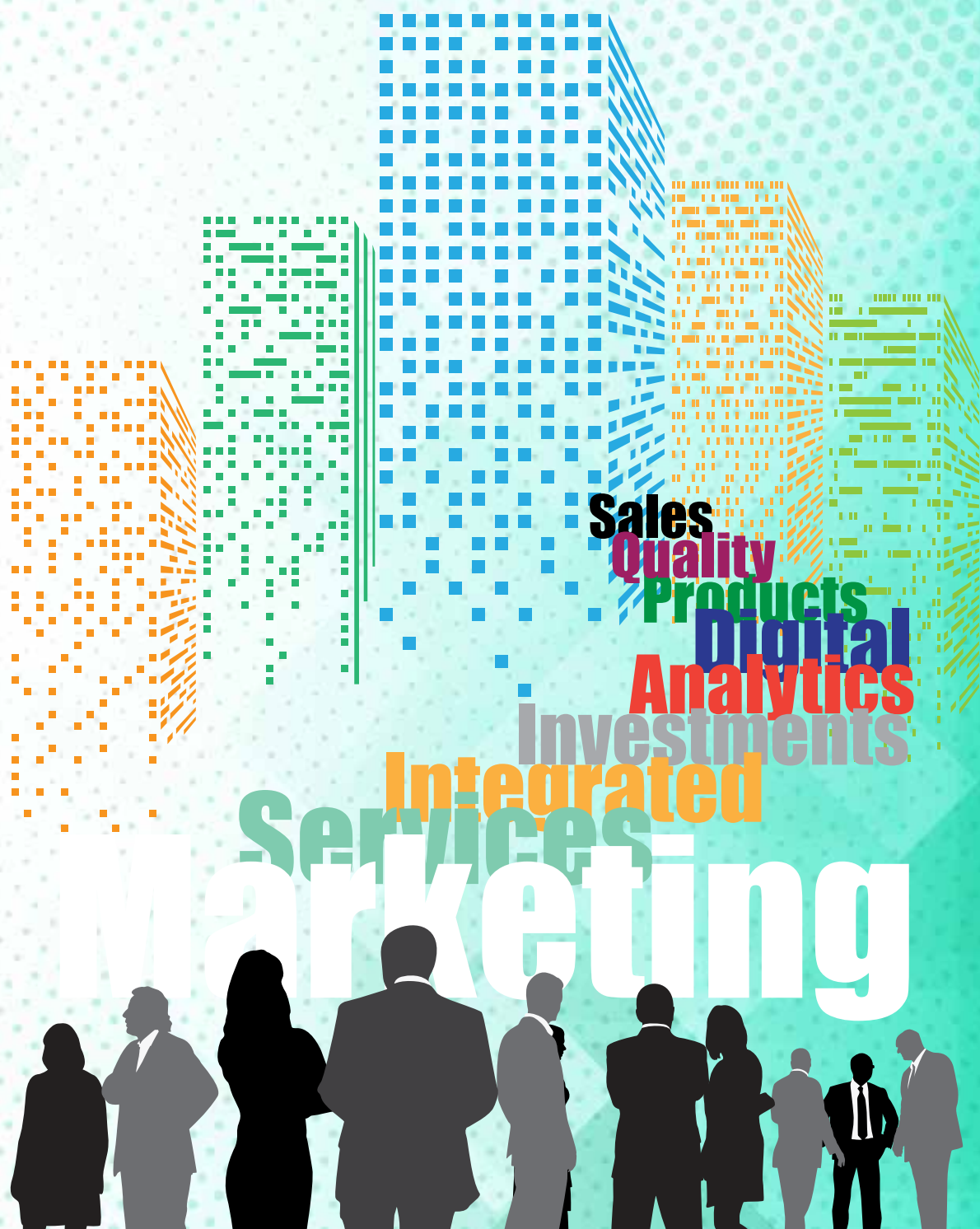


MARKETEER

HIGHLIGHTS 2017



INSTITUTE OF MARKETING MALAYSIA

For Members Only

MARKETEER

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Cover Design

Buildings in the form of information data blocks depicts how technological advancement of data analytics have permeate every level of private, public and industrial behaviour.

In doing so Big Data has become the biggest game-changing opportunity for marketing and sales since the internet went mainstream almost 20 years ago.

The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets creating a goldmine of data and a pivot-point moment for marketing and sales leaders.

The question remains on the speed of marketers evolving in this changing environment to stay ahead of the competition.



28-30



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CONGRATULATIONS

Prof. Datuk Dr. Marimuthu Nadason on your appointment as Chairman of Malaysian Standards and Accreditation Council (MSAC) effective 1st January 2018 for a period of three (3) years.

Malaysian Standards and Accreditation Council (MSAC) under the direction and control of the Minister where the duties of the Council shall advise and submit recommendations for consideration and approval of the Minister relating to standardisation and accreditation.

Datuk Marimuthu's selection is based on his high commitment to championing consumer rights, especially in issues relating to quality and compliance to standards since 1993.



Datuk Dr. Marimuthu receiving his appointment from YB Datuk Seri Panglima Wilfred Madius Tangau Minister of Science, Technology & Innovation.

COUNCIL INFORMATION

PATRON

YB. Dato' Sri Mustapa Mohamed
Minister of International Trade and Industry Malaysia

HON. ADVISORS

Dato' Lawrence Chan Kum Peng
Founder and Executive Chairman
PDL Management Corp (M) Sdn. Bhd.

Hamidah Karim

Managing Director
Prestige Communications

PRESIDENT

Dato' Sharifah Mohd. Ismail

VICE PRESIDENT

Prof. Datuk Dr. N. Marimuthu

HON. SECRETARY

Haslina Azlan

ASST. HON. SECRETARY

Siti Badarny Shamsaifah Hassan

HON. TREASURER

Morni binti Bujang

ASST. HON. TREASURER

Sarah Tan Mee Loo

COUNCIL MEMBERS

**Tengku Nila Putri
binti Tengku Ilham
Mohamed Sallauddin bin
Hj. Mohamed Shah**

Shahana Azlan

Fairuz Muchtar

Nitthiyanathan A/L Lachumanan

Santhi A/P Govindan

Franky H.F. Chong

Masela Ibrahim

Dr. Kamala Vainy Pillai

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Dato' Sharifah Mohd. Ismail

CONTRIBUTING EDITOR

M. Krishnamoorthy

CORPORATE BRIEF

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country organised for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act 1979, the Institute has assisted and will continue to assist, train and bring together marketeers from various business and industries with one common goal that is to improve the marketing skills of all its members.

We therefore welcome everyone with a passion in marketing to join the Institute to support, promote and enhance professionalism in marketing.



TALENT CRISIS: *Finding The Right Employee*

BY

**YBHG. PROF. DATUK SERI DR. MD. ZABID
HJ ABDUL RASHID**

PRESIDENT/VICE-CHANCELLOR
UNIVERSITI TUN ABDUL RAZAK (UNIRAZAK)

In today's global marketplace, competition for good and great talent is rapidly growing every day.

At the Institute of Marketing Malaysia (IMM) CEO Talk in early 2017, President/Vice-Chancellor of Universiti Tun Abdul Razak (UNIRAZAK) Prof. Datuk Seri Dr. Md. Zabid Abdul Rashid said finding the right talent with the right skills was a difficult task for employers.

"Malaysia is facing a two-pronged talent shortage, the first being migration and secondly, the effect of aging on the talent pool in the country. It is not only crucial to find employees with strong backgrounds of knowledge, skills and right attitude."

This is one of the primary concern for CEOs and investors in the private sector.

"Malaysian leaders need to review the talent crisis and relook at the overall landscape of education, human capital development and talent sustainability," he said while talking on the topic of Growing Talent Crisis in Malaysia – Challenges and Solutions.



The talk was held at Impiana KLCC Hotel, Kuala Lumpur and was attended by about 200 IMM members, Vice Chancellors of IPTA, IPTS and CEO's from corporate organisations and officials from government agencies.

The Institute of Marketing Malaysia (IMM) is the only registered institute in Malaysia established for the purpose of serving the marketing fraternity in Malaysia.

Formed under the Society's Act in 1979, the institute has assisted and will continue to assist, train and bring together marketers from various businesses and industries with one common goal and that is to improve the marketing skills of its members.

The institute has brought together marketers from various business and industries with a common goal that is to improve the marketing skills of its members.



Getting ready for the Talk.



Guests and friends attending the CEO Talk

COLLABORATION

Using the box-office movie “The Intern” as reference, Prof. Datuk Seri Dr. Md. Zabid Abdul Rashid stressed the importance of collaborative working between the experienced workforce and also the younger talent in an organisation.

“Experienced workers bring wisdom and balance into the organisation whilst younger talent introduces creativity and newer working culture.

“So it is vital that policymakers, educators, and business leaders to examine the dynamics of a multi-generational workforce and development supportive management practices.

“As experience plays a crucial role in ensuring stability and quality of work, creativity that younger talent can introduce is equally important to ensure that the organisation remains competitive.

“The Intern” features the value of creating a multi-generational workforce - with the central character a 70 year old retired executive played by Robert DeNiro.

Based on the International Institute for Management Development (IMD) World Talent Report 2016, Malaysia is ranked number 19 out of 61 countries in its ability to attract talent, falling from its ranking at 15th in 2015.

The objective of the IMD report is to assess how countries around the globe sustain the necessary talent pool for businesses to maximise their performances.

It presents a ranking of countries on their ability to develop, attract and retain talent.

