VARKETEER

SPECIAL ISSUE 2016



Gelebrating Marketing Excellence



LIMKOKWING UNIVERSITY WORLD'S MOST CREATIVE

For over 20 years, Limkokwing University has been championing Creativity and Innovation as the two most important skills of the future. From inception, it has been the heartbeat of our DNA. Our commitment to talent development has enabled our students to do internships with some of the world's most famous and innovative global brands like Apple and Microsoft, so they stand out from the rest.

300 global awards for creativity & innovation

Our creative and innovative ecosystem has been recognised with global awards from top businesses and academia from the US, UK and Asia. We have been officially recognised as University of Transformation by the Government and University of Innovation by Malaysia's Ministry of Higher Education. In 2013, the UK-based QS World Rankings named Limkokwing the University of the Future.

Leading on social media

Limkokwing University's meteoric rise on social media is a testament of the popularity of the University among young people worldwide. We have overtaken top universities such as Harvard, Stanford, MIT, Cambridge and Oxford to attain the top spots on Facebook and Twitter. Our website, designed and maintained by alumni gets over 624 million hits a year from 225 countries and territories, making this one of the most popular university websites in the world.

The world in one place

We have 30,000 students from 165 countries studying at our 13 campuses in Asia, the UK and Africa. At the campus in Cyberjaya, Malaysia, students come from 160 countries making this truly a global campus. Students can opt to do their studies at any of our other branch campuses for international work experience which will be priceless for future career and business opportunities for them.



University of Innovation • University of Transformation • The Global University of Malaysia • University for Edu-Tourism University of Societal Innovation • University of Global Peace • University of Digital Innovation • University of Malaysia

MARKETEER

contents

COVER STORY

• IMM FELLOWSHIP AWARDS 2016 4 - 13

RENOWN INSIGHTS & GREAT LESSONS
 IN MARKETING
 14 - 22

AN EVENING TO REMEMBER
 23

AWARDS

• CMO ASIA- WOMEN LEADERS EXCELLENCE AWARDS 2016 24 - 25

• STATE AWARD 25

HIGHLIGHTS

CEO TALK SERIES 2016

• MALAYSIA EXTERNAL TRADE
DEVELOPMENT CORPORATION (MATRADE) 26 - 28

 HUMAN RESOURCES DEVELOPMENT FUND (HRDF)
 30 - 32

EVENTS

MAJLIS MESRA AIDILFITRI 1437H/2016 34 - 35

MEMBERSHIP UPDATES 38 - 42
IMM@NEWS 46



Design by : David - Design & Concept Maylea Tan - Graphics Layout rsscard@gmail.com Cover: In conjunction with the IMM Fellowship Awards 2016. IMM is honoured and priviledged to award 16 prominent marketeers as Fellows of the Institute for their involvement in shaping the Institute and the industry. They have contributed significantly towards the growth and development of IMM over the years. In the true spirit of marketing excellence each and everyone

Page

In the true spirit of marketing excellence each and everyone of our Fellows have not only successfully marketed themselves and their organisation extremely well but also their country. They are indeed great marketeers.

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

ASST. HON. TREASURER

Sarah Tan Mee Loo

COUNCIL MEMBERS

Prof. Dr. Samsinar Md. Sidin

Tengku Nila Putri binti Tengku Ilham

Mohamed Sallauddin bin Hj. Mohamed Shah

Shahana Azlan

Fairuz Muchtar

Nitthiayanathan A/L Lachumanan

Veejayaasegaran

Ashok Rudy Ratnanesan

MANAGING EDITOR

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.

IMM's Fellowship Awards 2016

The Institute of Marketing Malaysia (IMM) organised a Fellowship Awards 2016, in April 2016 at Hotel Istana, Kuala Lumpur. The Fellowship Awards were presented by Her Royal Highness, the Sultanah of Pahang, Sultanah Hajjah Kalsom who graced the occasion as the Royal Guest of Honour.

This prestigious event is being held in appreciation and to acknowledge IMM members and other individuals in the industry in recognition of their continued support and contribution towards the growth and development of the Institute over the years.





Welcoming the arrival of Her Royal Highness, the Sultanah of Pahang, Sultanah Hajjah Kalsom as the Royal Guest of Honour for the evening.



On the occasion of this Fellowship Awards night, sixteen (16) distinguished marketeers and prominent leaders were awarded as Fellows of the Institute.

The Honorary Fellowship were awarded to former Minister of International Trade & Industry & former Patron of IMM, Tan Sri Rafidah Aziz, the Senior Advisor of Open University Malaysia (OUM), Professor Emeritus Tan Sri Anuwar Ali, Director of KPJ Healthcare Berhad, Tan Sri Siti Sa'adiah Sheikh Bakir, President of Limkokwing University of Creative Technology Worldwide, Professor Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing, Chief Executive of Inland Revenue Board of Malaysia Kolonel (K) Tan Sri Datuk Wira Dr. Hj. Mohd Shukor Haji Mahfar, Chairman of Nobel International School, Tan Sri Johan Jaaffar and Advisor of Malaysia Airports Holdings Berhad, Tan Sri Bashir Ahmad Abdul Majid.



