARCH 2011**





IMM 24TH ANNUAL GENERAL MEETING 21ST MAY 2011





ONE DAY EXECUTIVE SEMINAR ON “GOING WORLD CLASS”

BY PHILIP KOTLER
1ST JUNE 2011





ONE DAY SEMINAR ON

**“THE GREAT WORKPLACE: HOW TO BUILD,
HOW TO KEEP IT AND WHY IT MATTERS “**

BY MICHAEL BURCHELL

25TH & 25TH JULY 2011





“MAJLIS MESRA AIDILFITRI 1432/2011” 30TH SEPTEMBER 2011





SINGING OF MoU WITH OPEN UNIVERSITY 21ST OCTOBER 2011





IMM BOWLING TOURNAMENT 2011 19TH NOVEMBER 2011





1st MALAYSIAN WOMEN MARKETEER AWARD

26 November 2011







The Honorary Secretary's Report



The Honorary Secretary's Report

1. **24th Annual General Meeting**

The 24th Annual General Meeting of the Institute of Marketing Malaysia was held on 21st May 2011 at 11.0 am at Singgahsana Hotel, Petaling Jaya, Selangor.

a. **Attendance**

The 24th Annual General Meeting was attended by twenty-five (25) members :

Life Members :

Dato' Sharifah Mohd. Ismail
Datuk N. Marimuthu
Dato' Md. Kasim Abd. Wahab

Corporate Members :

Asia E University	- Bala Kumar Thambiah (representative)
Malaysia Airports Holdings	- Mohamed Sallauddin Hj Mat Shah (representative)
Media Prima Berhad	- representative
Telekom Malaysia Berhad	- Rozalila Abdul Rahman (Proxy)
TM Info-Media Sdn Bhd	- Keith Chew Kiat Kiat
Universiti Malaysia Kelantan	- Prof. Dr. Mohamed Dahlan bin Ibrahim (representative)
Utusan Melayu (Malaysia) Berhad	- Ahmad Razif Mohamed (representative)

Ordinary Members :

Dr. Leow Chee Seng
Dr. Zakaria Taib
Mr. Eddie
Faridah Rohani Rais
Ganeshwaran A/L Thanapalasingam
Haslina Azlan
Jamel Rajah bin Abdullah
Lim Beng Keat
Mohamed Salem bin Ashedoff
Mohd. Zaremdeem Mohd. Zaman
Prof. Samsinar Md. Sidin
Sarah Tan Mee Loo
Shahana Azlan
Siti Badarny Shamsaifah Hassan
Vincent Leong

The Honorary Secretary's Report

b. Appointment of New Council Members

Seven (07) members were appointed :

Tengku Nila Putri Binti Tengku Ilham
Shahana Binti Azlan
Siti Badarny Shamsaifah Binti Hassan
Mohamed Sallauddin Bin Hj Mat Shah
Lai Chin Fee (K.K. Lai)
Rozalila Binti Abdul Rahman
Mohamed Salim Bin Ashedoff

c. Office Bearers of 24th Council Members 2011-2013

President

Dato' Sharifah Mohd. Ismail

Vice President

Datuk N. Marimuthu

Honorary Secretary

Haslina Azlan

Honorary Treasurer

Dr. Leow Chee Seng

Asst. Honorary Secretary

Siti Badarny Shamsaifah Binti Hassan

Asst. Honorary Treasurer

Sarah Tan Mee Loo

Council Members

Prof. Dr. Samsinar Md. Sidin
Shahana Binti Azlan
Tengku Nila Putri Binti Tengku Ilham
Mohamed Sallauddin Bin Hj Mat Shah
Lai Chin Fee (K.K. Lai)
Rozalila Binti Abdul Rahman
Mohamed Salim Bin Ashedoff

2. Council Meetings

The first Council Meeting of the 24th Council was held on 27th June 2011 at Institute of Marketing Malaysia, 1G-1st Floor, Bangunan SKPPK, Jalan SS9A/17, 47300 Petaling Jaya, Selangor.

The Honorary Secretary's Report

During the period under review (2011-2013), the Council held a total of 10 (ten) meetings as follows :

Year 2011 :

- 27 June 2011
- 30 October 2011
- 10 December 2011

Year 2012 :

- 18 February 2012
- 7 April 2012
- 22 September 2012
- 26 November 2012

Year 2013 :

- 30 January 2013
- 30 March 2012
- 12 June 2013

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

NO.	NAME	1ST 27.6.11	2ND 30.10.11	3RD 10.12.11	4TH 18.2.12	5TH 7.4.12	6TH 22.9.12	7TH 26.11.12	8TH 30.1.13	9TH 30.3.13	TOTAL
1	Dato' Sharifah Mohd. Ismail	1	1	1	1	1	1	1	1	1	9 / 9
2	Datuk N. Marimuthu	1	1	1	1	1	1	1	1	X	8 / 9
3	Haslina Azlan	1	1	1	1	X	1	1	1	1	8 / 9
4	Dr. Leow Chee Seng	1	1	1	1	1	X	1	X	X	6 / 9
5	Prof. Dr. Samsinar Md. Sidin	1	1	X	X	X	1	1	X	1	5 / 9
6	Sarah Tan Mee Loo	X	1	1	1	1	1	1	1	1	8 / 9
7	Atikah Sulaiman	1	X	X	X	X	X	X	X	X	1 / 9
8	Tengku Nila Putri Tengku Ilham	X	X	1	X	1	1	1	1	1	6 / 9
9	Shahana Azlan	1	1	X	X	X	1	1	1	1	6 / 9
10	Siti Badarny Shamsaifah Hassan	1	X	1	X	1	1	1	X	X	5 / 9
11	Mohamed Sallauddin Mohamed Shah	X	X	X	1	1	X	1	X	1	4 / 9
12	Lai Chin Fee (K.K. Lai)	1	X	X	X	X	X	X	X	1	2 / 9
13	Dato' Rozalila Abdul Rahman	X	X	1	1	X	X	1	X	1	4 / 9
14	Mohammed Salim Bin Ashedoff	1	X	1	1	X	Resigned				3 / 9
Total		10	7	9	8	7	8	11	6	8	

3. IMM' Office

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



**INSTITUTE OF MARKETING MALAYSIA
MINUTES OF 24TH ANNUAL GENERAL MEETING
21ST MAY 2011
HOTEL SINGGAHSANA, PETALING JAYA**

PRESENT :

- | | |
|---------------------------------|---|
| 1 Dato' Sharifah Mohd Ismail | 14 Bala Kumar Thambiah |
| 2 Datuk N. Marimuthu | 15 Mohamed Sallauddin Haji Mat Shah |
| 3 Dr. Zakaria Taib | 16 Siti Badarny Shamsaifah Hassan |
| 4 Prof. Dr. Samsinar Md. Sidin | 17 Shahana Azlan |
| 5 Haslina Azlan | 18 Mohamed Salem bin Ashedoff |
| 6 Dr. Leow Chee Seng | 19 Rozalila Binti Abdul Rahman |
| 7 Sarah Tan Mee Loo | 20 Prof. Dr. Mohamed Dahlan bin Ibrahim |
| 8 Faridah Rohani Rais | 21 Ahmad Razif Mohamed |
| 9 Vincent Leong | 22 Keith Chew Kiat Kiat |
| 10 Ganeshwaran Thanapalasingham | 23 Media Prima Berhad representative |
| 11 Lim Beng Keat | 24 Mr. Eddie |
| 12 Jamel Rajah bin Abdullah | 25 Dato' Md. Kasim Abd. Wahab |
| 13 Mohd. Zaremdeem Mohd. Zaman | |