SKILLFUL PEOPLE

Prof. Datuk Seri Dr. Md. Zabid Abdul Rashid said: “Malaysia is facing a talent crisis because once again the overall ranking of Malaysia in the talent index has actually gone down.

“For the last two consecutive years our factors have not been attractive. For example, in terms of appeal factor, are we not attracting enough skillful people?

“The ability of the country’s educational institutions to meet the talent requirement of the market is enhanced in the 2005-2014 period but declined in 2015. The educational system indicator rises from 5.54 to 6.86 and then drops to 6.70.

“So, technically, the report clearly states that Malaysia is weak in terms of talent competitiveness supply,” he said.

Rankings are aggregated from performance in three overarching categories - investment/development; appeal; and readiness - compiled from a wide range of factors.



Prof. Datuk Seri Dr. Md. Zabid capturing participants’ attention.



Everyone wants to know more about Talent Crisis in the country.

These included education, apprenticeship, employee training, worker motivation, language skills, cost of living, quality of life, pay, tax rates and brain-drain.

He added that Malaysia's supply of quality talent is limited and it will only get worse because the population is not able to support the growth of the country.

"In realising that, this year, the economic scenario is going to be challenging. Under such circumstances, it is only appropriate that all relevant higher learning institutions, be it public and private, play an important role in nurturing future talents.

"We should no longer be talking about depending on external supply or experts from other countries, instead we need to address this issue seriously.

"Undeniably, the country is still in need of foreign professionals to contribute their expertise, particularly in critical skills areas, but we must ensure that their knowledge are shared with local talents.

"What is happening now is that we bring foreigners in but we don't 'develop' the locals," said Datuk Seri Zabid. This is when the universities must come in to nurture future talents.

Prof. Datuk Seri Dr. Md. Zabid Abdul Rashid is convinced that universities have a role to play in ensuring that the supply of competent talents is enough.

"That is the reality. But the other challenge is whether our universities are ready to embrace the changes in the socio-economic and political environment? Are they ready to accept that tomorrow there will be no jobs in certain areas?"

MATCHING NEEDS

For the sake of argument, he said: "We have universities offering degrees in biochemical technology but how are universities going to respond to the fact that there will be no more demand for this one day?

"What are they going to do with the professors or the students who have yet to complete the studies?

"We can't expect a student to stop half-way and not give them their degree qualification. It is important that universities are able to be responsive.

"Being in the higher education industry, I understand the system and structure does not allow them to change overnight. Some universities can sometimes be proactive but most of the time, they find it difficult to respond quickly.



More questions from participants



Talent Crisis is one of the primary concern for all CEOs and investors in the private sectors.

“Universities are concerned about nurturing qualities in talents but they are not able to respond quickly not because they don’t want to but because they are saddled with structural issues that don’t allow them to make quick changes.

“This is one of the biggest challenges of universities trying to adapt to the changes in the global environment,” he added.



One for the album with Prof. Datuk Seri Dr. Md. Zabid - seated centre

DEVELOPING LEADERSHIP IN YOUR ORGANIZATION BY KEVIN ABDULRAHMAN



GET INSPIRED BY MOTIVATIONAL SPEAKER KEVIN

SUCCESS to motivational, leadership speaker Kevin Abdul Rahman is like waking up with a zest for life. "To work on what I feel is my calling, working for a greater good and leaving a lasting legacy reaching people from all over the world, helping them Get Inspired, Get Informed and Get Going!"

"There is no short cut to success. Success is simple. It is not easy.

Make sure you do something you love. If you are going to be working, you might as well be doing something you enjoy. Be prepared to work harder and longer."

Kevin is daily driven by seeing and hearing how different people from all walks of life do incredible things. Young or old, impoverished or wealthy, talented or resourceful, there is so much that you can pull your inspiration from.

In September, he rocked more than 100 participants on *Developing Leadership in Your Organisation* at a seminar organised by the Institute of Marketing Malaysia.



Early start to an interactive seminar

He inspired CEOs, sales and marketing professionals, managers, team leaders and other general management professionals.

Kevin empowered, enhanced and encouraged participants to keep questioning and answering "What do I want?" and, to improve participants' knowledge and particular skills in a competitive and globalized market.

A leading motivational speaker to Fortune 500 companies and government agencies, Kevin said, "List all the things you like and dislike doing. This is great filter to narrow things down. List all the talents you have. What comes to you naturally?"

Ask those around you what they notice about you and then start combining your strengths with talents to figure out what you can do.

Ask yourself, “If I was willing to do something for the rest of my life for free, what would it be?” If you find it, great. If not, get back to the drawing board until you figure it out.

“This is a critical and non-negotiable skill. We have always been told to never judge a book by its cover. Yet we all do it. The quickest judgement people make is within moments of you speaking. Your ability to speak with impact will reflect on how others will see you, your product, your service, your credibility and your competency.”



TEAMWORK - Participants challenged by Kevin “to build the tallest building with angel hair spaghetti” through effective communication, creativity and team planning.

“It’s important you get up every day and work on your skill. Practice your skill. Use every opportunity to take action. This never stops. You can always get better. Live and breathe and be what you do, and what you want to be?”

Kevin has been doing this for 15 years, and still works on his craft and skill sets every day, everywhere and in every way he can. He is a young, unique and punchy motivational speaker, has a certain voice and style that’s different.

He explained the characteristics of SUCCESS is to keep an open mind and always keep learning new things.

The principles, Kevin lives by are:

- Give without expectations.
- Help those less fortunate.
- Be true to yourself.
- Don’t let your ego get in the way.
- Problem solve and add value to others.
- Enhance your skill on sales, leadership and public speaking.
- Do what you have to do in order to do what you want to do.
- Be good. Do well. Feel good.

Develop critical skills in public speaking, he advised the participants at the seminar.

From the lessons he has learned, Kevin said: “You are the captain of your ship. You will be tested. You must stay strong and never give up. You have a limited amount of time. Know what is important in your life, like spending time with your family or enjoying the moments throughout your journey. We are all guests on this earth with no guarantee of time, so make the most of what you have- today.”

Kevin has delivered more than 3000 keynote speeches and workshops in over 100 countries. He is branded as one of Asia’s leading motivational speaker

“Every winning organization has a goal that they work towards to achieve and it does not happen by chance. It is only possible by having Individuals who are able to work at their peak and importantly have a culture of support, trust, leadership and winning attitudes.”

In this seminar, participants were introduced and equipped with fundamental characteristic that is imperative to create breakthrough results. They were inspired to create environment that brings out the best in their teams to pursue excellence and leverage on each other’s strengths to align and achieve the organizational goals. Through case studies and practical role plays, they were taught to: maximize each individual’s potential



Give without expectations...

Turning Talent into Results

- Cooperation and lifting morale and spirit
- The Importance of Effective Communication
- Learning to bring out the best in your people
- Why Teams fail and how you can avoid being another statistic.
- Understanding and overcoming the barriers to a Team's Success

Kevin Abdulrahman shared his thoughts, tips and strategies that are proven to get results.

Leaders sometimes fail to get results because they keep doubting themselves, he said.

In dealing with doubts, questions arise such as: "Can I do it? Should I do it? Is it even possible? These are all common self-doubts and fears faced by the best of us."

A thought that has helped him greatly in life was realizing that courage isn't the absence of fear. Courage is being able to stand up in spite of its presence and facing it.

"Many years ago, I wanted to be a published author. Realize that when you haven't ever written a book, things like self-doubt (I don't think I can do this), fear (what if I fail?), and negativity (this is a dumb idea) are all common. This is common in whatever you choose to do in life."

His first book "*The Book On Winning The Game Of Life*" was rejected by many publishers. "I lost count. It just got depressing but it was a goal I wasn't willing to give up. That attitude in the making of the book saw the book get to Dr. Denis Waitley and who then wrote the foreword for it. The book was picked up by New York-based publishers Morgan James who published the book in 2010."



More questions and more learning for participants



Active participation by all.

Since then, Kevin had 15 books published, with the latest, *60 Minutes To Better Public Speaking* translated into 30 languages.

“Amazing things happen when you make a decision, stand up to face your fears and never give up. Decide and dedicate. This has been my mantra. Make it yours,” he concluded his one-day talk on a high note.



Everyone so inspired by Kevin.

ENGAGING CUSTOMERS AND CREATING CUSTOMER EXPERIENCE

More than 100 Malaysians learned how to do successful content marketing with a better understanding of customer experience to plan their marketing strategy.

These are the two major takeaways from Ruth P. Stevens's workshop organised by the Institute of Marketing Malaysia.

She focused on the "in thing" which is now termed as how to be more "Customer Centric". Some trainers call it "The New Age Marketing", other title we suggest could be: "New Era Marketing" or "New Wave Marketing".

Due to the recent world economic slowdown more and more marketers realised the importance of focusing on their customers rather than their products, Ruth explained.

"The fast pace of marketing has often overlooked the importance of focusing on their customers. A successful marketing calls for a new era of marketing," said Ruth who derives her expertise from years of customer acquisition and retention.



Just prior to beginning her consulting practice, she served as chief marketing officer at an Internet company in New York City. Before that, she had broad responsibilities for direct marketing at three corporate giants - IBM, Ziff-Davis and Time Warner.

She was brought to Malaysia by the Institute of Marketing Malaysia for the workshop in October, 2017, held at Menara KL.

Ruth has also been with IBM, where she served as director of direct marketing, North America, for the IBM hardware, software and services brands

She led a team of 140 direct marketing professionals. She then moved to the IBM Software Group, where she directed global direct marketing.

The Institute is happy to get her to share her wide and varied expertise and experience with Malaysians.