Our Award recipients with Her Royal Highness, Sultanah of Pahang, Sultanah Hajjah Kalsom

The Fellowship Award Recipients were the President of Federation of Malaysian Consumer Association (FOMCA), Professor Datuk Dr. Marimuthu Nadason, Vice President of Community Affairs of Astro Malaysia Holdings Berhad, Datuk David Michael Yap, Chief Executive of Pembangunan Sumber Manusia Berhad, Dato' C.M. Vignaesvaran Jeyandran, Vice-Chancellor of Universiti Putra Malaysia, Professor Datin Paduka Dr. Aini Ideris, Deputy Vice-Chancellor of Universiti Putra Malaysia (Research & Innovation), Professor Dato' Dr. Mohd Azmi Mohd Lila, Chief Executive Officer of SME Corporation Malaysia, Dato' (Dr.) Hafsah Hashim, Director of Nanyang Technological University Singapore; Dr. Hooi Den Huan, Managing Director and Chief Executive Officer of Plus Malaysia Berhad, Dato' Noorizah Hj. Abd. Hamid and last but not least, Chief Executive Officer of Primeworks Studios Sdn Bhd, Ahmad Izham Omar.



The Institute has a tradition of conferring Fellowship awards upon leaders and professionals of great stature from a variety of disciplines and backgrounds in recognition of their contribution to the Institute and the marketing fraternity. This is endorsed by the fact that our Court of Fellows include Prof. Dr. Philip Kotler the World Marketing Guru, Tengku Razaleigh Hamzah our Founder, Hermawan Kartajaya the Marketing Guru of Asia, Tan Sri Radzi Mansor former Chairman of Telekom Malaysia, Datuk Lawrence Chan our Advisor and Prof. Tan Sri Datuk Dr. Nik Mustapha R. Abdullah, former Vice Chancellor of Universiti Putra Malaysia.





"Today we recognize the outstanding accomplishments of sixteen (16) CEOs, leaders, professionals & academicians in the country as well as a distinguished Professor from Singapore. They will join the Court of Fellows of IMM and play a greater role in taking IMM to the next level" said Dato' Sharifah Mohd. Ismail, President of IMM in her welcoming speech.

There are many reasons why these individuals were selected. They are all admired personalities and leaders in their own way. They have contributed immensely not only to the Institute but also to the profession, the industry and the nation. They have made a difference in everything they do and marketing is all about being different.





She added "IMM Fellows are distinguished individuals and professionals of immense promise and endless energy with strong personalities and extraordinary achievements. In the true spirit of marketing excellence each and every one of our Fellows have not only successfully marketed themselves and their organisations extremely well but also the country. They are indeed great marketeers and we are very proud to have all of them as the Fellows of the Institute."

































The Institute would like to place on record our heartfelt thanks and appreciation to all our partners, sponsors and advertisers with a special mention to Pembangunan Sumber Manusia Berhad, Lim Kok Wing University, Inland Revenue Board of Malaysia, Open University Malaysia, Plus Malaysia, Universiti Putra Malaysia, Universiti Tun Abdul Razak, Putra Business School, Malaysian Technology Development Corporation, Malaysia Airports Berhad, KPJ Healthcare Berhad, SME. Corporation Malaysia, Federation of Malaysian Consumer Association (FOMCA), Firefly Sdn Bhd, members of the press and all other parties who have contributed in one way or other towards the success of this prestigious event.



The Fellowship Awards Nite was attended by over 300 members, guests, family and friends of IMM and with the support from everyone it was a huge success and indeed a very memorable one for all present.





Thank You to Our Sponsors & Zartners















































"Our towering award-winning international personalities and gurus have pioneered the marketing industry for decades and earned from their experience and engagement, equally sterling truths and lessons.

Here they are to share with our members their observations and views of the times."

HONORARY FELLOWSHIP AWARD - Tan Sri Rafidah Aziz



**I am indeed honoured to receive the Honorary Fellowship
Award from the Institute of Marketing Malaysia, and would like
to thank IMM for the kind gesture.

In the globalized economic environment, cross border economic activities, especially business, require that enterprises understand well, the many ramifications of the marketing of products and services. It is a continuous process of market and consumer outreach, to ensure a strong market footholds, and to stand out positively amongst the competition.

It goes beyond merely branding and product and service presentation. It has to be strongly anchored to the Integrity of the product or service, meeting all the requisite standards, and demands of the marketplace, especially in the context of the Global Sustainable Agenda.

It is hoped that, with the appropriate Marketing Strategies, products and services produced in and supplied from Malaysia, will continue to gain recognition and market acceptance,

Regionally and Globally **.

Rafidah Aziz

Former Minister of International Trade and Industry
Former Patron of IMM,
Chairman of Air Asia X

HONORARY FELLOWSHIP AWARD - Tan Sri Dato' Sri Paduka LimKokWing

The future has always been and will always be defined by people with the passion and the drive to push beyond borders and beyond boundaries; by people who will move mountains if the mountains are getting in the way.

The future will always be about making possible what seems impossible today."