ITEM	SUBJECT MATTER	ACTION
	<p>Welcome Remarks</p> <p>The outgoing President, Dato' Sharifah Mohd Ismail welcomed all members and guests present and thanked them for their attendance. The President declared the 24th Annual General Meeting open and the meeting commenced at 11.10 am.</p> <p>The President then proceeded with the first item on the Agenda i.e. to confirm the Minutes of the 23rd Annual General Meeting which was held on 29th December 2009.</p> <p>1 Confirmation of Minutes of 23rd Annual General Meeting</p> <p>1.1 The President handed over the meeting to the Honorary Secretary, Cik Haslina Azlan who proceeded to go through the Minutes of the 23rd Annual General Meeting held on 29th December 2009 at SinggaHSana Hotel.</p> <p>1.2 Having gone through the Minutes, members were invited to make any comments or raise questions.</p> <p>1.2.1 Encik Jamel Rajah Abdullah, an Ordinary Member requested clarification on Item 6.8 and 6.9 of the Minutes with regards to the "uphill task" in recruiting new Corporate Members. In response, Dato' Sharifah Mohd Ismail explained that the "uphill task" was in challenges faced by the Institute in bringing new Corporate Members due to several factors, such as convincing potential members of the benefits offered by IMM, slow decision making by the company's or organization's management to join as Corporate Members. Dato' Sharifah cited 2004 as the best year for IMM in terms of registering new Corporate Members. This was due to Dr. Philip Kotler's visit to Kuala Lumpur for his seminar which attracted huge participation from the Corporates and IMM took advantage of the situation by marketing the event through recruitment of new corporate members who benefitted from the special rates offered by IMM. Dato' Sharifah also commented that it would be of great help if Council Members also played their part in helping to bring in new members.</p>	



MINUTES OF 24TH ANNUAL GENERAL MEETING

ITEM	SUBJECT MATTER	ACTION
1.3	There being no other questions or comments raised on the Minutes, Datuk Marimuthu proposed that the Minutes be adopted and the motion was seconded by Puan Faridah Rohani Rais.	
2	To Receive the Annual Report of the Council	
2.1	President's Report	
2.1.1	Dato' Sharifah went through the Annual Report of the Institute for 2009-2010.	
2.1.2	The President reported that the period under review from January 2009 to December 2010 continued to be very challenging but exciting with programmes and activities organised for its members as well as other professionals.	
2.1.3	The President went through the Institute's major accomplishments during the period under review. She highlighted that the financial performance has been comparatively good despite the country's economic slowdown and budget cut on training exercised by most companies and corporations. The President pointed out that whatever "extras" the Institute made out of organising training programmes and seminars were given back to its members through complimentary seats for attending various events.	
2.1.4	The President was pleased to report that the growth of the Institute's membership has been very encouraging as can be seen in the increase in numbers up to the end of 2010 as mentioned in the Annual Report.	
2.1.5	The President also mentioned that in line with the Institute's mission of becoming the sole non-profit professional body for the sales and marketing practitioners in the country, IMM Council made several courtesy visits on the country's prominent leaders and key individuals to explain the Institute's roles in complementing the efforts of the Government especially in the areas of training and human capital development.	
2.1.6	Among the prominent leaders and key individuals visited by IMM's Council were YBM Tengku Tan Sri Razaleigh Hamzah, who was the Institute's Founder, the present Patron, YB Dato' Sri Mustapa Mohamed, YABhg. Tun Dr. Mahathir Bin Mohamad, as well as YB Dato' Mukhriz Mahathir, Deputy Minister of International Trade & Industry.	
2.1.7	The President pointed out that these courtesy visits had been very helpful in stamping the Institute's mark in the industry.	
2.1.8	On Training & Education, the President reported that training represents the Institute's core business, in line with its role as a training provider registered with the Pembangunan Sumber Manusia Berhad (PSMB). IMM's members benefit from the training programmes, seminars, conferences and workshops which the Institute organises as they are HRDF claimable under PSMB's SBL and SBL-Khas schemes.	
2.1.9	The President also reported that the Institute had trained more than 500 entrepreneurs through its training programmes under SME Corporation Malaysia's Skills Upgrading Programme where IMM receives an annual grant from SMECorp based on the number of participants trained. Participants who attend IMM's courses are assured of the quality of training provided. They also benefit as the course fees are claimable from SMECorp at 50% off the course fees.	

MINUTES OF 24TH ANNUAL GENERAL MEETING

ITEM	SUBJECT MATTER	ACTION
2.1.10	In stressing the quality of training programmes offered by the Institute, the President reported that IMM successfully organised four world-class seminars in 2009 and 2010 by world-class speakers and marketing gurus. In November 2010, the Instituted attracted more than 350 participants when it organised a Talk entitled "Revisiting Vision 2020" delivered by Malaysia's Fourth Prime Minister, YABhg. Tun Dr. Mahathir Mohamad.	
2.1.11	On the Institute's Publication, Marketeer, the President mentioned that IMM will try to increase the frequency of publishing the magazine. The President also mentioned that the publication is sought after by a lot of people but unfortunately its circulation is only to IMM's members.	
2.1.12	On the international front, the President was pleased to mention the "Brand Leadership" award which she received from The World Brand Congress 2009 held in Mumbai on 29 November 2009 in recognition of her efforts to reposition the IMM brand as the sole non-profitable professional body for the sales and marketing practitioners in the country.	
2.1.13	Looking ahead, the President stressed that IMM will continue to beef up its membership base especially its corporate and individual membership whilst at the same time ensuring the Institute delivers the benefits to its members.	
2.1.14	On a final note, the President recorded the Council's appreciation and thanks to the Government, its members, associates, partners and sponsors for their contibution and continued support of the Institute. Appreciation was also recorded for IMM's Founder, Past Patrons, Advisors and Fellows for their guidance and encouragement in ensuring the Institute's success. The President then handed over the meeting to the Honorary Secretary to deliver her Report.	
2.2	Honorary Secretary's Report	
2.2.1	The Honorary Secretary, Cik Haslina Azlan went through the list of Attendees at the 23rd Annual General Meeting of the Institute and the appointment of three (3) new Council Members as follows :	
	i) Puan Faridah Rohani Rais ii) Dr. Leow Chee Seng iii) Puan Atikah Sulaiman	
2.2.2	The Honorary Secretary also reported on the number of Council Meetings held in 2009 and 2010 and the attendance of Council Members at these meetings.	
2.2.3	The Honorary Secretary then handed the meeting over to the Honorary Treasurer for the third item on the Agenda of the AGM.	
3	To receive and if approved, to pass the Accounts for the Year Ended 31st December 2009	
3.1	The Honorary Treasurer, Dr. Zakaria Taib went through the Income and Expenditure Statement for the Year Ended 2008 and 2009. The Honorary Treasurer mentioned that the Total Income earned by IMM in 2009 was RM669,593 which was an increase in comparison to the Year Ended 2008 which was RM414,177. However, Total Expenditure also increased in 2009 in comparison to 2008.	