All set for the one-day seminar with Ruth Stevens.



Ruth sharing her knowledge and experience with participants.

ENGAGING CUSTOMERS

Ruth who also teaches at a leading American university said: “A successful marketing calls for a new era of marketing strategies that focuses on how customers are engaged, acquired and retained.

“Contents targeted must aim at being Customer Centric. Every successful marketing trend these days stems from knowing your customers, where they congregate, and how they form trust.

“Marketers no longer can “think” of campaigns only. But, must build them around buyer needs. Personalization has become the key to generating ROI for your marketing efforts, little things make a BIG difference between you and your competitor.”

She emphasized: “Knowing your buyer is the most effective marketing tool you can have. Start with customer profiles and dig deep into who your customers are to figure out how to reach them.”

IDEAS AND CONTENT

Some ideas on the contents, and how to get it going, Ruth summed up in the following order:

- Ruth start with content marketing. Customer-driven content marketing can help your company address potential concerns and convert customers with more precision.
- Use marketing automation to help you scale. Marketing automation software helps companies market across multiple platforms.

These services do everything from organize leads to create hubs that launch digital campaigns across many networks.

This trend is still new though, and few companies have adopted it but it gives your company a competitive edge in the next wave of marketing.



Interactive session with participants ensuring better understanding of subject matter.

*Seeking clarification....*

- Use social media to extend the conversation. If content marketing starts the conversation and marketing automation scales it, then social media perpetuates it. Find out where your potential customers hang out, then speak their language. Don't offer eBooks on Twitter, for example. Join the conversation on their terms.
- The old ways. Personalization doesn't mean you should completely reject older methods. Instead, personalization can transform those old techniques into efficient marketing tools.
- The objectives will be to show them how new marketing ideas can be generated by looking at customers, their financial value, your competitors and other market factors.
- The need to develop higher level of innovativeness in marketing strategies for targeted strategic and operational business outcomes. Content marketing, marketing automation, social media and even personalized traditional outlets can all reach potential customers effectively.
- Ensure your campaigns hone in on buyer personas and address their specific needs. Then you'll have customers for life.

Ruth is past Chair of the Business-to-Business Council of the Direct Marketing Association and holds a BA from Hamilton College and an MBA from Columbia University.

She joined New York University Stern School of Business as an Adjunct Professor of Management and Organizations in January 2015.

UNDERSTAND CUSTOMERS PERSONA

New Era Marketing, she said works in the following ways:

- Focus on customers, versus products.
- Attract customers through engaging content.
- Understand their characteristics and needs.
- Engage with them through social and other media channels.
- Deliver value. Enhance the customer experience. (Avoid "sell, sell, sell.")
- Deepen the relationship over time.
- Deploy marketing automation to manage the process.

Ruth Stevens's expertise in customer acquisition and retention derives from a decade and a half of hands-on marketing for both large enterprises and start-up companies.

*Participants continue to ask questions to deepen their understanding on engaging with their customers.*



This is how you do by following a checklist.

Working at Ziff-Davis, she served as vice president of marketing for the electronic publishing division, and later helped launch Ziff's Consumer Media Group as its vice president of marketing. At Time Warner, she worked in marketing, new business development and general management for the Book-of-the-Month Club and Time-Life Books.

It's crucial, Ruth said to "Repurpose your content"

This is how you do by following a checklist"

Pull 5-10 tweets out of each asset.

- Convert blog posts to articles or stand-alone documents.
- Create webinars from your eBooks or white papers.
- Convert videos into podcasts.
- Film and edit video footage for multiple formats.
- Plan product shots for many angles.

Marketing communications strategy comprises of Great brand advertising and response to advertising.

Therefore, great brand advertising is that:

- It Gets attention.
- Evokes an image, and a feeling.
- Strives to be memorable.
- Is based on a powerful, creative idea

And, great direct response advertising is about:

- How it gets attention.
- Delivers an offer.
- Motivates a response.
- Begins a relationship.



Some of the participants who attended the one-day seminar

INSTITUTE OF MARKETING MALAYSIA 27th Annual General Meeting



Group photograph with IMM's former Patron and Honorary Fellow Tan Sri Rafidah Aziz, Tan Sri Bashir Ahmad bin Abdul Majid, Prof. Dr. Mohd Azmi Mohd Lila, Datuk Seri Azman Ujang and other IMM members and guests.

The Institute of Marketing Malaysia held its 27th Annual General Meeting on Saturday, 26th August 2017 at Best Western Hotel, Petaling Jaya, Selangor. The 27th AGM was attended by 36 members, comprising of various categories of IMM members – Corporate, Life, Associate, Ordinary and Student Members.

IMM's former Patron and Honorary Fellow Tan Sri Rafidah Aziz together with other IMM Fellow Members, Tan Sri Bashir Ahmad bin Abdul Majid and Prof. Dr. Mohd Azmi Mohd Lila and Datuk Seri Azman Ujang made time to join IMM at the AGM Luncheon as they were unable to attend the AGM proceedings.

Ten (10) Council members were re-elected at the AGM, and Six (6) new nominations were received and they were later elected as new Council members to fill up the vacancies left by the five

Council members, two who had resigned and three who had informed the outgoing President that they did not wish to be re-elected. Thus, the new Council members for 2017-2019, consist of 16 Council members. The Sixteen (16) Council members will serve their 2-year Term 2017-2019 at the Institute.

The incumbent President, Dato' Sharifah Mohd Ismail was unanimously elected to her eighth term whilst Prof. Datuk Dr. Marimuthu Nadason, President of FOMCA was re-elected as the Vice-President. Other Council members who were re-elected as office bearers included Haslina Azlan as Honorary Secretary, Siti Badarny Shamsaifah Hassan as Asst. Honorary Secretary and Sarah Tan Mee Loo as Asst. Honorary Treasurer. In the absence of an Honorary Treasurer with the resignation of Dr. Leow Chee Seng, Morni Binti Bujang, Senior Director, Product Marketing Division from Human Resources Development Fund Berhad (HRDF) was elected as the new Honorary Treasurer at the AGM.



Showing support and keen interest at IMM's AGM.



We welcome comments and ideas from our members for the future development and growth of IMM.

The other Five (5) Council members who were re-elected were Tengku Nila Putri Bt Tengku Ilham, Shahana bt Azlan, Mohamed Sallaudin Haji Mohamed Shah, Nitthiyanathan Lachumanan and Fairuz Bt Muchtar.

The Five (5) new Council members were Prof. Dr. Johari Mat, Asst. Professor and Dean of UNIRAZAK's Graduate School of Business, Santhi A/P Govindan, Lecturer from AIMST University, Kedah, Franky H.F. Chong, Group CEO from Marketra Group of Companies, Masela Ibrahim from Cita Kapital Sdn Bhd and Dr. Kamala Vainy Pillai, Strategic Engagement Consultant / Researcher from Iraivan i-Knowledge Services.



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.



Dr. Richard Ng from OUM an active member of IMM sharing ideas and suggestions moving forward.

The incumbent President, Dato' Sharifah Mohd. Ismail presented the Institute's Performance Report for the period 2015-2016. She reported that the Institute's financial performance remains satisfactory with income derived mostly from seminars, training programmes, membership fees and publication. The President thanked all IMM members and everyone in the industry who have supported and participated in the Institute's activities and programmes.

Training & Education - the Institute continues to focus its resources in organizing training programmes and activities for the benefit of its members and other professionals in the industry. With the introduction of the Goods & Services Tax (GST) by the Government in April 2015, many companies and organizations had to cut down on their training budget. This resulted in the Institute having to work hard towards organizing in-house training for smaller groups.

Touching on memberships, it was reported that the growth in membership, especially in the Ordinary Membership category continues to grow at an encouraging pace. It was further reported that getting new Corporate Members remain a challenging task, but the Institute will continue to work hard towards its goal of increasing the Corporate membership whilst ensuring that the existing ones are retained through renewal of their annual subscription.

During the period under review, the Institute conducted a total of Thirty-four (34) seminars and training sessions which have benefited over two thousand participants not only from the country but also from around the region. In addition, the Institute organized Five (5) CEO Talks – the CEO Talk series have become a signature programme for the Institute and received overwhelming support from IMM members and the industry.

Other major accomplishments by the Institute included the re-introduction of the Certified Professional Marketer (CPM) Asia programme in 2016. The Institute played its role in complementing the industry by conducting the CPM (Asia) examination, which has grown from strength to strength. The Institute continues to receive the annual grant from PSMB to carry out training programmes for SMIs and SMEs.

Another highlight was the Fellowship Awards Night which was organized to show IMM's appreciation to all its members and friends for their support of the Institute's initiatives over the years which have led to the growth and development of IMM. The event was a breakthrough for IMM as Sixteen (16) distinguished leaders and professionals from different disciplines and background were awarded as Fellows and Honorary Fellows of the Institute.

In spite of all the challenges, IMM will continue with its efforts to bring more success in its programmes for the members to be proud of.



Council members of IMM with YBM Tengku Razaleigh Hamzah (fifth from left)

COURTESY VISIT ON YBM TENGGU RAZALEIGH HAMZAH BY IMM PRESIDENT & COUNCIL MEMBERS

Dato' Sharifah Mohd. Ismail, IMM President accompanied by Ten (10) Council Members made a Courtesy Visit on YBM Tengku Tan Sri Razaleigh Hamzah in August 2017 at his office in Kuala Lumpur.