Tan Sri Dato' Sri Paduka LimKokWing President Lim Kok Wing University of Creative Technology



HONORARY FELLOWSHIP AWARD - Tan Sri Datin Paduka Siti Sadiah Sheikh Bakir



"I am extremely honoured and grateful to have received the prestigious Fellowship Award from the Institute of Marketing Malaysia (IMM) presented by Duli Yang Maha Mulia Sultanah Pahang, Sultanah Hajjah Kalsom, on 23 April 2016.

The Award means much to me, as it is an acknowledgement of my efforts to promote the healthcare services and KPJ brand through innovative measures, transforming it into an international brand.

The Fellowship Award is also an important impetus for me to continue my passion in strategic brand positioning and marketing for KPJ Healthcare University College.²⁹

Tan Sri Datin Paduka Siti Sadiah Sheikh Bakir Director, KPJ Healthcare Berhad

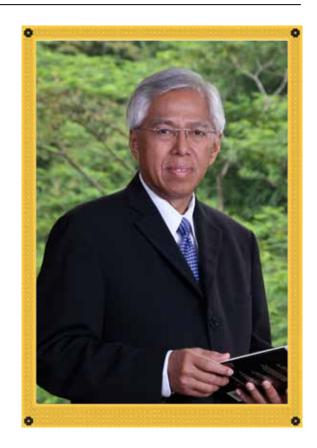
HONORARY FELLOWSHIP AWARD - Prof. Emeritus Tan Sri Anuwar Ali

With a special sense of appreciation to IMM, I feel very honoured to be given this Honorary Fellowship Award.

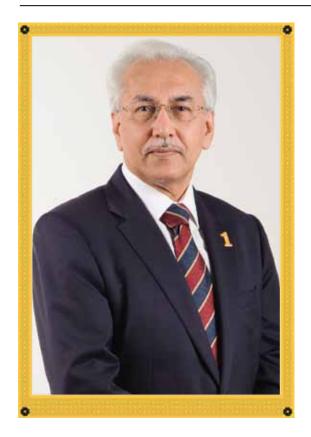
In many ways, this eminent award is indeed a reflection of the successful branding of OUM that the university has created for itself as an important conduit for open and distance learning (ODL) and a champion of lifelong learning in this country. As a private higher education institution, we certainly place substantial focus on our marketing activities nationwide to attract potential learners into the system.

For the past 15 years, with the support of IMM and other partnering institutions, we have successfully carved an image of quality program delivery, leveraging on e-learning and ICT. I sincerely hope that both IMM and OUM will continue to strengthen their collaborative partnership in the years to come.

Prof. Emeritus Tan Sri Anuwar Ali Senior Advisor, Open University Malaysia.



HONORARY FELLOWSHIP AWARD - Tan Sri Bashir Ahmad Bin Abdul Majid



for the Honorary Fellowship Award.
It is an honour to receive this award.
I am indeed grateful to IMM.

I have always held the view that marketing is an important aspect of any organisation. It provides the organisation with the opportunity to create its branding, public perception and loyalty to its products or services. Often times, this opportunity is not truly realised.

Therefore, having an organisation like IMM to coordinate and bring together organisations and individuals to ensure that the benefits of marketing are optimised and shared is indeed commendable. I would like to congratulate IMM on its leadership in doing so.

May I wish IMM every success in its endeavours. 99

Tan Sri Bashir Ahmad Bin Abdul MajidAdvisor Malaysia Airports Holdings Berhad

HONORARY FELLOWSHIP AWARD - Tan Sri Johan Jaaffar

We don't just market our products and services.
We market it the right way, perhaps even
with style and finesse.

Marketing is a skill as much as it is an art.

Businesses thrive on marketing.
Innovate, differentiate and curate – you can't go far wrong in marketing your products and services.
And tell the right story. People listen to good stories.
They believe in great stories.
Marketing is like telling stories people want to hear.

Tan Sri Johan Jaaffar Chairman Nobel International School



HONORARY FELLOWSHIP AWARD - Tan Sri Datuk Wira Dr. Hj. Mohd. Shukor Bin Hj. Mahfar



It is Easy to be a Leader, but Is Never Easy to be a Leader who is Loved and Cherished by Everyone"

A big thank you to the Institute of Marketing Malaysia (IMM) for bestowing me with IMM's Honorary Fellowship Award. It is truly an honour for me to receive this prestigious award. However, this award does not belong solely to me. It also belongs to each and every Hasilian who have given their very best in fulfilling the vision of our organization.

As a leader in charge of a very important organisation that contributes to the nation's coffers, I am well aware of the fact that I have a huge responsibility placed upon my shoulders. As such, it is my duty to ensure that IRBM fulfills the goals and objectives set forth by the stakeholders, so that our nation can be prosperous and its people can enjoy a better quality of life with the many incentives the Government can provide.

To me, the coming and going of a leader is not really that important. What is important is how a leader optimises the available resources in spearheading the organisation towards greater success and loftier heights.

I believe that a leader who possesses a clear vision on which path to take in transforming the organisation and combines that vision with firm beliefs, values, ethics, conviction, openmindedness, empathy and the ability to think creatively and innovatively will have what it takes to ultimately bring tremendous changes to the way the organization operates. I believe that these are the qualities that make a good leader.

Hence, it's easy to be a leader, but is never easy to be a leader who is loved and cherished by everyone.