MINUTES OF 24TH ANNUAL GENERAL MEETING

ITEM	SUBJECT MATTER	ACTION
3.2	The meeting also took note the Balance Sheet as at 31st December 2009 which showed that the Institute's Balance as at 31st December 2009 was RM34,894.	
3.3	In conclusion, the Honorary Treasurer reported that the overall financial performance of the Institute was commendable.	
3.4	There being no questions raised on the Accounts of the Institute, it was proposed to adopt and accept the Accounts for the Year Ended 31st December 2009. The motion was proposed by Mr. Ganeshwaran and seconded by Puan Faridah.	
4	Election of Council Members for 2011 - 2013	
4.1	The Outgoing President, Dato' Sharifah Mohd Ismail invited Mr. Bala Kumar Thambiah from Asia E University, as a neutral attendee, to regulate the election of Council Members.	
4.2	Mr. Bala Kumar read out the Nomination List which named the following for election :	
	<ul style="list-style-type: none"> i) Dato' Sharifah Mohd Ismail ii) Datuk N. Marimuthu iii) Haslina Azlan iv) Prof. Dr. Samsinar Md. Sidin v) Dr. Leow Chee Seng vi) Sarah Tan Mee Loo vii) Atikah Sulaiman viii) Tengku Nila Putri Binti Tengku Ilham ix) Shahana Binti Azlan x) Siti Badarny Shamsaifah Binti Hassan xi) Mohamed Sallauddin Bin Hj Mat Shah xii) Lai Chin Fei (K.K. Lai) xiii) Rozalila Binti Abdul Rahman xiv) Mohamed Salim Bin Ashedoff 	
4.3	Dato' Sharifah pointed out that 3 names in the list were not present at the AGM but with apologies, and had expressed their interest to serve as Council Members, if elected. There being no objections from the floor to the nominations put forward, all 14 nominees were elected as new Council Members for the term 2011-2013. Below is the line up of Council Members / Office Bearers:	
	<ul style="list-style-type: none"> i) Dato' Sharifah Mohd Ismail - President (re-elected) ii) Datuk N. Marimuthu - Vice-President (re-elected) iii) Haslina Azlan - Hon. Secretary (re-elected) iv) Prof. Dr. Samsinar Md. Sidin - Council Member (re-elected) v) Dr. Leow Chee Seng - Council Member (re-elected) vi) Sarah Tan Mee Loo - Council Member (re-elected) vii) Atikah Sulaiman - Council Member (re-elected) viii) Tengku Nila Putri Binti Tengku Ilham - New Council Member ix) Shahana Binti Azlan - New Council Member x) Siti Badarny Shamsaifah Binti Hassan - New Council Member xi) Mohamed Sallauddin Bin Hj Mat Shah - New Council Member xii) Lai Chin Fei (K.K. Lai) - New Council Member xiii) Rozalila Binti Abdul Rahman - New Council Member xiv) Mohamed Salim Bin Ashedoff - New Council Member 	

MINUTES OF 24TH ANNUAL GENERAL MEETING

ITEM	SUBJECT MATTER	ACTION
4.4	Dato' Sharifah congratulated all Council Members who were re-elected and welcomed the newly elected Council Members who came from diverse backgrounds.	
5	Election of Auditors for 2011 - 2013	
5.1	The meeting unanimously agreed to retain the services of the Accounting Firm of Siva & Associates as the Institute's Auditors for the period 2011-2013.	
6	Any Other Matters	
6.1	Appreciation for Past Council Members	
6.1.1	The President recorded the Institute's thanks and appreciation to Dr. Zakaria Taib for his help and guidance during his term in office as Honorary Treasurer. Appreciation and thanks were also recorded for past Council Members, Puan Faridah Rohani and Puan Lee Saw Hoon for their support to the Institute during their term in office.	
6.2	Introduction of New Council Members	
6.2.1	The President welcomed the new Council Members, who were present, and invited them to introduce themselves to members present. Each new Council Member mentioned briefly their background and place of work, and pledged their support to the Council and the Institute for the coming term.	
6.2.2	Encik Mohamed Salim Ashedoff who is in the training industry pledged to do his best in helping IMM to bring in more members.	
6.2.3	Puan Siti Badarny Shamsaifah Hassan, who is with the Graduate Management School (GSM) at Universiti Putra Malaysia (UPM) also gave her assurance and support to increase IMM's membership as well as working closely with IMM on its training programmes.	
6.2.4	Puan Rozalila Abdul Rahman who is currently with Telekom Malaysia, hoped to use her influence and vast marketing experience to good use for the benefit of IMM, and will also do her best to bring in more members.	
6.2.5	Puan Shahana Azlan, an experienced Trainer and Consultant gave her assurance of continued support to IMM and mentioned that the Council could always count on her for help whenever IMM is organising an event.	
6.2.6	Encik Mohamed Sallauddin Mat Shah, Head of Malaysia Airports Holdings Berhad's Marketing Department pledged his support for the Institute's future plans and hoped to be able to contribute as much as he can towards the Institute's well-being.	
6.3	Formalization of New Office Bearer Dr. Leow Chee Seng was formally appointed as Honorary Treasurer, to replace Dr. Zakaria Taib.	
6.4	General observations and comments	



MINUTES OF 24TH ANNUAL GENERAL MEETING

ITEM	SUBJECT MATTER	ACTION
	Datuk Marimuthu was pleased to note that IMM will once again be involved in co-organising Dr. Philip Kotler's upcoming Seminar on 1st June 2011. Datuk Marimuthu also took the opportunity to promote the Brand Equity magazine to IMM's members as it contains usefule articles on branding. Datuk Marimuthu also shared his thoughts on changes and developments in the marketing industry and how IMM can benefit from them.	
6.4.1	The President thanked Datuk Marimuthu for his comments and his continued help and guidance as IMM's Vice-President.	
6.4.2	Other Council Members - Sarah Tan, Prof. Dr. Samsinar and Dr. Leow Chee Seng also re-affirmed their continued support for the Council and IMM and hoped to be able to contribute as much as they can with their re-election in office.	
7	Conclusion	
7.1	There being no other matters to be discussed, the President officially declared the 24th Annual General Meeting closed and thanked everyone present once again for their attendance. The AGM was adjourned at 12.30 pm. The President then invited all members and guests to Lunch at the hotel.	

Pepared by :

Rahimah Abdul Kadir
IMM

Reviewed by :

Haslina Azlan
Honorary Secretary

Approved by :