The courtesy visit on YBM Tengku Tan Sri Razaleigh Hamzah, the founding Patron of IMM, was to keep YBM Tengku updated on the Institute's current activities and to share thoughts on subjects of mutual interest in the industry. Dato' Sharifah took the opportunity to introduce to YBM Tengku Razaleigh the new Council Members of IMM for the 2017-2019 Term, who were elected at IMM's 27th Annual General Meeting. Six other Council Members could not join the visit due to their work commitments.

The delegation shared and discussed various topics of interest with YBM Tengku ranging from funding/grants for IMM, impact of implementation of GST on the rakyat as well as the current economic and political scenario in our country.

YBM Tengku showed very keen interest and support of the Institute's plans to be more active in Sabah and Sarawak.



At the end of the visit we were treated to some refreshments and everyone took the opportunity for a selfie with YBM Tengku.

It was a very fruitful and meaningful meeting indeed and we are appreciative to YBM Tengku for taking time off from his busy schedule to accommodate IMM.



A very fruitful and meaningful meeting with YBM Tengku Razaleigh.

TREASURE HUNT

Marketeer



IMM TREASURE HUNT 2017

The tremendous support and participation received from our members for IMM's first Treasure Hunt in 2014 encouraged the Institute to organize a second Treasure Hunt for its year-end event on 16th December 2017. The main objective of the Treasure Hunt is to bring together IMM members, business associates, family and friends for a fun outing as well as to provide opportunity for networking amongst all present.

Using experience from our first Treasure Hunt in 2014, IMM's team started early planning for the 2017 Treasure Hunt from getting approval from Majlis Keselamatan Jalan Raya (MKJR) for the routes to securing sponsors to host the venue for the starting point and Ending / Closing venue. A lot of effort was also put into getting sponsors for Lucky Draw Prizes and goody bag items and most important of all getting the targetted number of teams to participate in the event.



All set and participants busy at the registration counter collecting their goodies bag, car sticker and other items for the Treasure Hunt.



Understanding the Rules & Regulations and paying attention to the briefing by our Consultant is crucial for safe driving and participation.



Aptly themed "Go Green" to take advantage of the event's route along the City's greenery, the Institute's "Go Green" Treasure Hunt 2017 finally took place on Saturday, 16th December 2017 starting at 9.00 am from Persatuan Alumni University Malaya (PAUM) Clubhouse as its starting point. A total of 32 teams/cars comprising mainly of IMM's corporate members and a few individual teams participated in the event. Putra Business School (PBS) hosted the venue for the Flag-Off and Prof. Dr. Zulkornain, President/CEO of PBS did the honour to flag-off the 32 teams/cars from PAUM Club House. The Ending/Closing venue for the hunt took place at UPM-MTDC building hosted by Malaysian Technology Development Corporation Sdn Bhd.



Ready to goall the best everyone.

TREASURE HUNT

Marketeer



We have 32 teams participating in the Treasure Hunt and we have lined-up some very interesting activities along the route. Good luck and have fun.

Participants/teams were given 6 hours to complete the hunt and they had to complete all 4 Challenges. The 1st challenge was at FlyFirefly's office at Citta Mall, followed by the 2nd challenge at Muzium Negara. From there participants had to drive to Putra Business School at UPM Serdang to complete the 3rd challenge before finishing at UPM-MTDC building also in Serdang for the ending/closing at approximately 3.00 pm to have their Lunch before results for the winners were announced and followed by Lucky Draw and Prize-giving ceremony for winners of the Treasure Hunt 2017. We appreciate the presence of Puan Meriamah Hj. Daud, MTDC's Director for taking time to join us at the closing of the Treasure Hunt and to give away the prizes.

IMM's "Go Green" Treasure Hunt 2017 finally concluded at 5.00 pm with happy participants leaving with prizes for winning the hunt and attractive Lucky Draw prizes for winners of the Lucky Draw. Everyone had an enjoyable day although exhausted and tired. Once again it was a successful event organized by IMM.

We thank all the participants and our sponsors for their participation and support in making our "go Green" Treasure Hunt 2017 a successful event. Thanks also goes to IMM's Council members and IMM team for their excellent team work, assistance and support in organizing the event and ensuring its success.



Teams signing off their names on the notice board to show that they have successfully completed the Hunt which ended at MTDC. Council member and MTDC host Tengku Nila Putri Tengku Ilham welcoming the team to MTDC.



Winners posing with their prizes. Something for the juniors too.

Our special thanks to Council members – Mohamed Sallauddin from Malaysia Airports Holdings Berhad (MAHB) for their cash contribution for the event, Siti Badarny of Putra Business School and Tengku Nila Putri from Malaysian Technology Development Corporation Sdn Bhd for their part in facilitating sponsorship from their respective organizations to host the starting and ending venues and F&B for the teams and guests.

A special thank you to FlyFirefly Sdn Bhd for sponsoring airtickets for the top three winning teams.



A fun-filled day and challenging outing for all participants.

We look forward to see all of you again at our next Treasure Hunt!!!

PUTRA BUSINESS SCHOOL & IMM SIGNS MOA



Group photo of IMM members, guests and friends who attended the MOA Signing Ceremony between Putra Business School and IMM. Seated (third from left) our guest of honour, Tan Sri Rafidah Aziz.

Institute of Marketing Malaysia and Putra Business School (PBS) reached another milestone with the signing of a Memorandum of Agreement (MOA) in early 2017 at Putra Business School, UPM, Serdang, Selangor.

Putra Business School was represented by Prof. Dr. Zulkornain Yusop, President and Chief Executive Officer while Dato' Sharifah Mohd. Ismail, President of IMM represented the Institute. Tan Sri Rafidah Aziz, IMM's Honorary Fellow and Prof. Datin Paduka Dr. Aini Ideris, Vice Chancellor of UPM witnessed the execution of the agreement to run the MBA in Marketing with Certified Professional Marketer (CPM) Asia Certification Programme.



Tan Sri Rafidah Aziz and Prof. Datin Paduka Dr. Aini Ideris, VC of UPM witnessing the signing ceremony. Seated from left: Sahrul Haslan Hassan, PBS Director of Learning Liaison, Prof. Dr. Zulkornain Yusop, President/CEO of PBS, Dato' Sharifah Mohd Ismail and Prof. Datuk Dr. Marimuthu from IMM.



Welcoming VIPs and guests to the signing ceremony.

The new MBA program offered by PBS is the first of its kind thus making PBS the first Institution of Higher Learning in the country to embark on this innovative collaboration initiative with the industry in particular with a professional body such as IMM. Upon completion, graduates will receive two certificates – their MBA and CPM (Asia).

Other attendees witnessing the event were Prof. Datuk Dr. Marimuthu, Vice President of IMM, Prof. Datuk Dr. Raduan Che Rose, CEO of Majlis Professor Negara, Dato Syed Hussin – a Board Member of Yayasan Putra Business School. Other Corporate members of IMM who attended the event included Datuk Seri Azman Ujang, Chairman of BERNAMA



The collaboration with IMM is essential and timely to achieve PBS's objective of nurturing human leaders.

MEMORANDUM OF AGREEMENT

Marketeer



This MOA marks another milestone for both IMM and PBS as this MBA programme will value add the qualification offered by PBS and shall provide graduates higher marketability not only in the country but also around the region.



Tan Sri Rafidah Aziz (fourth from right) with Putra Business School MBA students who represented Malaysia for the global business plan competition MaiBangkok Business Challenge 2017. The students won 99second pitch and best business plan for the team. Congratulations to all!

Our heartfelt thanks to BERNAMA for the event coverage on RTM and TV3, as well as BERNAMA on-line news.



A SELECTION OF WORLD RENOWNED MARKETING GURU - PHILIP KOTLER'S FAMOUS QUOTES:

"TODAY'S SMART MARKETERS DON'T SELL PRODUCTS;
THEY SELL BENEFIT PACKAGES.
THEY DON'T SELL PURCHASE VALUE ONLY; THEY SELL USE VALUE."

"EVERY BUSINESS IS A SERVICE BUSINESS.
YOU ARE NOT A CHEMICAL COMPANY. YOU ARE A CHEMICAL SERVICES BUSINESS."

"EVERY COMPANY SHOULD WORK HARD TO OBSOLETE ITS PRODUCT LINE....BEFORE COMPETITORS DO."

"THE FUTURE ISN'T AHEAD OF US. IT HAS ALREADY HAPPENED."

"COMPANIES PAY TOO MUCH ATTENTION TO THE COST OF DOING SOMETHING.
THEY SHOULD WORRY MORE ABOUT THE COST OF NOT DOING IT."

"IT'S MORE IMPORTANT TO DO WHAT IS STRATEGICALLY RIGHT
THAN WHAT IS IMMEDIATELY PROFITABLE."

"MOST COMPANIES CANNOT RESIST THROWING GOOD MONEY AFTER BAD."

"CALLING A MARKET "MATURE" IS EVIDENCE OF INCOMPETENCE."

"IF YOU CAN DIFFERENTIATE A DEAD CHICKEN, YOU CAN DIFFERENTIATE ANYTHING."

"THERE IS NO SUCH THING AS A COMMODITY.
IT IS SIMPLY A PRODUCT WAITING TO BE DIFFERENTIATED."

"YOU DON'T SELL THROUGH PRICE. YOU SELL THE PRICE."

"THE ONLY WAY TO SERVE YOUR COMPANY'S INTEREST IS TO SERVE YOUR CUSTOMER'S INTEREST."

"THE HARDEST JOB IS TO TELL A CUSTOMER THAT YOUR COMPETITOR HAS THE BETTER PRODUCT."

"IF YOU SPENT TOO LITTLE ON ADVERTISING, YOU ARE SPENDING TOO MUCH."