Tan Sri Datuk Wira Dr. Hj. Mohd. Shukor Bin Hj. Mahfar Chief Executive Officer Inland Revenue Board of Malaysia

FELLOWSHIP AWARD - Dr Hooi Den Huan

**According to Peter Drucker, "The purpose of a business is to create a customer." This short but very powerful statement underlines how important marketing is and this applies to all organizations. No wonder that Regis McKenna says, "Marketing is everything."

The Institute of Marketing Malaysia is in the forefront to help develop a body of knowledge of the art and science of marketing theory and practice and uplift the standards of marketing professionalism not only in Malaysia but internationally too, through its very active participation as a key member of the Asia Marketing Federation.

It is indeed both an honour and a privilege to be conferred a Fellowship by such a distinguished organization as the Institute of Marketing Malaysia.

My very best wishes to all in IMM!

DR. HOOI DEN HUAN

Director

Nanyang Technopreneurship Center Nanyang Technological University Singapore Board member Asia Marketing Federation Foundation.



FELLOWSHIP AWARD - Prof. Datin Paduka Dr. Aini Ideris



It is an honour to be awarded and recognized as a strategic partner to serve the marketing fraternity in Malaysia by Institute of Marketing Malaysia (IMM).

I would like to take this opportunity to thank IMM for the continuous support and collaborations with Universiti Putra Malaysia (UPM), over the years. As a new Fellow, UPM and I look forward to further contribute to the industry.

I always believe that marketing is not just about selling the services or products that you make, but most important it is about the stories that you tell which motivate them to be engaged with your brands.

To tell great stories, education is one of the best tools for you to use. As Regis McKenna once said, the best marketing is education. Thus, let us tell great stories to enhance the image and profession of marketing practitioners in Malaysia.²⁹

> Prof. Datin Paduka Dr. Aini Ideris Vice Chancellor Universiti Putra Malaysia

FELLOWSHIP AWARD - Dato' CM Vignaesvaran Jeyandran

Human Resource Development (HRD) is imperative to help drive Malaysian organizations towards achieving global competitiveness. For organisations to remain relevant and sustainable as business entities, leaders must recognise the need to invest in their people as the most valuable asset of their business, across sectors.

Leaders must achieve the right mix of people with the right skill sets, and who are also aligned to their organization's goals and strategic management plans for improved efficiencies and productivity.

The similar concept applies to Marketing.

I personally applaud the effort made by the Institute of Marketing Malaysia (IMM) for acknowledging our hard work to reach to our individual goals and as for myself, as the Chief Executive of HRDF, to support the aspiration of the country to emerge as the next knowledge-intensive capital in the region.

I also take this opportunity to congratulate the other recipients of IMM's Fellowship Award.

Let us stay true to our aspiration in driving Malaysia (and its people) from good to great!

Dato' CM Vignaesvaran Jeyandran Chief Executive,

Human Resources Development Fund (HRDF) Malaysia



FELLOWSHIP AWARD - Dato' (Dr.) Hafsah Hashim



I am most elated to have accepted this prestigious IMM Fellowship Award from the Institute of Marketing Malaysia (IMM), a reputable professional training body serving the marketing fraternity in Malaysia. It is indeed a great honour for me to be recognised for the work that I have executed with lots of passion and dedication.

Without a doubt, this Award has fuelled my desire and motivation to render my knowledge, experience and insights to further assist individuals and organisations in enhancing their marketing capabilities and attaining their business goals.

> I hope that IMM would continue with its noble endeavour in empowering more Malaysians through the Award towards a progressive economic growth of the nation.

Dato' (Dr.) Hafsah Hashim Chief Executive Officer, SME Corp. Malaysia

FELLOWSHIP AWARD - Datuk David Michael Yap

The Institute of Marketing Malaysia's Fellowship Award is recognition that Astro's corporate citizenship and sustainable community initiatives have been instrumental in building the company's brand over the past 20 years.

As an organisation that is privileged to be a large part of the daily lives of 4.9 million television-owning families and 12.8 million weekly listeners across Malaysia, it is also our responsibility to serve the community by improving lives in a balanced and sustainable manner through our four focus areas: Lifelong Learning, Community Development, Sports & Wellness and Caring for the Environment.

It is our hope that the Fellowship Award will inspire other organisations to make corporate citizenship, corporate responsibility and sustainability as a central part of all their operations. We dedicate this Fellowship Award to all of Astro's 4,700 employee volunteers, our strategic partners and all stakeholders including those in the communities that we serve who have come together to make a difference with us.?

Datuk David Michael Yap

Vice President Community Affairs Management, Community Affairs ASTRO



FELLOWSHIP AWARD - Dato' Noorizah Hj. Abd Hamid



"I am truly honoured to receive the Fellowship Award from IMM.

To be associated with an esteemed organisation such as IMM
I believe, like the North-South Expressway (NSE),
IMM provides links and networks opportunities
for their respective audiences.

While PLUS connects the people through our highway network, IMM links members to their peers, current and future clients.

These similarities make PLUS and IMM a good partnership."

Dato' Noorizah Hj. Abd. Hamid Managing Director/Chief Execuive Officer PLUS MALAYSIA BERHAD

FELLOWSHIP AWARD - Prof. Datuk Dr. Marimuthu Nadason

% Passion is rewarded.