Dato' Sharifah Mohd. Ismail
President



CALENDER OF EVENTS 2011

NO	DATE	EVENT	CATEGORY	VENUE
JANUARY				
1	18TH & 19TH JANUARY	COACHING & MENTORING FOR ORGANIZATIONAL EFFECTIVENESS BY CAPT (R) M.SHANMUGAN	SEMINAR / IMM	DE PALMA SEMINAR & CONFERENCE CENTRE, MENARA PKNS, PJ
2	24TH JANUARY	PRIMANORA CARES UNTUK WANITA - “BETTER LIFE THROUGH HEALTHIER CHOICES”	SEMINAR / IMM	THE LEGEND HOTEL, KUALA LUMPUR
3	11TH JANUARY	HIGH PERFORMANCE COMMUNICATION: INFLUENCING, PERSUADING & NEGOTIATING BY PROF. DR. GEORGE KOHLRIESER	SEMINAR ENDORSEMENT	TAYLOR’S LAKESIDE CAMPUS
FEBRUARY				
4	- NO EVENT FOR THE MONTH -			
MARCH				
5	21ST MARCH	A BUSINESS & BRANDING SEMINAR BY JOSEPH BALADI	SEMINAR / IMM	ISTANA HOTEL, KUALA LUMPUR
6	22ND & 23RD MARCH	CERTIFICATE IN PROFESSIONAL SELLING SKILLS BY DR LEOW CHEE SENG	SEMINAR / IMM	DE PALMA SEMINAR & CONFERENCE CENTRE, MENARA PKNS, PJ
7	31ST MARCH	11TH COUNCIL MEETING	COUNCIL MEETING	IMM OFFICE
APRIL				
8	27TH & 28TH APRIL	CERTIFICATE IN ENTREPRENEURSHIP SKILLS BY MS SHANTI SUBRAMANIAM	SEMINAR / IMM	DE PALMA SEMINAR & CONFERENCE CENTRE, MENARA PKNS, PJ
MAY				
9	6TH & 7TH MAY	BRAND-WHAT IT MEANS TO YOU AND YOUR BUSINESS BY PUAN SHAHANA AZLAN	SEMINAR / IMM	FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP UTeM, MELAKA
10	6TH & 7TH MAY	CUSTOMER SERVICE MANAGEMENTBY MS SHANTI SUBRAMANIAM	SEMINAR / IMM	FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP UTeM, MELAKA
11	19TH MAY	SMECORP MALAYSIA’S PKS MEETING NO. 1/2011	MEETING / IMM	KOTA KINABALU, SABAH
12	21ST MAY	21ST ANNUAL GENERAL MEETING	ANNUAL GENERAL MEETING	SINGGAHSANA HOTEL, PETALING JAYA
13	30TH & 31ST MAY	HOW TO APPLY SUN TZU ON SALES STRATEGIES: TRANSFORM YOU TO BE THE TOP SALESPERSON BY DR LEOW CHEE SENG	SEMINAR / IMM	DE PALMA SEMINAR & CONFERENCE CENTRE, MENARA PKNS, PJ



CALENDER OF EVENTS 2011

NO	DATE	EVENT	CATEGORY	VENUE
JUNE				
14	1ST JUNE	ONE DAY EXECUTIVE SEMINAR WITH PHILIP KOTLER	SEMINAR / CO-ORGANIZER	THE ROYALE CHULAN, KUALA LUMPUR
15	8TH TO 10TH JUNE	3RD GLOBAL ADVANCES IN BUSINESS COMMUNICATION (GABC) ORGANIZED BY UiTM SKUDAI	CONFERENCE & EXHIBITION / ENDORSEMENT	UiTM, SKUDAI JOHOR BAHRU
16	27TH & 28TH JUNE	MANAGING ORAL COMMUNICATION I FOR SMIS/ SMES ENTREPRENEURS (ENGLISH LANGUAGE FOR PROFESSIONAL DEVELOPMENT PROGRAM) BY PUAN ZAHARAH ABD. JALAL	SEMINAR / IMM	MELAKA
17	27TH JUNE	1ST COUNCIL MEETING FOR 2011 – 2013	COUNCIL MEETING	IMM OFFICE
JULY				
18	19TH TO 22ND JULY	TAYLOR'S EXECUTIVE LEADERSHIP SERIES	SEMINAR / ENDORSEMENT	TAYLOR'S UNIVERSITY, LAKESIDE CAMPUS, SUBANG JAYA
19	25TH & 26TH JULY	THE GREAT WORKPLACE: HOW TO BUILD, HOW TO KEEP IT AND WHY IT MATTERS BY DR MICHAEL BURCHELL	SEMINAR / ASSOCIATE PARTNER	GOLDEN PALM TREE ICONIC RESORT & SPA, SEPANG GOLDCOAST
AUGUST				
- NO EVENT FOR THE MONTH -				
SEPTEMBER				
20	12TH & 13TH SEPTEMBER	PSMB 2011 CONFERENCE & EXHIBITION: NEW HUMAN CAPITAL : WHAT'S BEYOND	CONFERENCE & EXHIBITION	SUNWAY PYRAMID CONVENTION CENTRE
21	27TH & 28TH SEPTEMBER	CERTIFICATE IN PROFESSIONAL SELLING SKILLS BY DR LEOW CHEE SENG	SEMINAR / IMM	YALE CONSULTANCY SDN BHD, CHERAS
22	30TH SEPTEMBER	MAJLIS MESRA HARI RAYA AIDILFITRI 1432H/2011	GET-TOGETHER IN CELEBRATION OF AIDILFITRI 2011 / IMM	HOTEL SINGGAHSANA, PETALING JAYA
OCTOBER				
23	21ST OCTOBER	SIGNING OF MOU BETWEEN OPEN UNIVERSITY MALAYSIA(OUM) AND IMM PERTAINING TO TRAINING AND EDUCATION PROGRAMMES	SIGNING CEREMONY / IMM	OUM CAMPUS, KUALA LUMPUR
24	31ST OCTOBER	2ND COUNCIL MEETING FOR 2011 - 2013	COUNCIL MEETING	IMM OFFICE
NOVEMBER				
25	14TH & 15TH NOVEMBER	AMF MEETING IN KOREA	MEETING / IMM	KOREA
26	15TH NOVEMBER	SMECORP MALAYSIA'S PKS MEETING NO. 2/2011	MEETING / IMM	RENAISSANCE HOTEL, KUALA LUMPUR



CALENDER OF EVENTS 2011

NO	DATE	EVENT	CATEGORY	VENUE
NOVEMBER				
27	19TH NOVEMBER	BOWLING TOURNAMENT 2011	TOURNAMENT / IMM	ONE-UTAMA SHOPPING CENTRE
28	21ST & 22ND NOVEMBER	DEVELOPING DYNAMIC CAPABILITIES FOR THE 21ST CENTURY BY PROFESSOR DR. PAUL TIFFANY	EVENT ENDORSEMENT	TAYLOR'S UNIVERSITY, LAKESIDE CAMPUS, SUBANG JAYA
29	22ND & 23RD- NOVEMBER	MAXIMIZE PROFIT, INCREASE SALES: MARKETING NINJA BY DR. LEOW CHEE SENG	SEMINAR / IMM	YALE CONSULTANCY SDN BHD, CHERAS
30	23RD NOVEMBER	MARKETING IN VENUS: USING EMOTIONAL MARKETING TO TOUCH YOUR CUSTOMER'S HEART	SEMINAR / CO- ORGANIZER	THE ROYALE CHULAN, KUALA LUMPUR
31	24TH NOVEMBER	KUALA LUMPUR INTERNATIONAL TRADE FORUM 2011 (KLITF) – GAME CHANGER	FORUM / EVENT ENDORSEMENT	MATRADE HALL, MECC, MENARA MATRADE, KUALA LUMPUR
32	28TH & 29TH NOVEMBER	HOW TO APPLY SUN TZU ON SALES STRATEGIES: TRANSFORM YOU TO BE THE TOP SALESPERSON BY DR. LEOW CHEE SENG	SEMINAR / IMM	E-5-8, PLAZA MONT KIARA, MONT KIARA, KUALA LUMPUR
33	30TH NOVEMBER	TALK ON MARKETING TO UNIVERSITI SAINS ISLAM MALAYSIA (USIM) STUDENTS IN CONJUNCTION WITH THE FACULTY'S 10TH ANNIVERSARY	TALK / IMM	USIM CAMPUS, NILAI, NEGERI SEMBILAN
DECEMBER				
34	7TH DECEMBER	CLASH OF THE GENERATIONS: HOW TO LEAD THE GEN-Y AND LEVERAGE ON GENERATIONAL DIVERSITY TO CREATE A HIGH PERFORMANCE CULTURE	SEMINAR / EVENT ENDORSEMENT	THE ROYALE CHULAN, KUALA LUMPUR
35	8TH & 9TH DECEMBER	CERTIFICATE IN PROFESSIONAL SELLING SKILLS BY DR. LEOW CHEE SENG	SEMINAR / IMM	YALE CONSULTANCY SDN BHD, CHERAS
36	10TH DECEMBER	3RD COUNCIL MEETING FOR 2011 – 2013	COUNCIL MEETING	MENARA TM, JALAN PANTAI BAHARU, KUALA LUMPUR
37	16TH & 17TH DECEMBER	CERTIFICATE IN PROFESSIONAL SELLING SKILLS BY DR. LEOW CHEE SENG	SEMINAR / IMM	E-5-8, PLAZA MONT KIARA, MONT KIARA, KUALA LUMPUR

