



INSTITUTE OF MARKETING MALAYSIA



IMM-AMF FELLOWSHIP AWARDS 2019

GUEST OF HONOUR
HER ROYAL HIGHNESS
SULTANAH HAJJAH KALSOM, DK



23 MARCH 2019
SERI PACIFIC HOTEL
KUALA LUMPUR

HER ROYAL HIGHNESS
SULTANAH HAJJAH KALSOM, DK





Message from

HER ROYAL HIGHNESS
SULTANAH HAJJAH KALSOM, DK

Congratulations to the Institute of Marketing Malaysia (IMM) for convening the 2019 IMM-AMF Fellowship Awards in conjunction with the Asia Marketing Federation (AMF) meeting, bringing together marketeers and professionals from 17 countries in Asia.

It is with great pleasure that I convey this message in hopes that it will bring together all participants in a most beneficial way. My personal commendations go to the President and Council of IMM for making it possible for us all to meet yet again towards the success of a worthy event.

Marketing today is indeed a new principal activity making increasingly new demands on its practitioners by the day. The differences can be distinctly reflected when comparing it to marketing trends and styles of yesteryear. Everyday we have to adapt and craft new approaches and welcome new thought processes, keeping in step with emerging target markets as well. In addition, this need for new learning has to be in step with mastering advent technology that has crowded our lives and thinking.


Come to think of it, if we don't revive and survive this challenge we will fall by the wayside, and be the losers of the game. As chain players, marketeers have to take the bull by the horns and be well ahead, with full command of the complex technology and multiple media platforms at hand. Needless to say IMM supports and enhances this new profile of marketeers with great passion and industry dedication. One feeds into the other giving both parties the strength it needs to grow on the right lines.

I am truly gratified to be associated with IMM and strongly believe that IMM has indeed selected only the best of exemplary marketeers to receive this prestigious Fellowship Award. In full recognition of the true values of their professionalism and performance, I extend my heartiest congratulations to all recipients for their expression of leadership development and meaningful contribution towards the marketing world. With them at the helm of industry I can safely say that IMM is in turn, in good hands, enjoying a more secure reputation and corporate well being.

To all our AMF friends and visitors, I hope that all of you have had a most pleasant and hospitable visit here in Kuala Lumpur, Malaysia, carving only beautiful memories to share with your friends and family when you return.

Remembering Seth Godin who said: "Marketing is no longer about the stuff that you make, but about the stories you tell", I can only add that IMM certainly knows when it is a good story to tell one and all!

My warm wishes go to everyone at AMF and IMM and may you have continued success in all your endeavours.





**PRIME MINISTER
MALAYSIA**

YAB Tun Dr. Mahathir Bin Mohamad

MESSAGE FROM THE PRIME MINISTER OF MALAYSIA

The global economy is changing rapidly and Asia lies at the heart of that change. Rapid growth in Asia has been the main contributor towards Malaysia's growth. With the world's economic centre of gravity continuing to shift to this side of the world, how do we deepen our integration into the Asian region?

Post-independence, Malaysia's economy has grown significantly, but the country's income per person continues to lag behind advanced economies.

Malaysia's objective to escape the middle-income trap will continue to be a challenge. To overcome these challenges, boosting productivity and international connections would attract investment, talent, capital and ideas.

Asia is a big market but it is a very diverse market for businesses and marketers, and the rise in digitalisation has increased the importance of localisation strategies to reach diverse local audiences.

The market potential for Asia is huge, but differences in culture, lifestyle and economic environment pose a challenge in charting a better future ahead.

Keeping this in mind, I would encourage marketers to explore the unknown and to drive productivity through innovation and digitalisation.

The Institute of Marketing Malaysia (IMM) should be commended for taking this bold step in hosting the Asia Marketing Federation (AMF) gathering and strengthening our commitment and relationship in the marketing fraternity in Malaysia, as well as across Asia.