I am truly a product of Institute of Marketing Malaysia.
20 years as a member since 1996
and 18 years as a council member in the Institute,
this is the highest recognition
I have received from them. I'm proud of it.

Prof. Datuk Dr. Marimuthu NadasonPresident
Federation of Malaysian Consumers Association (FOMCA)



FELLOWSHIP AWARD - Prof. Dato' Dr. Mohd Azmi Mohd Lila



I feel very honoured and grateful to receive this prestigious award from IMM, an Institute which serves the marketing fraternity in Malaysia.

This recognition will not only inspire me to contribute more to IMM but also for the development of marketing practices and the marketing profession in Malaysia.

I am sure the same goes to other like-minded members of IMM.

In the global market place, IMM is a truly international platform for marketing networks.

I am convinced the strategic access via IMM shall serve as an important enabler for marketing professionals to effectively market their potential products or technology to the global market place.

Prof. Dato' Dr. Mohd Azmi Mohd Lila Deputy Vice Chancellor (Research & Innovation) Universiti Putra Malaysia

FELLOWSHIP AWARD - Ahmad Izham Omar

I am truly flattered and honoured to have received this prestigious award from IMM.

Suddenly it felt like all my hard work these many years have been recognised and mean something.

However, I feel that this award must be shared with the many colleagues and co-workers that I have had the immeasurable pleasure to work with.

They have always been my inspiration and the source of all my energy to always try something new and different.

And it is because of them that I am always willing and wanting to push the envelope in my exploration of the business world and the creative industries.

As one would say, "The Adventure Never Ends!"

Ahmad Izham Omar Chief Executive Officer Primeworks Studios Sdn Bhd



My Impression of the IMM Fellowship Awards Night 2016

An Evening to Remember...

It was an evening unlike any other. All that glitters that evening were, gold, well, almost. The "stars" were the best in the business, the shakers and movers of the world of marketing, the shifu of the art of selling.

The evening was graced by Her Royal Highness the Sultanah of Pahang, no less, to add to the glitter.

The recipients of the Institute of Marketing Malaysia (IMM) Fellowship Awards 2016 on the evening of the 23rd of April 2016 were the "Who-Is-Who" in the world of marketing.

I am honoured to be listed as one of the recipients of the Honorary Fellowship, alongside living legends like Tan Sri Rafidah Aziz, Tan Sri Lim Kok Wing, Tan Sri Dr. Shukor Mahfar, Tan Sri Bashir Ahmad, Tan Sri Siti Sadiah Sheikh Bakir and Professor Emeritus Tan Sri Anuwar Ali. There were nine other recipients of the IMM Fellowship Awards as well.

I have been in the world of media and creative content for many decades now. I was active in performing arts since my school days. I was one of the proponents of the so-labelled "modern theatre" in the country. I wrote, acted and directed plays and I wrote novels, short stories and essays. I was a journalist and an editor and ended my career as Chairman of Media Prima Bhd, the largest and only fully-integrated media company in the country.

What a journey it was. My foray into the world of performing arts is recorded in a book, Jejak Seni: Dari Pentas Bangsawan ke Media Prima Berhad published by Dewan Bahasa dan Pustaka (DBP). I was in the eye of the storm during the suspenseful and troubling years 1997/1998 that led to the ouster of the then Deputy Prime Minister, Datuk Seri Anwar Ibrahim. My memoirs of the period is to be published as 1998: An Editor's Story soon.

I believe I am first and foremost a "salesman". I sell stories. I sell news. I sell my works of arts. For people to read my creative or non-creative works, those works have to be interesting and "saleable." I "sell" my plays with a mix of feverish obsession and show-biz slant. After all I am competing with others. I am not living in a vacuum. I carved a name in the world of literature, the arts and the media because I am perhaps a better "salesperson" than most.

When I was the Chairman of Media Prima Bhd, my mantra was simple, "be the best!" We have TV and radio stations, an outdoor outfit, a newspaper company and registered our online presence significantly. So, we have to be the best! We are living in an extremely competitive world. It is about people making choices almost every second of the day.



I believe our strength is not just in the creation of products or services, but also in the "curation" part of it, and of course the "location" and "timing." We are market leaders because we sell our products and services well. Playing second fiddle to others is not an option. We have to thrive for the best. They say, crisis is challenging. But I told my people, do not allow crisis to go to waste. There are opportunities in adversity.

I believe everything must be "packaged" well. If there is a need to rebrand, do so. A product has its shelf-life. It needs rebranding. If it overstays its welcome, it needs to be rejuvenated. Re-selling or re-marketing it is critical to ensure its relevance.

Learn from David Beckham. He is a classic case of "right marketing." He is not even the best midfielder in the history of Manchester Football Club (MUFC). He is far from being among the world's best footballers. But he is still around, always "relevant", always in the news. Why? He is a master-brander.

"Brand it like Beckham" is not just the title of a book about him, but a phrase that needs to be understood by salespeople and marketers.

I am happy that IMM has been instrumental in promoting "marketing as a philosophy of business." It has been around for almost four decades making an indelible mark in the industry.