**CALENDER OF EVENTS 2012**

NO	DATE	EVENT	CATEGORY	VENUE
JANUARY				
1	19th & 20th JANUARY	MAXIMIZE PROFIT INCREASE SALES : MARKETING NINJA BY DR. LEOW CHEE SENG	SEMINAR / IMM	YALE CONSULTANCY SDN BHD, CHERAS
FEBRUARY				
2	18th FEBRUARY	4th COUNCIL MEETING FOR 2011 – 2013	MEETING / IMM	MAHRAJ RESTAURANT, JALAN GASING, P. JAYA, SELANGOR
3	22nd & 23rd FEBRUARY	CERTIFICATE IN PROFESSIONAL SELLING SKILLS BY DR. LEOW CHEE SENG	SEMINAR / IMM	E-5-8, PLAZA MONT KIARA, MONT KIARA, KUALA LUMPUR
4	24 FEBRUARY	STUDY VISIT BY PGDM STUDENTS, FROM INSTITUTE OF MARKETING & MANAGEMENT, INDIA	STUDY VISIT / IMM	OPEN UNIVERSITY MALAYSIA (OUM)
5	25 & 26 FEBRUARY	HOW TO APPLY SUN TZU ON SALES STRATEGIES: TRANSFORM YOU TO BE THE TOP SALESPERSON BY DR. LEOW CHEE SENG	SEMINAR / IMM	GOLDEN STRAITS VILLA BEACH RESORT PORT DICKSON, N.S.D.K.
MARCH				
6	1 – 3 MARCH	AMF MEETING IN SRI LANKA	MEETING / IMM	BANGKOK, THAILAND
7	21 MARCH	SIGNING OF MOU BETWEEN UNIVERSITY TUN ABDUL RAZAK & IMM	SIGNING CEREMONY / IMM	UNIVERSITY TUN ABDUL RAZAK, CAPITAL SQUARE, KUALA LUMPUR.
APRIL				
8	5TH APRIL	ONE-DAY Executive Seminar “GOING BEYOND EXCELLENCE” WITH HEMAWAN KARTAJAYA & DR. KENT SELTMAN	SEMINAR / MARKPLUS & IMM	ROYALE CHULAN HOTEL, KUALA LUMPUR
9	7TH APRIL	5TH COUNCIL MEETING FOR 2011 – 2013	MEETING / IMM	IMM OFFICE
10	25TH APRIL	TOM ABBOTT LIVE! “SELLING STRATEGIES FOR YOUR GROWING BUSINESS”	AFTERNOON TALK / IMM	MEGA VIEW DECK, MENARA KUALA LUMPUR
MAY				
11	16TH MAY	SMECORP MEETING 2012	MEETING / SMECORP & IMM	MEGA VIEW DECK, MENARA KUALA LUMPUR
12	16TH MAY	TALK BY YB. TAN SRI RAFIDAH AZIZ: “ROLE OF SMES IN CREATING A HIGH INCOME ECONOMY”	AFTERNOON TALK / IMM	MEGA VIEW DECK, MENARA KUALA LUMPUR
13	29TH & 30TH MAY	MAXIMIZE PROFIT INCREASE SALES : MARKETING NINJA BY DR. LEOW CHEE SENG	TRAINING / IMM	YALE CONSULTANCY SDN BHD, CHERAS
JUNE				
14	29TH & 30TH JUNE	HOW TO APPLY SUN TZU ON SALES STRATEGIES: TRANSFORM YOU TO BE THE TOP SALESPERSON BY DR. LEOW CHEE SENG	SEMINAR / IMM	JIT CHYE MOTOR, PENANG
JULY				
15	11TH JULY	ONE-DAY EXECUTIVE SEMINAR “BRAIN RULES FOR EXECUTIVES” BY DR. JOHN MEDINA	SEMINAR / IMM	SUNWAY PUTRA HOTEL, KUALA LUMPUR
16	28TH & 29TH JULY	MAXIMIZE PROFIT INCREASE SALES : MARKETING NINJA BY DR. LEOW CHEE SENG	TRAINING / IMM	JIT CHYE MOTOR, PENANG
AUGUST				
17	9 AUGUST	SIGNING OF MOU BETWEEN KOLEJ POLITEKNIK MARA (KPTM) & IMM	SIGNING CEREMONY / IMM	KOLEJ POLITEKNIK MARA (KPTM) HEADQUARTERS, CHERAS, KUALA LUMPUR
18	13 AUGUST	HALF-DAY Seminar by Tom Abbott “Achieving Success Through Partnerships” @ BIONEXUS PARTNERS (BNP) ANNUAL MEETING 2012	SEMINAR / IMM & MALAYSIAN BIOTECHCORP SDN BHD	THE ROYALE CHULAN HOTEL, KUALA LUMPUR