I would also like to take this occasion to congratulate all of you for striving to scale greater heights. Together we will work and stand as a nation, and we shall prevail alongside our Asian partners.

DR MAHATHIR BIN MOHAMAD

15 MARCH 2019



YB Datuk Darell Leiking

MESSAGE FROM MINISTER OF INTERNATIONAL TRADE AND INDUSTRY MALAYSIA

First and foremost I would like to congratulate the Institute of Marketing Malaysia (IMM) for organizing and hosting the Asia Marketing Federation (AMF) meeting in Kuala Lumpur bringing together marketeers and professionals from 17 countries in Asia.

To all delegates and friends of AMF may I welcome all of you to Malaysia - Truly Asia!

Marketing is an important component for the economic growth of any country. Over the years, marketing has evolved in many undeniable ways from door to door sales, consumer and retail marketing to where we are today in the era of borderless marketing with just one click.

Thanks to technology and our marketeers for adapting the changes and constantly looking for ways to improve economic growth and make the world a better place for all.

Asia is important to us and we will continue to promote mutually beneficial trade relations and ensure prosperity and harmony in the region.

I wish all delegates a pleasant stay in Malaysia and hope the gathering will be a memorable one for everyone.

As the Patron of IMM I am proud to be associated with this AMF initiative and congratulations to the President and Council of IMM for all your effort and dedication in hosting this event.

Best wishes,

DATUK DARELL LEIKING



INSTITUTE OF MARKETING MALAYSIA

Message from
PRESIDENT
INSTITUTE OF MARKETING MALAYSIA

Dato' Sharifah Mohd. Ismail

On behalf of the Institute of Marketing Malaysia (IMM) I would like to extend a very warm welcome to all our guests and friends from 17 Asia Marketing Federation (AMF) member countries who are present here in Malaysia for the AMF Board of Management meeting.

We are honoured to be your host this time around, and we have put together a programme that you will not find easy to forget! We intend to make this AMFKL 2019 gathering a memorable one for everyone.

Centre stage is our IMM-AMF Fellowship Awards this evening that will be presented by our Guest of Honour Her Royal Highness Sultanah Hajjah Kalsom, DK.

The IMM-AMF Fellowship Awards event is held in appreciation of all our marketing leaders in Asia who have contributed towards the growth and development of their respective National Marketing body as well as to AMF and the marketing fraternity in Asia.

I believe our Fellowship Award recipients who are leaders in their own esteem shall lead the way with distinction for others to make their mark and relevant contributions to the industry. Let us all together through our marketing initiatives make the world a better place for everyone.

On that note, may I take this opportunity to thank all our partners and friends who have directly or indirectly given their contribution, support and encouragement towards this event. We truly appreciate your continued support and dedication to the IMM cause and effort.

My thanks also goes to all Council members and staff of IMM for their dedication and commitment in ensuring the success of the entire programme for AMFKL 2019.

Finally, I wish to express our gratitude and heartfelt appreciation to Her Royal Highness Sultanah Hajjah Kalsom, DK for gracing the occasion and making it another memorable event for all of us.

To all our guests, do celebrate and enjoy it all the Malaysian way.

DATO' SHARIFAH MOHD. ISMAIL



ORGANIZATION PROFILE

About IMM

The Institute of Marketing Malaysia (IMM) is the only registered institute in the country established for the purpose of serving the marketing fraternity in Malaysia. IMM was founded in 1977 by YBM Tengku Razaleigh Hamzah who also became the Institute's first Patron.

Currently the Patron of IMM is YB. Datuk Darell Leiking, Minister of International Trade and Industry Malaysia.

Vision

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, 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.