And I am proud that the current President, Dato' Sharifah Mohd Ismail, has been honoured as the recipient of the CMO Asia 50 Asia's Women Leaders Excellence Awards recently. She is the only Malaysian from a non-profit organisation to achieve such a recognition. That speaks volume of her commitment and tenacity in the area of marketing in the country. I am happy for her and IMM. And I am proud to be part of IMM.

Tan Sri Johan Jaaffar - former editor of Utusan Melayu, former Chairman of DBP and Media Prima Berhad and currently, Chairman of Sri Nobel International School.

IMM PRESIDENT FIRST MALAYSIAN TO RECEIVE CMO ASIA 50 ASIA'S WOMEN LEADERS EXCELLENCE AWARD 2016.

Institute of Marketing Malaysia (IMM) President Datuk Sharifah Mohd Ismail has become the first Malaysian representing a non-profit organisation to be awarded at the 7th 50 Asia's Women Leaders Excellence Awards 2016 organised by CMO Asia.

The 7th edition of 50 Asia's Women Leaders Excellence Awards was held on August 4 in Singapore. The ceremony was attended by participants from 41 countries.

Datuk Sharifah is the first Malaysian from a non-profit organisation to achieve such recognition for her outstanding achievements and professionalism in the area of leadership development in Malaysia.

CMO Asia is a leadership and networking organisation dedicated to knowledge exchange for senior executives across industries.

The award recipients were selected based on intense research. The research cell consists of Post Graduates in History & Management with over 5 years' research experience and post studies. It was the iconic job of the research cell to produce a shortlist of individuals who are doing extraordinary work and track the record of their achievement.

The shortlist is then reviewed by a Jury comprising of senior leaders, researchers and prominent names of senior professionals and academicians from across the globe based on these judging criterias: Strategic Perspective, Future Orientation, Track Record, Compliance, Integrity and Ethics, Ability to foster Sustainability and Marketing Competencies.

The award recognized particular contributions by an individual who has made a difference to the profession, industry and the community at large.

"I am honoured to be named as one of the 50 recipients for this year's award by such an esteemed organisation as CMO Asia and to stand together with the other inspiring women," Datuk Sharifah says.

"This award is an acknowledgement by the industry for our commitment towards the development and enhancement of leadership skills of our members and other professionals in the country," she adds.

"I would like to thank CMO Asia for their continuous support especially in recognising achievement of leaders and their hard work towards change and knowledge development in this region".



Dato' Sharifah Mohd Ismail receiving the 50 Asia's Women Leaders Excellence Award from World CSR Day founder Dr. R. L. Bhatia.

Datuk Sharifah has been leading IMM since the year 2002, transforming the non-profit/non-governmental organisation into a dynamic and active non-profit professional body especially in the area of sales and marketing.

Under her capable and dynamic leadership, IMM has grown and moved into the next level providing a wide spectrum of marketing skills for its members as well as other professionals in the country.

With her strong leadership skills, knowledge and 30 years of corporate experience in fields such as Public Relations, Customer Service, Corporate Communications, Sales, Marketing and Branding, Datuk Sharifah was able to make a strong impact to the industry especially in the marketing fraternity and rebrand IMM to what it is today.

Under her leadership, IMM has brought in world-class speakers including the world renowned marketing guru Philip Kotler, embark on various training and education initiatives with the private and public sectors participation as well as organised series of CEO Talks with industry captains, corporate leaders and prominent academicians.



Rare opportunity indeed when you get to share your thoughts and ideas with women leaders and other participants across Asia.

Datuk Sharifah currently serves on the board of trustees for the Federation of Malaysian Consumer Associations (FOMCA) and an advisor for ERA Consumer Malaysia. She is a member of Institute of Public Relations Malaysia (IPRM), Asia Pacific Marketing Federation and the World Marketing Association (WMA).

She is a Certified Professional Marketeer awarded by the Asia Pacific Marketing Federation. She is a Fellow of IMM as well as Accredited Public Relations Practitioner awarded by IPRM. She is also a member of Industry Advisory Panel for several universities and corporations.

In 2009, Datuk Sharifah had received the Brand Leadership Award by The World Brand Congress held in Mumbai, which made her the first Malaysian professional woman to receive this international award.

At the Award ceremony recently Datuk Sharifah was also one of the panellists sharing her ideas and views on a topic that is very close to her heart "Redefining The World of Work.....Courage Will Pay Dividends" along with other panellists from multinational companies such as Bank of Melbourne and Asia Spotify.

The recognition given to Datuk Sharifah is significant and will have a positive impact to the Institute, industry and country especially in the areas of human capital development and life-long learning. This Award is also a testimony towards the contribution of women in nation building and putting Malaysia on the world map.

AWARDS



Heartiest Congratulations

Prof. Datuk Dr. Marimuthu Nadason On being conferred

DARJAH SETIA PANGKUAN NEGERI (DSPN)

Ву

Tuan Yang Terutama Yang Di Pertua Negeri Pulau Pinang Tun Dato' Seri Utama (Dr.) Haji Abdul Rahman Bin Haji Abbas

On the occasion of His 78th Birthday on 9th July 2016

From All of Us at



INSTITUTE OF MARKETING MALAYSIA





Making Export A National Agenda

BY

DATO' DZULKIFLI MAHMUD

CHIEF EXECUTIVE OFFICER
MALAYSIA EXTERNAL TRADE
DEVELOPMENT CORPORATION (MATRADE)

To steer the nation's exports Malaysian companies must understand that trading in the global marketplace offers them greater opportunities, ideas and alternative ways of doing business.