CALENDER OF EVENTS 2012

NO	DATE	EVENT	CATEGORY	VENUE
SEPTEMBER				
19	11TH & 12TH SEPTEMBER	PSMB CONFERENCE & EXHIBITION 2012 " HR TRANSFORMATION FOR BUSINESS EXCELLENCE"	PSMB / IMM EXHIBITION	SUNWAY PYRAMID CONVENTION CENTRE (SPCC), BANDAR SUNWAY, KUALA LUMPUR
20	22ND SEPTEMBER	6TH COUNCIL MEETING FOR 2011 – 2013	MEETING / IMM	IMM OFFICE
OCTOBER				
21	13TH & 14TH OCTOBER	HOW TO APPLY SUN TZU ON SALES STRATEGIES: TRANSFORM YOU TO BE THE TOP SALESPERSON BY DR. LEOW CHEE SENG	TRAINING / IMM	VAL MANAGEMENT, PENANG
22	20TH & 21ST OCTOBER	MAXIMIZE PROFIT INCREASE SALES : MARKETING NINJA BY DR. LEOW CHEE SENG	TRAINING / IMM	VAL MANAGEMENT, PENANG
23	31ST OCTOBER	"BRANDING & MARKETING" WORKSHOP BY PUAN SHAHANA AZLAN	TRAINING / IMM & MDEC	MDEC, CYBERJAYA
NOVEMBER				
24	1ST NOVEMBER	"BRANDING & MARKETING" WORKSHOP BY PUAN SHAHANA AZLAN	TRAINING / IMM & MDEC	MDEC, CYBERJAYA
25	6TH & 7TH NOVEMBER	"BRANDING & MARKETING" COACHING SESSION 1 BY PUAN SHAHANA AZLAN	COACHING / IMM & MDEC	PLUG & PLAY TECHNOLOGY GARDEN (PPTG) THE GARDENS SOUTH TOWER, MID VALLEY CITY, KL
26	20TH & 21ST NOVEMBER	"BRANDING & MARKETING" COACHING SESSION 2 BY PUAN SHAHANA AZLAN	COACHING / MM & MDEC	PLUG & PLAY TECHNOLOGY GARDEN (PPTG) THE GARDENS SOUTH TOWER, MID VALLEY CITY, KL
27	26TH NOVEMBER	7TH COUNCIL MEETING FOR 2011 – 2013 FOLLOWED BY VISIT TO FACULTY OF ECONOMICS & MANAGEMENT (FEM), UNIVERSITI PUTRA MALAYSIA (UPM)	MEETING / IMM & FEM-PBS, UPM	PUTRA BUSINESS SCHOOL UPM, SERDANG, SELANGOR
28	27TH NOVEMBER	SMECORP MEETING BIL 2/2012 BY PUAN SHAHANA AZLAN ENTREPRENEURS (SMECORP)	MEETING / SMECORP	SHRDC, SHAH ALAM, SELANGOR
29	28TH & 29TH NOVEMBER	HOW TO APPLY SUN TZU ON SALES STRATEGIES: TRANSFORM YOU TO BE THE TOP SALESPERSON BY DR. LEOW CHEE SENG	TRAINING / IMM	SERVICOM MEDICAL SDN BHD, PJ, SELANGOR
DECEMBER				
30	1ST DECEMBER	BOWLING TOURNAMENT 2012	TOURNAMENT / IMM	U-BOWL @ ONE-UTAMA SHOPPING CENTRE
31	4TH & 5TH DECEMBER	"BRANDING & MARKETING" COACHING SESSION 3	COACHING / IMM & MDEC	PLUG & PLAY TECHNOLOGY GARDEN (PPTG) THE GARDENS SOUTH TOWER, MID VALLEY CITY, KL
32	19TH & 20TH DECEMBER	"RETREAT ON BREAKOUT STRATEGY FOR MICRO ENTERPRISE" BY DELOITTE CONSULTING (M) SDN. BHD.	RETREAT/ SMECORP	HOTEL AVILLION PORT DICKSON
33	11TH to 14TH DECEMBER	AMF MEETING IN JAKARTA	MEETING/ AFM-IMM	JAKARTA, INDONESIA
34	29TH & 30TH DECEMBER	MAXIMIZE PROFIT INCREASE SALES : MARKETING NINJA BY DR. LEOW CHEE SENG	TRAINING / IMM	1-M JALAN BATU FERINGGI, 1100 PENANG





INSTITUTE OF MARKETING
(IMM)

Honorary Treasurer's Report 2011 - 2012



INSTITUTE OF MARKETING MALAYSIA

INSTITUTE OF MARKETING
(IMM)

Incorporated In Malaysia

ACCOUNTS

31 DECEMBER 2010



Accounts For The Year
Ended 31st December 2010

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

DECLARATION

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Dr. Leow Chee Seng being the Chairman, Honorary Secretary and Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, correct for the year ended 31st December 2010.

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

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

DR. LEOW CHEE SENG
(NRIC: 761002 – 08 - 5527)
HONORARY TREASURER



INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

BALANCE SHEET AS AT DECEMBER 2010

	31/12/2010 RM	31/12/2009 RM
PROPERTY, PLANT AND EQUIPMENT	105,522	127,612
CURRENT ASSETS		
Cash and bank balances	93,525	46,977
Other receivables and deposit	36,011	10,011
	<u>129,536</u>	<u>56,988</u>
CURRENT LIABILITIES		
Other creditors and accruals	207,142	149,706
	<u>207,142</u>	<u>149,706</u>
NET CURRENT ASSETS	(77,606)	(92,718)
	<u>27,916</u>	<u>34,894</u>
ACCUMULATED FUND		
Balance as at 1st January	34,894	30,131
Surplus (Deficit) for the year	(6,979)	4,763
Balance as at 31 December	<u>27,916</u>	<u>34,894</u>



INSTITUTE OF MARKETING MALAYSIA

(Incorporated in Malaysia)

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST DECEMBER 2010

	2010 RM	2009 RM
INCOME		
Advertisement	6,000	33,500
Annual subscription / entrance fee	96,923	-
Associate membership	-	420
Bowling tournament	-	3,920
Corporate member renewal	-	5000
Education and training	-	127,288
Endorsement	-	2,000
Grant	180,000	-
Late fee collected	-	1,880
New ordinary membership	-	1,750
New student membership	-	1,250
Ordinary member renewal	-	525
Other income	18,272	96,320
Public lecture	-	1,000
Seminar & Training	444,049	392,633
Sponsorship	1,000	2,107
TOTAL INCOME	746,244	669,593
 Cost of Sales	 -	 -
Gross Profit / (Loss)	746,244	669,593
 EXPENSES		
Accommodation	3,338	879
Accounting fee	-	1,000
Annual subscription fee	-	500
Auditors remuneration	-	2300
Advertisement & Promotion	3,680	-
Bank charges	156	107
Books and magazines	31,261	-
Bowling tournament	-	5,127
Certificate renewal	-	1,500
Commission	-	5,760
Depreciation	22,214	14,390
Entertainment	1,369	-
Editorial fee	-	1,288
 Balance carry forward to the next page	 62,018	 32,851

**INSTITUTE OF MARKETING MALAYSIA**

(Incorporated in Malaysia)

**INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 31ST DECEMBER 2010**

	2010 RM	2009 RM
Balance carried forward from previous page	62,018	32,851
Editorial Marketeer	11,200	1,500
Electricity and water	4,856	4,291
EP F and Socso	-	2,250
Equipment Rental Expenses	1,300	-
Gifts and Donation	2,500	2,160
IMM Domain and Website	2,280	80
License Fee	1,300	-
Manpower supplies 4	-	9,124
Marketing fee	-	17,658
Meal and Refreshment	50,373	1,559
Medical fee	-	298
Membership Fee	600	4,966
Newspaper & Periodical	78	2,187
Office Cleaning	6,600	2,400
Office Maintenance	1,735	-
Quit Rent & Assessment	472	-
Photography Fee	3,850	4,703
Legal and Professional Fee 1	10,425	3,500
Petrol, Toll & Parking	5,364	1,147
Printing and Stationery	137,643	16,358
Property maintenance charges	-	4,298
Postage, Despatch and Courier	793	4,036
Publication fee	-	25,966
Quit rent and assessment	-	294
Room seminar expenses	-	5,920
Rental of Premises	27,600	24,750
Salaries, allowances and casual wages	130,974	106,918
Subscription-IMM CORP. MEMBER	14,000	17,500
Seminar and Training	132,294	303,297
Souvenirs	2,400	-
Secretarial Fee	200	-
Speaker's fee	-	26,048
Stamp Duty	224	-
Trainer Fee	132,403	26,489
Transport & Travelling	1,221	3,790
Balance carry forward to the next page	744,703	656,338



INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 31ST DECEMBER 2010

	2010 RM	2009 RM
Balance carried forward from previous page	744,703	656,338
Telephone and Multimedia	3,536	3,441
Upkeep of Computer	-	3,507
Upkeep of Office	4,984	1,544
TOTAL EXPENDITURE	<u>753,223</u>	<u>664,830</u>
 SURPLUS / (DEFICIT) OF INCOME OVER EXPENDITURE	 (6,979)	 4,763
 ACCUMULATED SURPLUS BROUGHT FORWARD	 34,894	 30,131
 ACCUMULATED SURPLUS CARRIED FORWARD	 <u>27,915</u>	 <u>34,894</u>



**INSTITUTE OF MARKETING
(IMM)**

Incorporated In Malaysia

ACCOUNTS

31 DECEMBER 2011



**Accounts For The Year
Ended 31st December 2011**

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

DECLARATION

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Dr. Leow Chee Seng being the Chairman, Honorary Secretary and Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, correct for the year ended 31st December 2011.