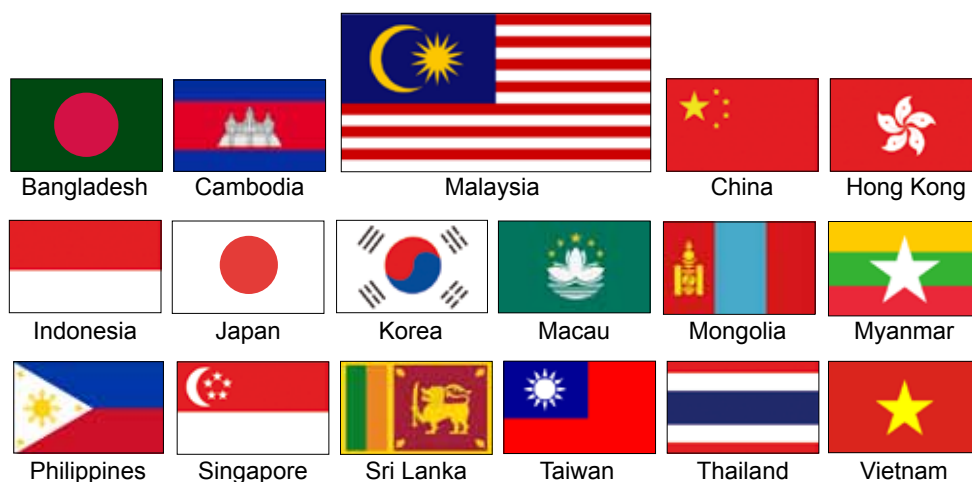
Roles & Functions

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 member's 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 Seventeen (17) national marketing bodies from Asia region.

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



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.



OUR FOUNDER



Our Founder / First Patron
YBM TENGKU RAZALEIGH HAMZAH
1977-1979

OUR PATRON



YB. DATUK DARELL LEIKING
Minister of International Trade and Industry
October 2018

OUR PAST PATRONS



**Y.BHG DATUK SYED
KECHIK MOHAMAD**
1979 - 1982



**Y.BHG TAN SRI
RAFIDAH AZIZ**
1982-MARCH 2008



**Y.BHG TAN SRI
MUHYIDDIN YASSIN**
MAR 2008 - APRIL 2009



**Y.BHG DATO SRI
MUSTAPA MOHAMED**
2009 - May 2018

OUR ADVISORS



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



HAMIDAH KARIM
Founder Prestige Communications



COUNCIL MEMBERS 2017 - 2019



COUNCIL MEMBERS FOR THE TERM 2017-2019.

Seated (Left to Right): Morni Bt Bujang, Masela Ibrahim, Dato' Sharifah Mohd. Ismail, Prof. Datuk Dr. Marimuthu Nadason, Dr. Kamala Vainy Pillai, Franky H.F. Chong.

Standing (Left to Right): Haslina Binti Azlan, Sarah Tan Mee Loo, Tengku Nila Putri Bt Tengku Ilham, Mohamed Sallaudin Bin Hj Mohamed Shah, Siti Badarny Shamsaifah Hassan, Shahana Bt Azlan, Fairuz Muchtar, Santhi A/P Govindan, Nitthiyanathan Lachumanan

IMM'S MANAGEMENT AND OPERATION

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 programmes managed and provided by the Institute.

HONORARY FELLOWSHIP

HERMAWAN KARTAJAYA

Mr. 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.

Mr. Hermawan has written five international books with Philip Kotler – the father of modern marketing. His latest book, Marketing 3.0 is widely acknowledged globally



TAKUYA GOTO

Mr. 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

Prof. 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.



FELLOWSHIP

PROFESSOR DR. SYED FERHAT ANWAR

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

Mr. 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. To pursue his passion for Marketing, Mr. Ashraf actively contributes to different Bangladesh Brand Forum (BBF) initiatives and to seminars and workshops at home and abroad as speaker and resource person.

TRAN HOANG

Mr. Tran Hoang is the President of Vietnam Marketing Association (VMA) from 2016 – 2019.

He is also the Founder and Chairman of Vietnam Marcom Academy, a pioneering marketing communications and brand-building academy that was founded in 2001. He is known in Vietnam's MarCom industry as an innovator with a history of working, teaching, and contributing to the higher education of Vietnam marketing and communications professionals.