"MARKETING IS THE ABILITY TO HIT THE MARK."

"THE GOOD NEWS IS THAT MARKETING TAKES AN HOUR TO LEARN.
THE BAD NEWS IS THAT IT TAKES A LIFETIME TO MASTER."

CPM (ASIA) GRADUATION CEREMONY - CLASS 2/2016 & CLASS 1/2017



The Institute of Marketing Malaysia (IMM) held its CPM (Asia) Graduation Ceremony on 9th December 2017 at Sime Darby Convention Centre, Kuala Lumpur.

The CPM (Asia) certificates were presented by our Guest-of-Honour Tan Sri Rafidah Aziz who is also IMM's Honorary Fellow and Past Patron.



A memorable day for all our graduates, family and friends.



GRADUATION CEREMONY

Certified Professional Marketer (CPM) Asia

Class 2/2016
9 December 2017

At the ceremony Nineteen (19) candidates from the Class of 2/2016 and Class of 1/2017 were awarded the CPM (Asia) Certificates. This is indeed a breakthrough and milestone for IMM as amongst our 19 graduates, three (3) of them were from the Marketing Association of Cambodia (MAC) in our list of CPM (Asia) graduates. It is history created for IMM.



GRADUATION CEREMONY

Certified Professional Marketer (CPM) Asia

Class 1/2017
9 December 2017



GRADUATION CEREMONY

Certified Professional Marketer (CPM) Asia

Class 2/2016 & Class 1/2017

9 December 2017

The Certified Professional Marketer, CPM (Asia), is the highest recognition for marketers who have attained a competent level of academic and practical understanding of marketing in the Asian region.

Holders of the CPM (Asia) professional qualification are entitled to use the designation CPM (Asia) on their business cards and letterheads. CPM (Asia) is conferred by Asia Marketing Federation (AMF) and the certification designation demonstrates the certificate holders are true professionals.

The certification announces the professional competency and achievement of high standards of experience and knowledge of marketing in Asia by the graduates.

More than one thousand marketers have been certified in many Asian countries. They come from multinational corporations to local small-and-medium size enterprises, business owners as well as those from institutions of higher learning.

We thank our Corporate Members, Datuk Seri Azman Ujang, Chairman of BERNAMA, Datuk (Dr.) Hafsah Hashim, CEO of SMECorp Malaysia and Prof. Dr. Azni Zain Ahmed, Assistant Vice-Chancellor of Institute of Leadership & Development (ILD)-UiTM who took time off from their busy schedule to join us at this Ceremony. Thanks also to Mr. Roger Wang, President of the Marketing Institute of Singapore (MIS) who also attended the Ceremony in support of IMM.



Present to lend support were our corporate members, IMM council members and guests.



YOUR ROUTE TO A PROFESSIONAL MARKETING QUALIFICATION

CERTIFIED PROFESSIONAL MARKETER - CPM (ASIA)

Certified Professional Marketer - CPM (Asia) is the highest recognition of marketers who have attained a competent level of academic and practical understanding of marketing in the Asia region.

The professional status is conferred by **ASIA MARKETING FEDERATION**.

Endorsed by National Marketing Bodies of:



Route to CPM (Asia)

2 - Compulsory Subjects

Asia Marketing Management

Asia Business

Marketing Strategy

Integrated Marketing Communications

Marketing Research

Exemption of these three (3) subjects are given to those with more than three (3) years working experience in a marketing related discipline.



Examination
23 & 25 October 2018

Closing Date
22 August 2018

Apply now!



A member of:



Supported by:



For enquiry and registration please contact:

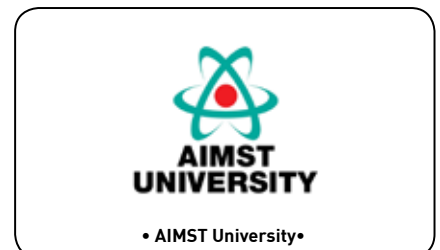
INSTITUTE OF MARKETING MALAYSIA

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

Email: imm.malaysia@gmail.com

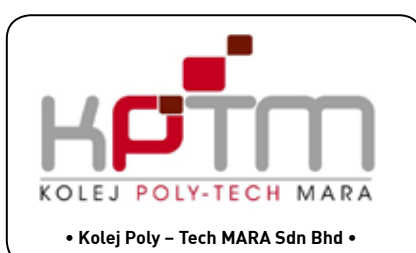
NEW CORPORATE MEMBERS

Congratulations to six (6) new Corporate Members of IMM. A very warm welcome to the following organizations/ companies who joined the Institute from August 2016 to December 2017.



Corporate Membership Renewal

Twenty - seven (27) Corporate Members renewed their membership with IMM between August 2016 to December 2017.
The Institute would like to thank the following Corporate Members for their renewal :





• Menara Kuala Lumpur Sdn Bhd •



• Northport (Malaysia) Bhd •



Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia

• Othman Yeop Abdullah Graduate School of
Business – Universiti Utara Malaysia •



• Pembangunan Sumber Manusia Berhad
(PSMB) •



• Projek Lebuhraya Usahasama Berhad •



• Puncak Niaga Holdings Bhd •



• Putra Business School •



• Quest International University Perak •



• SEGi University Sdn Bhd •



• Siemens Malaysia Sdn Bhd •



• SME Corporation Malaysia •



• Telekom Malaysia Berhad •



• Tenaga Nasional Berhad •



• UDA Holdings Berhad •



• Universiti Malaysia Kelantan (UMK) •



• Universiti Putra Malaysia •



• Universiti Tun Abdul Razak •



• Universiti Tunku Abdul Rahman
(Utar Sg. Long) •

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Individual Membership Updates

The Institute registered Two (2) new Life Members, Sixteen (16) new Fellow Members, Two (2) new Associate Members, Four (4) new Student Members and One Hundred & Ten (110) new Ordinary Members between August 2016 to December 2017.

New Life Members

Congratulations and a warm welcome to our new Life Members who joined the Institute in 2016/2017.

No.	Name	Profession	Company / Organization
1.	Tengku Nila Putri Bt Tengku Ilham	Senior Vice President, & Value Added Services (Marketing)	Malaysian Technology Development Corporation Sdn Bhd
2.	Franky H.F. Chong	Group Chief Executive Officer	Marketra Group of Companies

NEW HONORARY FELLOW AND FELLOW MEMBERS

The Institute congratulates Sixteen (16) distinguished individuals and professionals who were conferred the Fellowship Award in April 2016, in appreciation and recognition of their support and contribution not only to the Institute but also to the profession, industry and the nation.

No.	Name	Profession	Company / Organization
1.	Tan Sri Rafidah Aziz (Honorary Fellow)	Former Minister Former Patron Chairman	Ministry of International Trade & Industry Institute of Marketing Malaysia Air Asia X
2.	Prof. Emeritus Tan Sri Anuwar Ali (Honorary Fellow)	Senior Advisor	Open University Malaysia
3.	Tan Sri Siti Sadiyah Sheikh Bakir (Honorary Fellow)	Director	KPJ Healthcare Berhad
4.	Prof. Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing (Honorary Fellow)	President	Lim Kok Wing University of Creative Technology
5.	Kol. (K) Tan Sri Datuk Wira Dr. Hj. Mohd. Shukor Haji Mahfar (Honorary Fellow)	Former Chief Executive Officer	Inland Revenue Board of Malaysia
6.	Tan Sri Johan Jaafar (Hon. Fellow)	Chairman	Nobel International School
7.	Tan Sri Bashir Ahmad Bin Abdul Majid (Honorary Fellow)	Senior Advisor	Malaysia Airports Holdings Berhad
8.	Professor Datuk Dr. N. Marimuthu (Fellow)	President	Federation of Malaysian Consumers Association (FOMCA)
9.	Datuk David Michael Yap (Fellow)	Vice President, Community Affairs	Astro Malaysia Holdings Berhad
10.	Dato'CM Vignaesvaran Jeyandran (Fellow)	Chief Executive	Pembangunan Sumber Manusia Berhad (PSMB)
11.	Prof. Datin Paduka Dr. Aini Ideris (Fellow)	Vice Chancellor	Universiti Putra Malaysia
12.	Prof. Dato' Dr. Mohd. Azmi Mohd. Lila (Fellow)	Deputy Vice Chancellor (Research & Innovation)	Universiti Putra Malaysia
13.	Datuk (Dr.) Hafsa Hashim (Fellow)	Chief Executive Officer	SME Corporation Malaysia
14.	Dr. Hooi Den Huan (Fellow)	Director	Nanyang Technological University Singapore
15.	Dato' Noorizah Hj. Abdul Hamid (Fellow)	Former Managing Director	Projek Lebuhraya Usahasama Berhad (PLUS) Berhad
16.	Datuk Ahmad Izham Omar (Fellow)	Chief Executive Officer	Primeworks Studios Sdn Bhd

NEW ASSOCIATE MEMBERS - 2

We congratulate TWO (2) professionals who joined the Institute as Associate Member of IMM during the period August 2016 to December 2017. They are :

No.	Name	Profession	Company / Organization
1.	Koh Kok Siang	Store Manager	Zone Essential Nature
2.	Moniruzzaman	Director	Eastern University, Bangladesh

NEW STUDENT MEMBERS - 4

FOUR (4) Marketing Professionals & University undergraduates joined the Institute as Student Members during this period :

No.	Name	Discipline / Specialization	University
1.	Nur Atilia Adriana Binti Mohd Julaidie	Bachelors Degree in International Marketing	University Malaysia Sabah, Labuan International Campus
2.	Annithaa A/P Pandiapp	Degree in Management & Marketing	Curtin University, Sarawak
3	Mohd Shaiful Ridwan Bin Radzi	Senior Manager (pursuing MBA in Management / Marketing at UNITAR	PSI Incontrol Sdn Bhd
4	Muhammad Shahrir Bin Mohamed Shafieek	Marketing Manager	METRIX Research Sdn Bhd

NEW ORDINARY MEMBERS - 110

Congratulations and a warm welcome to all our new Ordinary Members who joined the Institute between August 2016 to December 2017.