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

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

DR. LEOW CHEE SENG
(NRIC: 761002 – 08 - 5527)
HONORARY TREASURER



INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

BALANCE SHEET AS AT DECEMBER 2011

	31/12/2011 RM	31/12/2010 RM
FIXED ASSETS		
BUILDING - AT COST	92,500	92,500
BUILDING - ACCUM DEP	-18,500	(16,650)
OFFICE EQUIPMENT-AT COST	18,610	16,111
OFFICE EQUIPMENT-ACCUM DEP	-9,941	(8,080)
RENOVATION-AT COST	61,538	61,538
RENOVATION-ACCUM DEP	-58,757	(46,450)
COMPUTER-AT COST	28,894	28,455
COMPUTER-ACCUM DEP	-28,543	(23,201)
FURNITURE & FITTINGS-AT COST	7,661	7,661
FURNITURE & FITTINGS-ACCUM DEP	-7,128	(6,362)
	<u>86,334</u>	<u>105,522</u>
CURRENT ASSETS		
RHB BANK (21247900039488)	39,420	34,643
RHB BANK (21240600011319)	-37,786	56,086
CIMB (124800145720)	26,095	305
PETTY CASH	9,506	2,492
FIXED DEPOSIT	25,000	25,000
OTHER RECEIVABLES & DEPOSIT	8,511	8,511
DEPOSIT-RENTAL OF PREMISES	1,500	1,500
DEPOSIT-SYABAS	500	500
	<u>500</u>	<u>500</u>
	<u>173,245</u>	<u>129,536</u>
CURRENT LIABILITIES		
PEMBINAAN BAN LONG	1,000	-
SUNWAYMAS PROPERTY	5,000	-
SK CONSULTANCY SDN BHD	80,401	-
BRYAN LO	9,737	-
CORPORATE RIM HOLDINGS (M) SDN BHD	14,884	-
ASSESSMENT	144	-
OTHER CREDITORS	95,977	207,143
	<u>207,143</u>	<u>207,143</u>
NET CURRENT ASSETS	<u>33,897</u>	<u>(77,607)</u>
	<u>52,437</u>	<u>27,916</u>
FINANCED BY CAPITAL		
BALANCE AS AT 1ST JANUARY	27,916	34,894
SURPLUS / (DEFISIT) FOR THE YEAR	24,521	(6,979)
BALANCE AS AT 31ST DECEMBER	<u>52,437</u>	<u>27,916</u>



INSTITUTE OF MARKETING MALAYSIA

(Incorporated in Malaysia)

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST DECEMBER 2011

	2011 RM	2010 RM
INCOME		
Advertisement	7,500	6,000
Annual subscription / entrance fee	-	96,923
Associate membership	-	-
Bowling tournament	-	-
Corporate member renewal	71,900	-
Grant	200,178	180,000
New corporate membership	29,000	-
New life membership	900	-
New ordinary membership	5,900	-
New student membership	600	-
Ordinary member renewal	3,550	-
Other income	-	18,272
Sales of books	(5,496)	-
Seminar & Training	389,435	444,049
Sponsorship	7,945	1,000
TOTAL INCOME	711,411	746,244
Cost of Sales	-	-
Gross Profit / (Loss)	711,411	746,244
EXPENSES		
Accommodation	3,185	3,338
Advertisement & Promotion	2,750	3,680
Bank charges	28	156
Books and magazines	7,066	31,261
Bowling tournament	-	-
Certificate renewal	-	-
Commission	-	-
Depreciation	22,127	22,214
Entertainment	4,099	1,369
Editorial fee	-	-
Balance carry forward to the next page	39,254.24	62,017.71

**INSTITUTE OF MARKETING MALAYSIA**

(Incorporated in Malaysia)

**INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 31ST DECEMBER 2011**

	2011 RM	2010 RM
Balance carried forward from the previous page	39,254.24	62,017.71
Editorial Marketeer	34,960	11,200
Water & Electricity	4,771	4,856
Equipment Rental Expenses	2,800	1,300
Gifts and Donation	1,200	2,500
IMM Domain and Website	2,400	2,280
Training Provider License Fee	1,300	1,300
Meal and Refreshment	9,047	50,373
Membership Fee	2,300	600
Newspaper & Periodical	155	78
Office Cleaning	3,600	6,600
Office Maintenance	10,268	1,735
Quit Rent & Assessment	-	472
Photography Fee	4,250	3,850
Legal and Professional Fee	4,700	10,425
Petrol, Toll & Parking	586	5,364
Printing and Stationery	30,476	137,643
Postage, Despatch and Courier	1,150	793
Office Supplies	875	-
Rental of Premises	27,945	27,600
Salaries, allowances and casual wages	129,167	130,974
Subscription-IMM CORP. MEMBER	17,000	14,000
Seminar and Training	313,824	132,294
Souvenirs	2,750	2,400
Secretarial Fee		200
Stamp Duty		224
Trainer Fee	37,623	132,403
Transport & Travelling	982	1,221
Telephone and Multimedia	3,508	3,536
Upkeep of Office		4,984
TOTAL EXPENDITURE	686,890	753,223
SURPLUS / (DEFICIT) OF INCOME OVER EXPENDITURE	24,521	(6,979)
ACCUMULATED SURPLUS BROUGHT FORWARD	27,916	34,894
ACCUMULATED SURPLUS CARRIED FORWARD	52,437	27,916



INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

NOTES ON THE FINANCIAL STATEMENTS
For the Year Ended 31st December 2011

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%
Building	2%
Renovation	20%

FIXED ASSETS

2011	Cost	Accumulated Depreciation	Net Book Value	Current Depreciation
Furniture & Fittings	7,661.00	(7,128.30)	532.70	766
Office Equipment	18,610.00	(9,940.80)	8,669.20	1,861
Computer	28,894.00	(28,542.80)	351.20	5,342
Building	92,500.00	(18,500.00)	74,000.00	1,850
Renovation	61,538.00	(58,757.33)	2,780.67	12,308
	201,542.00	(115,740.93)	85,801.07	22,127





OUR CORPORATE MEMBERS





INSTITUTE OF MARKETING MALAYSIA

OUR CORPORATE MEMBERS



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KPTM tandatangan Mou Bersama Skali Community Engagement Sdn Bhd (SCALE) Dan Institute Of Marketing Malaysia (IMM)

KUALA LUMPUR, 9 Ogos 2012 - Bagi meningkatkan lagi jalinan hubungan kolaborasi dengan industri luar, Kolej Poly-Tech MARA (KPTM) menerusi Unit Kolaborasi Industri telah menjalinkan hubungan kerjasama dengan Menandatangani Memorandum Persefahaman (MoU) bersama Skali Community Engagement Sdn Bhd (SCALE) dan Institute of Marketing Malaysia (IMM).