In addition to Vietnam MarCom, Mr. Tran Hoang is a founding member of the CSR Universal Organization in Vietnam. He is also the 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).



FELLOWSHIP

OKHNA CHEA DEN

Mr. Okhna Chea Den is a Board Director on the 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 from July 2012 – Present and also Advisor of the Vann Sophy Group.

Mr. Okhna Chea Den's 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)

Mr. Sour Dina or Dainy is the Founder and Past President of the Marketing Association of Cambodia (MAC) from 2013 – 2016. He was also the 1st President of MAC. He now honourably serves as Chairman of the Board of MAC since 2016 to continuously drive the Marketing industry in Cambodia to the next level.

Mr. Dainy Sour is Founder of the Impact Group since 9 September 2009 with his outstanding marketing professional of over 17 years of experience in business and international relationship. With over 7 years of successfully proven record in the Gift and Premium business, 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.

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

DR. BORA KEA

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.



FELLOWSHIP

AUTTAPOL RERKPIBOON

Mr. 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.

Mr. Rerkpiboon is also 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

Dr. 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

Mr. 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 Ramkhambeng University, Thailand. He obtained his Bachelor of Education in Education Management from Chulalongkorn University.



FELLOWSHIP

DE YONG ADRIAN

Mr. 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

Mr. 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. He is also board member of various organizations, among others: 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. He is also an Honorary Consul of the Republic of Namibia to Indonesia.

Mr. Junardy is also the Commissioner of PT Rajawali Corporation, an Indonesian national holding investment company operating in diverse industries i.e. hotel and property, transportation, agriculture, mining, infrastructure and IT services.



MASAAKI ISHIBASHI

Mr. 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.



FELLOWSHIP

PRIYANTHA ROHAN SOMAWANSA

Mr. 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.



PRADEEP EDWARD

Pradeep Edward is Chief Executive Officer at Lanka Hospitals Diagnostic (Pvt) Ltd., and President of Sri Lanka Institute of Marketing (SLIM).

Pradeep Edward is 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).

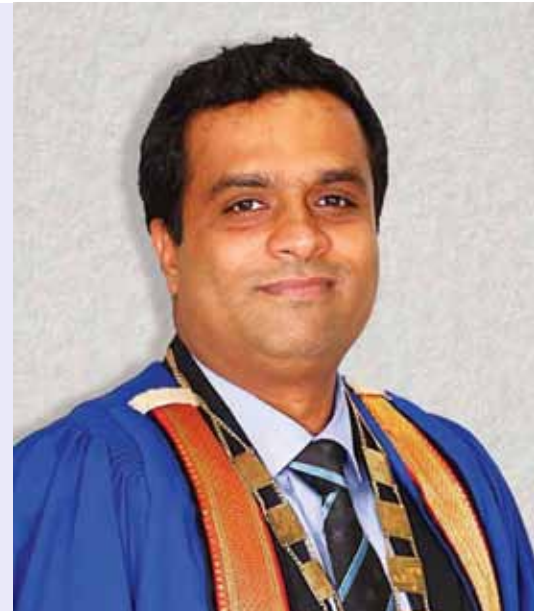
He was awarded the Fellow Membership of the Institute of Management Specialist (IMS-UK), and Certified Professional Finance Manager from the Institute of Professional Finance Managers (IPFM-UK). He is also a Life Member of the Sri Lanka Institute of Marketing (SLIM). Pradeep holds an MBA from Buckinghamshire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

ELANGO VAN KARTHIK

Mr. 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.



FELLOWSHIP

DANNY CHAU

Mr. 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

Mr. 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 BOOJONG KIM

Prof. Boojong 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.