No.	Name	Profession	Company / Organization
1	Izwan Bin Azmi	Manager	ARICORP Sdn Bhd
2	Tai Ee Fan	Director of Experience	Innoractive Sdn Bhd
3	Nurhidayah Binti Khalid	Lecturer	Inti International College, Subang
4	Theva Pragash Kanapathy	Chief Executive Officer	MX Synergy Services Sdn Bhd
5	Renda Low Guat Bin	Head of Marketing	Disposable Soft Goods Sdn Bhd
6	Norlaili Binti Mohammad Yatim	Manager, Retailing & Wholesale Sector	Angkatan Koperasi Kebangsaan Malaysia Bhd
7	Anuar Bin Bulin	General Manager, Consumerism Services Division	Angkatan Koperasi Kebangsaan Malaysia Bhd
8	P. Prabakaran A/L Pragalathan	Chief Executive Officer	RASS and ROSS Sdn Bhd
9	Dato' Swaminathan A/L S.Mahalingam	Director	Mission Equities Sdn Bhd
10	Krishna Veni A/P Selvaraju	Manager	Mashoor Consult
11	Lydia Binti Nasaruddin Sia	Head of Programme cum Lecturer	Inti International College, Subang
12	Chua Choon	Director (Marketing)	MML Universal Testing & Engineering Sdn Bhd
13	Dr. Ong Chuan Huat	Lecturer	KDU Penang University College
14	Mohd. Nizam Bin Ismail	Head, Strategic Communications Dept.	PLUS Berhad (Corporate member nominee)
15	Hasbullah Kassim	Head of Unit, Sales & Loyalty Unit	PLUS Berhad (Corporate member nominee)
16	Raja Shamri Raja Hussin	Manager	Golden Mines Consultant
17	Datuk David Michael Yap	Vice-President, Community Affairs	Astro Malaysia Holdings Berhad (Corporate Member nominee)
18	Jolyn Jasper	Head, Corporate Responsibility	Astro Malaysia Holdings Berhad (Corporate Member nominee)
19	Salina Ramli	Head, Stakeholder Management	Astro Malaysia Holdings Berhad (Corporate Member nominee)
20	Isa Ismail	Manager, Corporate Responsibility	Astro Malaysia Holdings Berhad (Corporate Member nominee)
21	Wan Nor Aina Wan Rushidi	Associate, Community Affairs	Astro Malaysia Holdings Berhad (Corporate Member nominee)
22	Prof. Dr. Abu Bakar Abdul Hamid	Professor of Marketing & Supply Chain Management	Putra Business School (Corporate Member nominee)
23	Sahrul Sahnun Haslan Hassan	Director of Learning Liaison	Putra Business School (Corporate Member nominee)
24	Prof. Dr. Amir Raslan Abu Bakar	Director of Non-Thesis Programme	Putra Business School (Corporate Member nominee)
25	Dr. Ida Md. Yasin	Director of Thesis Programme	Putra Business School (Corporate member nominee)
26	Siti Badarny Shamsaifah Hassan	Director of Marketing & Corporate Communications	Putra Business School (Corporate member nominee)
27	Nur Faeza Binti Yahya	Lecturer	Cooperative College of Malaysia
28	Lim Thiam Hock	Business Development Manager	TNK Electronic Manufacturing Sdn Bhd
29	Phuah Ker Lee	Marketing Executive	Sartorius Malaysia Sdn Bhd
30	Tan Wan Qin	Senior Product Specialist	Qiagen Biotechnology Sdn Bhd
31	Koh Xin Yi	Product Engineer	Avery Dennison Materials Sdn Bhd
32	Tee Wei Cong	Executive, Asset Management	EDRA Power Holdings Sdn Bhd
33	Yeoh Sing Yee	Inside Sales Executive	United Parcel Service (M) Sdn Bhd
34	Ow Kar Hou	Site Supervisor	PROMJAYA Sdn Bhd

NEW ORDINARY MEMBERS

No.	Name	Profession	Company / Organization
35	Mohd Khir Bin Mohd Ali	Senior Marketing Executive	Mah Sing Group Berhad
36	Datuk Zulkefli Salleh	General Manager/CEO	BERNAMA (Corporate member nominee)
37	Maznah Khalil	Senior Manager, Portal & Photo Marketing Division	BERNAMA (Corporate Member nominee)
38	Rita Gomez	Senior Manager, Media & Database Services	BERNAMA (Corporate Member nominee)
39	Aniceta Ferns	Senior Manager, Media Relations & Event Management	BERNAMA (Corporate Member nominee)
40	Norena Yaacob	Acting Senior Manager, Nasional Sales Division	BERNAMA (Corporate Member nominee)
41	Ahmad Khairul Razi Bin Ismail	Senior Vice President	Khazanah Nasional Berhad
42	Raja Azhar Bin Raja Azman	CEO & Founder	DIEM Durol Sdn Bhd
43	Nurul Hakimi Binti Shahri	CEO	Cahaya D Lerek Enterprise
44	Gerard Mohanraj Pillai	Chief Strategist Evangelist	El Content Knowledge House
45	V.Ganash A/L Veerayah	Director	Arokya Health & Herbs Marketing
46	Dato' Azman Shah Mohd Yusof	Chief Executive Officer	Northport (Malaysia) Bhd (Corporate Member nominee)
47	Ulaganathan A/L Gopalakrishnan	Head, Commercial	Northport (Malaysia) Bhd (Corporate Member nominee)
48	Mohammed Ali Bin Abdul Hussain	Head, Business Strategy Department	Northport (Malaysia) Bhd (Corporate Member nominee)
49	Darren Tan Keng Giap	Head, Marketing & Customer Service Dept.	Northport (Malaysia) Berhad (Corporate member nominee)
50	Uch Phour Rith	Assistant Director General	Cambodia Post
51	Souvichea Sou	Chief Executive Officer	Trusted IT Business Co. Ltd, Cambodia
52	Cheng Chhengly	Managing Director	VRICH Trading Co. Ltd., Cambodia
53	Dr. Kenny Teoh Guan Cheng	Senior Lecturer	Universiti Putra Malaysia
54	Dr. Noor Azlin Ismail	Lecturer, Faculty of Economics & Management	Universiti Putra Malaysia
55	Sour Dina	Managing Director	Impact Group, Cambodia
56	Bala Kumar Thambiah	Director, President's Office	Asia E University (Corporate Member nominee)
57	Mohamed Suffian Bin Mohd Rasheed Khan	Senior Manager, President's Office	Asia E University (Corporate Member nominee)
58	Sean Calvin Yong Shin Ching	Head, International Marketing	UCSI University
59	Senior Professor Dr. Manickam Ravichandran	CEO & Vice Chancellor	AIMST University (Corporate Member nominee)
60	Selvamalar Nasaratnam	Dean, Faculty of Business & Management	AIMST University (Corporate Member nominee)
61	Santhi Appannam	Deputy Dean, Faculty of Business & Management	AIMST University (Corporate Member nominee)
62	Dr. Yeoh Shwu Chyi	Lecturer	AIMST University (Corporate Member nominee)
63	Associate Prof. Dr. Kathiresan V. Santhasivan	Registrar / Associate Professor	AIMST University (Corporate Member nominee)
64	Kamaludin Bin Abdul Rahman	Managing Director	Smart Corporation Group Sdn Bhd
65	Zahariah Zabidin	Senior Vice President, CSR & Govt/International Marketing	Malaysian Technology Development Corporation Sdn Bhd (MTDC) (Corporate Member Nominee)
66	Professor Dr. Zainul Fadziruddin Zainuddin	Director, Advisory & Value Added Services	Malaysian Technology Development Corporation Sdn Bhd (MTDC) (Corporate Member Nominee)
67	Mohammad Farish Nizar Othman	Director, Finance	Malaysian Technology Development Corporation Sdn Bhd (MTDC) (Corporate Member Nominee)
68	Arni Balkish Mohamed Aris	Vice-President, Marketing Advisory & MTDC Academy	Malaysian Technology Development Corporation Sdn Bhd (MTDC) (Corporate Member Nominee)
69	Noor Amal Morad	SVP, Strategic Marketing	Malaysian Technology Development Corporation Sdn Bhd (MTDC) (Corporate Member Nominee)
70	Mohd Najmuddin Najmi Bin Mohamad Khairi	Executive	Open University Malaysia
71	Nor Zafir Md. Salleh	Lecturer, Department of Business Management	Universiti Teknologi Malaysia
72	Fidella Tiew Nga Huong	Lecturer	Curtin University Sarawak
73	Mohd Amin Ali	Managing Director	3P Niaga Malaysia