Persefahaman bersama SKALI Group adalah berkenaan kebolehpasaran graduan melalui kursus-kursus di SKALI dalam pembangunan modal insan dan pembangunan teknologi usahawan graduan. Kerjasama dengan IMM pula bagi meluaskan jaringan industri melalui pelan tindakan yang lebih teratur dan sistematik dalam industri pendidikan.



KPTM MENANDATANGANI PERJANJIAN PERSEFAHAMAN (MoU) DENGAN INSTITUTE OF MARKETING MALAYSIA & SKALI COMMUNITY ENGAGEMENT SDN BHD

Perjanjian persefahaman ini adalah sebagai janji dan kebertanggungjawaban KPTM kepada ibu bapa pelajar bagi memastikan anak-anak mereka bergraduat tepat pada masanya dan memperoleh pekerjaan dalam tempoh enam bulan selepas bergraduat. Ia sebagai manifestasi kepada usaha KPTM untuk melebarkan lagi jaringan kerjasama industri yang merupakan critical success factor (CSF) sebagai usaha untuk meningkatkan lagi kualiti kebolehpasaran graduan KPTM.

Melalui kerjasama KPTM dengan SKALI dan IMM, KPTM yakin akan lebih berkeupayaan untuk meningkatkan kebolehpasaran graduan melalui Kursus Jangka Pendek, Latihan Industri Pelajar, Program Sangkutan Penyarah (Sabbatical) dan On the Job Training sebagai nilai tambah kepada Proses Pengajaran dan Pembelajaran yang sedia ada di dalam bilik kuliah.

MoU diantara KPTM dengan SCALE iaitu salah sebuah anak syarikat dalam SKALI Group dimana memfokuskan kepada perniagaan terhadap pembangunan modal insan yang merangkumi pembangunan teknologi kepada usahawan-usahawan dengan mengadakan pusat incubator dan pendidikan untuk peringkat awal kepada bakal-bakal usahawan dan memulakan ICT di Malaysia.

Menerusi MoU bersama IMM, ia merupakan peluang baik kepada KPTM untuk menggunakan kepakaran IMM untuk meningkatkan CA (Competitive Advantage) KPTM untuk mengatasi pesaing lain dalam pasaran dan industri pendidikan. Ini termasuklah dari segi pengambilan pelajar, mengurangkan turn-over staf, dan kajin persepsi di kalangan ibu bapa dan pelajar.

Disamping itu, ia juga dapat membantu meningkatkan usaha penjenamaan yang berterusan dan mengenal-pasti pasaran dari segi penggabulan kurikulum dan keperluan pasaran pekerjaan melalui kajian pengesanan pelajar (tracer study).

Dengan kerjasama dan persefahaman yang tercapai diantara KPTM bersama SKALI dan IMM pada hari ini akan mencebukan satu perubahan yang akan membawa KPTM lebih berkeupayaan untuk mempersiapkan pelajar memasuki pasaran kerja dengan lebih yakin.

MoU ini telah ditandatangani oleh Presiden KPTM, Dato' Haji Yusoff bin Harun bersama Ketua Pegawai Eksekutif SKALI Group, Yang Mulia Tengku Farith bin Rithauddeen dan Presiden Institute Marketing Malaysia (IMM), Dato' Sharifah BN Mohd Ismail.

Disediakan oleh
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MAJLIS MENANDATANGANI PERJANJIAN PERSEFAHAMAN ANTARA KPTM & SKALI COMMUNITY ENGAGEMENT SDN BHD

KPTM Anjur Seminar Profesionalisme & Keusahawanan Melayu/Bumiputera



BANGI, 15 JUN 2011 - Kolej Poly-Tech MARA (KPTM) yang terdiri daripada 8 buah kampus cawangan adalah merupakan Institusi Pendidikan Tinggi MARA milik penuh Majlis Amanah Rakyat (MARA). Seiring dengan Visi KPTM ingin Menjadi Institusi Pengajian Tinggi (IPT) Pilihan, buat julung kalinya, KPTM menganjurkan Seminar Profesionalisme & Keusahawanan Melayu/Bumiputera (National Seminar on Professionalism & Entrepreneurship).

Seminar ini akan dihadiri oleh kira-kira 300 orang peserta yang terdiri daripada wakil badan-badan profesional seperti Malaysian Institute Chartered Secretary Administrative (MAICSA), ahli-ahli akademik daripada Institusi Pengajian Tinggi Awam dan Swasta (IPTA/IPTS) dan pelajar-pelajar. Peserta terdiri dari kalangan penyarah, lepasan graduan, dan usahawan-usahawan dalam sektor perniagaan.

Seminar ini bertujuan untuk memberi pendedahan kepada peserta-peserta ini tentang ilmu keusahawanan dan perniagaan dari pembentang-pembentang yang berpengalaman dalam bidang tersebut. Antaranya Dato' Sharifah Ismail, Pengerusi Malaysian Institute of Marketing (MDEC) dengan pembentangannya bertajuk The Role of Marketer in Global Business, Tunku Azela Tunku Aziz, Pengurus Bahagian Pemasaran Malaysian Institute of Marketing (MDEC) dengan pembentangannya bertajuk The Role of Technopreneur in Global Business, dan Profesor Madya Dr Zaimah Darawi, Pengerusi Fakulti Ekonomi dan Pengurusan Universiti Kebangsaan Malaysia (UKM) dengan pembentangannya bertajuk Barriers For Bumiputera Food SMEs Entrepreneur to Penetrate the International Market.

Seramai sembilan (9) orang pembentang hadir pada seminar ini dan dihibagikan kepada dua sesi iaitu sesi pagi dan petang. Pembentang yang telah berpengalaman luas dalam bidang perniagaan dan keusahawanan profesional ini hadir dengan membentangkan idea-idea yang lebih jelas tentang profesionalisme keusahawanan kepada peserta.

Majlis diawakili oleh Pengerusi KPTM, Dato' Sohaimi Shahidan dan beliau turut memberi pembentangan bertajuk Managing and Nurturing Young Entrepreneurs from Small Entity to Global Players.



Pengerusi KPTM Dato' Sohaimi Shahidan beramah mesra bersama peserta seminar

Menerusi pembentangan tersebut, beliau amat menitikberatkan dan menyeru supaya golongan muda lebih berkecimpung dalam bidang ini dan menjadikannya kepentingan untuk membawa hula tuja mereka ke arah global.

"Ini yang kita mahu, perniagaan dan bidang keusahawanan ini bukan hanya di pelopori oleh golongan peringkat pertama, bahkan golongan muda ini perlu lebih awal menjinakkan diri dalam keusahawanan".

Begitu juga bagi Timbalan Presiden Hal Ehwal Pelajar merangkap Pengerusi Jawatankuasa Seminar Profesionalisme dan Keusahawanan 2011, Dr Wan Sabri Wan Hassan, beliau mahu bidang keusahawanan ini menjadi bidang global.

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APPRECIATION

The 24th Council wishes to express our gratitude and appreciation to the following for their invaluable support and contribution to the Institute:

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INSTITUTE OF MARKETING MALAYSIA