Therefore, they are now becoming more receptive to the idea of accelerating exports through exposure to international best practices.

Their exposure to international competition will encourage them to be more productive.

With this in mind the Institute of Marketing Malaysia (IMM) organised a talk by Matrade's CEO Dato' Dzulkifli Mahmud to share his experience on MATRADE's role in supporting Malaysian manufacturers and enterprises to intensify their export ventures. More than 200 participants attended the talk at the Matrade building.



Dato' Dzulkifli Mahmud

Dato' Dzulkifli sees exports as engine of growth. He explained that in 2015, MATRADE has served more than 3,500 Malaysian exporters by working with them to establish relevant business connections and developing their capabilities to serve global clients.

Dato' Dzulkifli said that one of the strong fundamentals of Malaysia's economic development is the strong partnership between the business sector and the government.



The team at MATRADE ever ready to provide support and all that is needed to take your products and services globally.

This also applies to the export sector, where the close cooperation has led to Malaysia being among the top 23 trading nations in the world. Over the years, exports have been an important contributor to Malaysia's economic growth, increasing to over RM766 billion in 2015.

Medical tourism, he added was identified as one of the priority sector to be driven under the national export agenda. The revenue from medical tourism has doubled in the last 4 years and is targeted to grow with various initiatives planned for the sector.

Today, there is a huge change in exporter's profile - from a handful of powerful manufacturers and trading houses to an enlarged exporting community comprising small and medium industries. Currently, the vast majority of new exporters are small & medium enterprises (SMEs) who ventured to multiple export markets. SMEs are truly the backbone of Malaysia's economy and we anticipate that their contribution in export will improve from the current 19% share to 23% in 2020.

However, the world's fast changing market demand and highly competitive global trading environment continuously pose challenges for Malaysian exporters.



Dato' Dzul sees exports as engine of growth and places great emphasis in ensuring success for Malaysian companies going overseas.

To overcome the challenges, another 14 initiatives are targeted at mid to large companies and multinationals who will act as champions to lead internationalisation efforts and provide impetus for stronger linkages.

"In 2014, more SMEs came to the fore with the revision of the definition of SME. Compared with 2013, there are now 8,000 more SMEs. Assistance will be provided to make them export savvy and more resilient in the international market. MATRADE, the national export promotion agency is well positioned to create 1,500 new SME exporters by 2020.



Everyone wanted to know more on the role of MATRADE and Dato' Dzul was more than happy to share.



A group photo of IMM members, guests and friends present at the CEO Talk hosted by MATRADE with Dato' Dzulkifli Mahmud (Seated front row: fourth from left).

"Under the Mid-Tier Programme, a total of 540 companies are being groomed to become export champions by 2020, of which 60 will be global champions and 480 regional champions.

"While the Government supports the construction industry to undertake projects overseas, it is imperative that efforts be taken to utilise more Malaysian products and services and to establish consortia to strengthen bidding for projects. Similarly, GLCs and large companies which invest abroad should source products and services from Malaysia for their operations," Dato Dzulkifli added

Seamless and concerted efforts by all Ministries and agencies, together with industry players continued and the National Export Council has monitored the progress and implementation of these initiatives.

The government through its export promotion agency, through MATRADE continued to support Malaysian manufacturers and enterprises in intensifying their export ventures.

In 2016, MATRADE continues with its mission to promote Malaysia's enterprises to the world. A total of 150 programmes comprising 85 trade promotion activities and 65 exporters' development programmes were structured in line

with the objectives of the 11th Malaysia Plan as well as initiatives of the National Export Council.

MATRADE's focus for many years has always been on the SMEs. SMEs are the backbone of our economy and the growth of SMEs is vital to Malaysia's trade and export performance.

"Hence, we would like to urge more SMEs especially the Bumiputera, Women and Youth companies to register as a MATRADE member and engage with us to expand your business globally. I would like to remind you that MATRADE's services such as our export advisory services, market intelligence, business matching and capacity building trainings are all FREE of charge" said Dato' Dzulkifli.



Students from Unirazak were also present to learn more from the CEOTalk.



Sabah spells excitement. The land below the wind is famed for both its exhilarating peaks and bewitching depths. Thrill-seekers flock to Sabah to conquer the country's tallest mountain, all 13,438ft of it. Or else they're here for the immeasurable marine life scattered across pristine diving sites. For an adventure in paradise, set off on your journey to Sabah's eco sanctuary.

But first, let us welcome you with a majestic view of the mountains from the Kota Kinabalu International Airport. Which is served by 18 airlines with a total of 635 frequencies weekly.