NEW ORDINARY MEMBERS

No.	Name	Profession	Company / Organization
74	Bibi Tesleem Gulab bte Syed Mohammed Shah	Chief Executive Officer	Cancer Care Malaysia
75	Datin Dr. Hasnorliza Binti Abu Hassan	Founder/CEO	ADLA Group Sdn Bhd
76	Dato' Seri Mohammed Shazalli Bin Ramly	Group CEO / Managing Director	Telekom Malaysia Berhad (Corporate Member Nominee)
77	Siti Farah Binti Abd Ghani	GM, Sports Marketing & Business Alliances, Group Brand & Communications	Telekom Malaysia Berhad (Corporate Member Nominee)
78	Khairulnisak Azis	AGM, Business Management & Governance, Group Brand & Communications	Telekom Malaysia Berhad (Corporate Member Nominee)
79	Datuk Ahmad Bin Abu Bakar	Group Managing Director	UDA Holdings Berhad (Corporate Member Nominee)
80	Noor Azmi Salleh	Group Chief Operating Officer, Property Dept.	UDA Holdings Berhad (Corporate Member Nominee)
81	Norrizah Binti Nordin	Senior VP, Group Sales & Marketing Division	UDA Holdings Berhad (Corporate Member Nominee)
82	Noorsham Binti Johari	Asst. Vice President 1, Sales & Marketing Division	UDA Holdings Berhad (Corporate Member Nominee)
83	Mohd Razi Bin Mohamood	Asst. Vice President 1, Sales & Marketing Division	UDA Holdings Berhad (Corporate Member Nominee)
84	M. Seritheren Subramaniam	Senior Manager	Universiti Telekom Sdn Bhd (Multimedia Universiti)
85	Dato' Dr. Thian Boon Chung	Chief Executive Officer	Aun Tong Sdn Bhd
86	Lee Weng Onn	Lecturer	Universiti Tunku Abdul Rahman
87	Annie Ong May Li	Trainer	Annie Ventures Consultancy & Training
88	Shanti A/P Sellathurai	Executive Director	Perception Management Sdn Bhd
89	Mohamad Shaiful Rizal Bin Menwari	Marketing Officer	Rapid Rail Sdn Bhd
90	David Heng Hock Wang	Managing Partner	Global Leadership Dynamics Asia Bhd (Corp. Member Nominee)
91	Dr. Vaseehar Hassan	Partner	Global Leadership Dynamics Asia Bhd (Corp. Member Nominee)
92	Heng Hock Mui	Partner	Global Leadership Dynamics Asia Bhd (Corp. Member Nominee)
93	Tan Der Junn	Associate Global Leadership	Dynamics Asia Bhd (Corp. Member Nominee)
94	Melanie Kam	Associate Global Leadership	Dynamics Asia Bhd (Corp. Member Nominee)
95	Datin Sammin Tee Ai Shiang	Chief Executive Officer	TalentCap Sdn Bhd (Corporate Member Nominee)
96	Deepak Kumaran Menon	Producer	TalentCap Sdn Bhd (Corporate Member Nominee)
97	Prof. Dr. Ahasanul Haque	Professor, Department of Business Administration	International Islamic University Malaysia
98	Lim Chong Seng	Business Development Manager	Hedian International Sdn Bhd
99	Prof. Dr. Haji Amran Haji Harun	Associate Professor	Universiti Tun Hussein Onn Malaysia
100	Muhammad Faizal Bi Tahiruddin	Chief Executive Officer	Pusat Perkembangan Minda Darul Ridzuan Sdn Bhd
101	Hasniza Hasbullah	General Manager, Corporate Planning & Business Strategy	Menara Kuala Lumpur Sdn Bhd (Corporate Member nominee)
102	Rooshihan Merican Bin Abdul Rahim Merican	Senior Lecturer	Universiti Malaysia Kelantan (Corporate Member nominee)
103	Wan Farha Binti Wan Zulkifli	Lecturer	Universiti Malaysia Kelantan (Corporate Member nominee)
104	Nurul Hasliana Binti Hamsani	Lecturer	Universiti Malaysia Kelantan (Corporate Member Nominee)
105	Dr. Lau Lin Sea	Assistant Professor (Deputy Dean of R&D and Postgraduate Programme)	Universiti Tunku Abdul Rahman (Corporate Member Nominee)
106	Mr. Yew King Tak	Senior Lecturer (Deputy Dean of Academic Development & Undergraduate Programme)	Universiti Tunku Abdul Rahman (Corporate Member Nominee)
107	Danny Lee Lian Fey	Group Chief Marketing Officer	SEGi Universiti Sdn Bhd (Corporate Member Nominee)
108	Dr. Sugumaran Selladurai	Dean, Faculty of Business, Accounting Management	SEGi University Sdn Bhd (Corporate Nominee)
109	Dr. Firdaus Low Abdullah	Dean, Faculty of Communication & Creative Design	SEGi University Sdn Bhd (Corporate Member Nominee)
110	Prof. Dr. Patrick Kee Peng Kong	Vice Chancellor	SEGi University Sdn Bhd (Corporate Member Nominee)

INDIVIDUAL MEMBERSHIP RENEWALS

FELLOW MEMBERSHIP RENEWAL - 1

The Institute thanks YBhg. Tan Sri Rozali Ismail, Chairman of Puncak Niaga Holdings Berhad who renewed his Fellow Membership from 1st May 2016 to 1st May 2018.

ORDINARY MEMBERSHIP RENEWAL -

Ninety (90) Ordinary Members renewed their memberships during the period August 2016 to December 2017.

No.	Name	Company / Organization	Profession
1	Nizam Sani	Bank Kerjasama Rakyat	Senior Vice-President, Marketing & Communication
2	Nizam Abu Samah	Bank Kerjasama Rakyat	Asst. Vice-President Public Relations & Corp. Banking
3	Siti Norayu Mohd. Jamil	Bank Kerjasama Rakyat	Asst. Vice-President, Event Management
4	Nor Hasimah Nekmat	Bank Kerjasama Rakyat	Asst. Vice-President Marketing
5	Mohd. Hafiz Felani Zainal Abidin	Bank Kerjasama Rakyat	Executive Marketing
6	Nurul Asykin Binti Abd. Aziz	Universiti Malaysia Kelantan	Lecturer
7	Dr. Prabakaran Kesavan	Ashran Innovate Upskilling Sdn Bhd	Chief Trade Strategist
8	Dr. Safiek Bin Mokhlis	Universiti Malaysia Terengganu	Chairman, Bachelor of Management (Marketing) Program
9	Evelyn Tan Siew Foong	Genting Property Sdn Bhd	Senior Marketing Manager
10	Ir. Mohd Haizad Hussain	MATRIX Power Networks Sdn Bhd	Managing Director
11	Amir Shahrizat Bin Mohd. Azizan	Rakyat Xcess & Ar-Rahnu X'change	Assistant Branch Manager
12	Mohd. Fawzi Ibrahim	Wanjah Dunia Enterprise	Financial Consultant
13	Noordini Bt Abdullah	Politeknik Ungku Omar, Ipoh	Lecturer
14	Aziam Mustafa	Politeknik Ungku Omar, Ipoh	Lecturer
15	Leong Chee Kin	Shima Asia Pacific (M) Sdn Bhd	Assistant Sales Manager
16	Datuk Badslisham Ghazali	Malaysia Airports Holdings Berhad	Managing Director
17	Mohamed Sallauddin Bin Mohd Shah	Malaysia Airports Holdings Berhad	General Manager, Airline Marketing
18	Prakash Chandran	Siemens Malaysia Sdn Bhd	President & CEO
19	Vasanthe Narayanasamy	Siemens Malaysia Sdn Bhd	Vice-President & Head of Communications
20	Leow Fei Na	Toys "R" Us	Marketing Manager
21	Dr. Yaty Sulaiman	Universiti Utara Malaysia, School of Business Management	Senior Lecturer, Marketing Department
22	Dr. Bernard Tan Hoi Piew	Universiti Tunku Abdul Rahman	Associate Professor
23	Dr. Mohamad Rizal Abdul Hamid	Universiti Malaysia Sabah	Senior Lecturer, Labuan Faculty of International Finance
24	Santhi A/P Govindan	AIMST University	Senior Lecturer, Faculty of Business & Management
25	Ahmad Ishak b. Ahmad Tajul Arifin	Weise International Property Consultants Sdn Bhd	Assistant Manager/Real Estate
26	Dr. Siti Haslina Bt Md. Harizan	Universiti Sains Malaysia	Lecturer, School of Distance Learning
27	Ruth Sikopit Siganul	Universiti Malaysia Sabah	Lecturer
28	Nicholas Goh	Quest International University Perak	Chief Operating Officer
29	Professor Dr. Charles Cheah	Quest International University Perak	Dean, Faculty of Business Management & Social Sciences
30	Dr. Kamala Vainy Pillai	Curtin University Sarawak	Senior Lecturer, Dept. of Marketing & Management
31	Fayrene Chieng Yew Leh	Curtin University Sarawak	Lecturer, Marketing
32	Dr. Shamsul Kamariah Abdullah	Curtin University Sarawak	Senior Lecturer, Marketing
33	Nicholas Leong Wai Mun	Curtin University Sarawak	Corporate Communications Manager
34	Klaus Sim Sing Yaw	Curtin University Sarawak	Marketing Manager
35	Jeyaraj Asirvatham A/L S.P. Sundram		Freelance Accountant
36	Amer Ezzadeen Dato' Ahmad Nazri	Asia Lab (Malaysia) Sdn Bhd	Chief Financial Officer
37	Anne Lawai Awan	Asia Lab (Malaysia) Sdn Bhd	Vice President
38	Sajaratuldar Binti Satibi	Asia Lab (Malaysia) Sdn Bhd	Business Development Manager
39	Hanafi Abu Bakar	Asia Lab (Malaysia) Sdn Bhd	Business Development Manager
40	Sharida Sahnun	Asia Lab (Malaysia) Sdn Bhd	Senior Marketing Executive
41	Puspa Marina Binti Dato' Haji Omar	Bank Simpanan Nasional	Senior Vice-President & Head Strategic Communications
42	Mohd. Rizal Sumari	Bank Simpanan Nasional	Manager, Marketing Communications
43	Siti Salwa Binti Badiozaman@Idris	Politeknik Tuanku Sultanah Bahiyah	Lecturer
44	Sabariah Binti Othman	Politeknik Tuanku Sultanah Bahiyah	Lecturer
45	Marlia Binti Marzuki	Politeknik Tuanku Sultanah Bahiyah	Lecturer
46	Phang Ing @ Grace	Universiti Malaysia Sabah	Senior Lecturer, Faculty of Business, Economics & Accountancy
47	Bobby Chua Beng Hui	Universiti Tunku Abdul Rahman, Kampar, Perak	Lecturer
48	Wan Yon Shahima Binti Wan Othman	Pembangunan Sumber Manusia Berhad (PSMB)	Chief Operating Officer