He has held various positions in the industry which includes:

- 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



FELLOWSHIP



MARY FAITH B. ABANO

Ms. 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

Ms. Albarracin was President of the Asia Marketing Federation from 2016–2018. She has approximately 35 years of brand management and marketing management experience in Unilever, Philippines and San Miguel Corporation and is currently President and CEO of her own award winning company: Center for Pop Music Philippines, the pioneer in training of pop singing and stage performance, training top stars in the Philippines in their many branches and affiliates nationwide. She also has an Event Management and Production Division that produces and manages conferences and conventions in the top Professional Associations in the Philippines.

Ms. Albarracin was awarded as Outstanding Woman Entrepreneur in 2014 by GoNegosyo, a premier Civic and Professional Organization in the Philippines. She is also a Director of the Marketing Institute of the Philippines and the Philippines Council for Associations and Association Executives.



ARLENE PADUA-MARTINEZ

Ms. Arlene Padua-Martinez is the President and Managing Director of Post10 Worldwide, Inc., a company that has evolved to being the marketing arm of the Philippine Postal System and plays a major role in cross border mail distribution and logistics. With a very able leadership, she has propelled the Philippine market in accepting the entry of two (2) international postal authorities; has successfully engaged the mailroom management system; and forged bilateral agreements between private and government organizations.

She is the incumbent President of the Philippine Marketing Association (PMA), Ms. Martinez has served and 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.



FELLOWSHIP



ROGER WANG

Mr. 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

Mr. 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

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

Dr. Chan serves as the Honorary Chairman of Hong Kong Institute of Marketing and has elevated the Institute to the next level of professionalism and social impact in the business community of Hong Kong.

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.



THANK YOU TO OUR PARTNERS



MINISTRY OF
INTERNATIONAL TRADE AND INDUSTRY



Sarawak
Biodiversity Centre



INSTITUTE OF MARKETING MALAYSIA



Programme

7.45 pm	ARRIVAL OF GUESTS, AMF DELEGATES & FELLOWSHIP AWARD RECIPIENTS
8.30 pm	ARRIVAL OF GUEST OF HONOUR HER ROYAL HIGHNESS SULTANAH HAJJAH KALSOM,DK
8.45 pm	WELCOME ADDRESS BY DATO' SHARIFAH MOHD ISMAIL PRESIDENT, INSTITUTE OF MARKETING MALAYSIA
9.00 pm	DINNER & ENTERTAINMENT
9.45 pm	PRESENTATION OF FELLOWSHIP AWARDS SPECIAL PERFORMANCE
10.45 pm	DEPARTURE OF HER ROYAL HIGHNESS SULTANAH HAJJAH KALSOM, DK ENDS



Menjunjung Kasih

Presiden dan Semua Ahli Majlis
Institute of Marketing Malaysia

Marafak sembah dan menjunjung kasih kepada

DULI YANG AMAT MULIA
SULTANAH HAJJAH KALSOM, DK

Di atas limpah perkenan
Duli Yang Amat Mulia Tuanku
mencemar Duli berangkat ke majlis ini

pada 23 March 2019
bersamaan 16 Rejab 1440Hijrah

Acknowledgment

President and Council Members of the Institute of Marketing Malaysia wish to express our gratitude and appreciation to the following for their invaluable support and contributions:

**Office of Her Royal Highness
Sultanah Hajjah Kalsom, DK**

**The Prime Minister of Malaysia
The Minister of International Trade and Industry
Polis DiRaja Malaysia (PDRM)**

Curtin University Malaysia
Malaysia Airlines
Malaysia Airports Holdings Berhad (MAHB)
Malaysian Technology Development Corporation (MTDC)
Ministry of International Trade and Industry (MITI)
Pembangunan Sumber Manusia Berhad (PSMB)
Prime Minister's Office
Putra Business School (PBS)
Quest International University (QUIP)
Sarawak Biodiversity Centre
Universiti Sains Malaysia (USM)

We also like to put on record our special thanks to all our sponsors, partners and all other parties who have contributed in one way or other towards the success of this event



INSTITUTE OF MARKETING MALAYSIA

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