ORDINARY MEMBERS RENEWAL

No.	Name	Company / Organization	Profession
49	Morni Binti Bujang	Pembangunan Sumber Manusia Berhad (PSMB)	Senior Director, Product Marketing Division
50	Prof. Datuk Seri Dr. Md. Zabid Haji Abdul Rashid	Universiti Tun Abdul Razak	President & Vice Chancellor
51	Prof. Dr. Samsinar Md. Sidin	Universiti Tun Abdul Razak	Deputy Vice Chancellor (Academic & Student Affairs)
52	Asst. Prof. Dr. Johari Mat	Universiti Tun Abdul Razak	Assistant Professor / Acting Dean, Graduate School of Business
53	Professor Dr. Shahizan Hassan	Othman Yeop Abdullah Graduate School of Business (OYAGSB)	Deputy Dean
54	Prof. Dr. Nor Azila Mohd. Noor	Othman Yeop Abdullah Graduate School of Business (OYAGSB)	Professor
55	Dr. Subramaniam Sri Ramalu	Othman Yeop Abdullah Graduate School of Business (OYAGSB)	Associate Professor
56	Dr. Marlin Marissa Malek Bt Abdul Malek	Othman Yeop Abdullah Graduate School of Business (OYAGSB)	Director, Student Experience & Customer Care Unit
57	Professor Dr. Kuperan K.V.S.N.	Othman Yeop Abdullah Graduate School of Business (OYAGSB)	Contract Professor
58	Meor Shahril Anuar Ahmad Rathuan	Menara Kuala Lumpur Sdn Bhd	Chief Executive Officer
59	Prof. Dato' Dr. Ansary Ahmed	Asia E University	President / CEO
60	Assoc. Prof. Dr. Mohammad Bin Ismail	University Malaysia Kelantan	Deputy Dean, Faculty of Entrepreneurship & Business
61	Nik Syuhailah Binti Nik Hussin	Universiti Malaysia Kelantan	Lecturer
62	Dr. Au Yong Hui Nee	Universiti Tunku Abdul Rahman	Dean/Assistant Professor, Faculty of Business & Finance
63	Choy Johnn Yee	Universiti Tunku Abdul Rahman	Lecturer (Head of Marketing Department)
64	Peter Tan Sin Howe	Universiti Tunku Abdul Rahman	Lecturer (Deputy Dean of Academic Development & Undergraduate Programme)
65	Nazila Binti Adip	Politeknik Merlimau	Head of Diploma in Marketing Programme
66	Nurol Aleyzan Binti Ghazali	Politeknik Merlimau	Lecturer, Commerce Department
67	Karen Kueh Meng Koon	Swinburne University of Technology, Kuching, Sarawak	Lecturer
68	Cheng Wee Ta	Teo Hang Nam Realty Sdn Bhd	General Manager
69	Nik Ahmad Rizal bin Wan Ismail	Politeknik Kota Bharu	Lecturer
70	Yeo Sang Chau	Khind Mistral Malaysia Sdn Bhd	Senior Regional Manager
71	Haslinda Binti Hassan	Universiti Malaysia Sabah	Senior Lecturer, Faculty of Business, Economics & Accountancy
72	Azizi Abdul Khalek Araby	Bank Kerjasama Rakyat	Head of Unit, Banking Access
73	Associate Prof. Dr. Richard Ng	Open University Malaysia	Director, Institute of Professional Development
74	Noor Mohamed Bin Mohamed Younus	Putra Business School	Fellow
75	Shahana Bt Azlan	Canadean U.K.	Research Consultant
76	Hanim Binti Abdul Rahman	The Thinking Cap Resources	Founder/Consultant
77	Masela Binti Ibrahim	Cita Kapital Sdn Bhd	Head of Communications & Government Liaison
78	Tengku Ismith Bin Tengku Ilham	Pharmaniaga Marketing Sdn Bhd	Senior Manager
79	Prof. Dr. Rosmimah Binti Mohd. Roslin	Universiti Teknologi MARA	Professor, Arshad Ayub Graduate Business School, Faculty of Business & Management
80	Chong Hing Pheng	Tuck Sun & Co (Malaysia) Sdn Bhd	HR Director
81	Leong Chee Kin	Shima Asia Pacific (M) Sdn Bhd	Sales Manager
82	Ahmad Ishak b. Ahmad Tajul Ariffin	Wiese International Property Consultants Sdn Bhd	Manager/Real Estate
83	Fairuz Binti Muchtar	Universiti Putra Malaysia	Deputy Registrar
84	Noraini Binti Shaarani	Tenaga Nasional Berhad	General Manager, Customer Experience & Marketing
85	Ir. Baharuddin Bin Ismail	Tenaga Nasional Berhad	General Manager
86	Che Hasmida Binti Che Hassan	Tenaga Nasional Berhad	Manager
87	Harina Yanty Binti Hardi	Tenaga Nasional Berhad	Manager
88	Wan Shahreen Binti Wan Hawari	Tenaga Nasional Berhad	Manager
89	Datuk David Michael Yap	Astro Malaysia Holdings Berhad	Vice-President, Community Affairs Management (Astro Principal Representative)
90	Jolyn Gasper	Astro Malaysia Holdings Berhad	Head, Corporate Responsibility (Astro Alternate Representative)



Photo opportunity - IMM guests and friends with children from Pertubuhan Al-Khadeem, Sungai Kayu Ara and Pertubuhan Kebajikan Islam Peribadi Mulia, Kajang

SHARING IS CARING

IMM's Majlis Mesra Aidilfitri 2017 was held at Bukit Kiara Equestrian & Country Resort, Kuala Lumpur In July 2017 for our members, business associates and friends and their families in celebration of Hari Raya Aidilfitri for 2017. This yearly event was also held to show our appreciation to our members, business associates and friends for their untiring support for the Institute's activities and programs as well as for them to renew ties and friendship amongst all present, as well as meeting old friends again.

In keeping with our annual tradition of inviting children from Homes/Orphanages to attend this memorable event to mark the end of Ramadan, Forty (40) children from Pertubuhan Al-Khaadem, Sungai Kayu Ara, Petaling Jaya and Forty (40) children from Pertubuhan Kebajikan Islam Peribadi Mulia, Kajang attended the Majlis Mesra Aidilfitri 2017, chaperoned by their religious teachers.



A show of talents and appreciation by the children to all guests present.



A small contribution from IMM to all the children and their homes.

Over 200 guests comprising IMM members - Advisors, Fellows, family and friends also attended the event.

To keep the event lively, IMM and guests were entertained with dances and Nasyid songs performed by the children from the two Homes/Orphanages. The children and guests were feted with a sumptuous array of festive food like ketupat, rendang and satay and a variety of Hari Raya kuehs. IMM also presented the children with Duit Raya.

Towards the end of the celebration, guests were still arriving with their families to join IMM Council members and staff to celebrate the occasion.

We thank all our members and guests for attending IMM's Majlis Mesra Aidilfitri 2017 and making the event a memorable and successful one. Thanks also to all Council members and IMM staff for helping to organize the event and playing hosts to the guests throughout the entire event.



Thank you for coming and joining us on this joyous occasion.



Playing host to all our guests and friends.

Our special thanks and appreciation to Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom for her generous cash contribution which helped to pay for food for the children and their teachers as well as “duit raya” for all the children from both Homes. Menjunjung Kasih Tuanku!

This gathering will further enhance and strengthen the professional relationship between IMM and its members as well as everyone who have supported IMM in all our initiatives.



Happy moments for all.

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Pembangunan Sumber Manusia Berhad (PSMB) or the Human Resources Development Fund (HRDF) has amended the PSMB Act 2001 to expand its scope of coverage for 63 sub-sectors under **Manufacturing, Services** and **Mining & Quarrying**.

SECTORS	NO. OF EMPLOYEES	CATEGORY	MONTHLY LEVY PAYMENT TO PSMB
1. Manufacturing	≥ 10 Malaysian Employees	Mandatory	1% (Basic salary + fixed allowance) of each staff
2. Services	5 - 9 Malaysian Employees	Optional	0.5% (Basic salary + fixed allowance) of each staff
3. Mining & Quarrying			

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Failure to comply with the PSMB Act 2001 is an offence under Section 13 (2) of the said Act and can result in a fine of up to RM10,000.00 or imprisonment up to a year, or both.

For further information, please visit or contact:

PEMBANGUNAN SUMBER MANUSIA BERHAD (545143-D)

Human Resources Development Fund (HRDF)
Wisma HRDF, Jalan Beringin, Damansara Heights, 50490, Kuala Lumpur.

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