"Up-Skilling of the Nations' Workforce via the 30% Pool Fund"

BY

DATO' CM VIGNAESVARAN A/L JEYANDRAN

CHIEF EXECUTIVE HUMAN RESOURCES DEVELOPMENT FUND (HRDF)

If each and every Malaysian (enterprise and entrepreneur; employer and employee) taped our innate propensity to learn and harness our greater potential towards progress, then Malaysia will be a great nation.

This is the answer Dato' C.M. Vignaesvaran Jeyandran articulated when he was posed with the question: "How can Malaysia achieve high-income, innovation-driven and be a developed economy in reality?"

The Chief Executive of Human Resources Development Fund (HRDF) cited Thomas Edison. The foremost scientist once said that if we did all the things we are capable of doing, we would literally astound ourselves.

"I strongly believe that the story of Malaysia does not end with what we are today, but what we can be tomorrow. At HRDF our endeavor is to harness such



Full house attendance at the CEO Talk hosted by HRDF.



Dato' C.M. Vignaesvaran Jeyandran

potential towards catalysing development of competent workforce through various upskilling and capacity building programmes," said Vignaesvaran who helms the human capital development fund with an allocation of about RM1.2 billion.

"Over the last two decades of our meaningful existence, we have evolved in our role from managing a sizeable fund to becoming a one-stop-centre for providing HRD solutions to all Malaysian SMEs. We will continue to fulfill our responsibility of regularising competency needs assessment across priority sectors and identifying suitable value programmes as well as pioneer new training content to meet the industry expectations (locally and internationally)."

To encourage Small and Medium Enterprises (SMEs) which generate more than 90 per cent of the nation's GDP, HRDF now allows SMEs to apply for the fund's Training Partner Scheme even if they do not make payment towards the HRDF.



Through trainings HR practitioners, employers and trainers will be able to gain valuable insights that will help drive a collective mutually beneficial collaboration to build a globally competitive workforce.

The Training partnership scheme promotes collaboration with training provider to offer training programmes to SMEs. It includes functional and upskilling and the objective of SMETAP Scheme is to equip SME employees with the specialised training skills that are widely available in the market.

Other programmes include:

- Training programmes in Human Resources Management.
- Training programmes that enhance the skills of internal trainers in conducting in-house training
- Upskilling training programmes.

Dato' Vignaesvaran added: "What is most critical in all that we do is to educate and raise awareness through various promotional initiatives on the need for effective skills enhancement programmes to remain competitive as individual professionals, as progressive businesses and as a productive nation.

In strategising and executing our mandate, the role of HRDF employees is critical.

"Our teams are extremely adept not only in meeting the objectives set out in the HRDF Act, but in also providing continuous feedback to improve the system, making it more efficient and effective in its implementation."

Besides, owing to the unwavering support from the Ministry of Human Resources HRDF is able to work hand-in-glove with the Government to deliberate and address some of the national Human Resources and related issues in a sustainable manner.

Today, as a human capital development driven institution, our mission is to "deliver our best, in keeping with the principles of good governance and transparency," Vignaesvaran added.

"We are truly honoured to have hosted the Leadership Talk in collaboration with Institute of Marketing Malaysia (IMM) under the CEO Talk Series which was held on 12th April 2016, at his head office in Kuala Lumpur. More than 200 marketing, communications and trainers attended the talk.



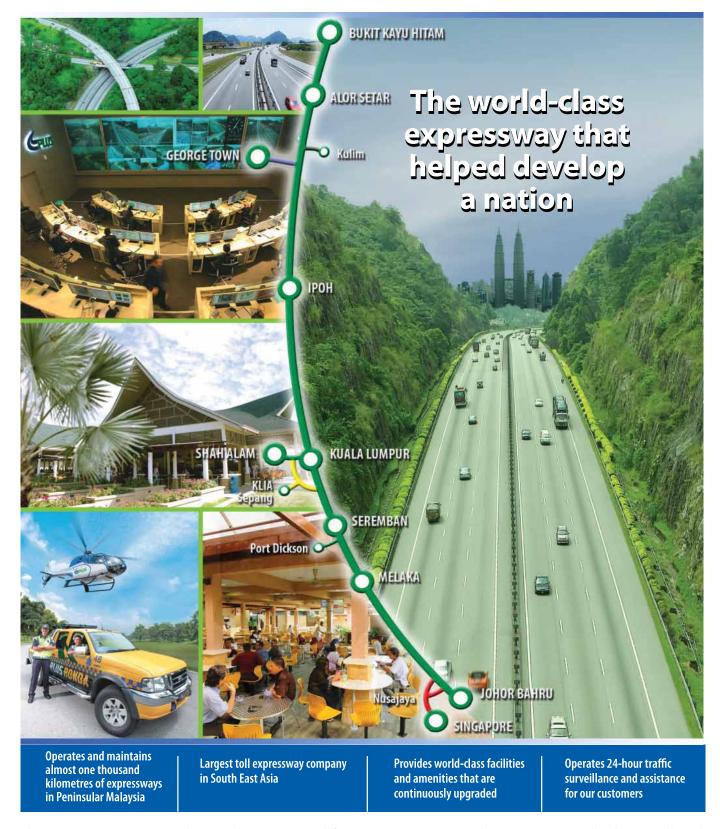
As a human capital development driven institution HRDF will deliver their best to all their clients in keeping with the principles of good governance and transparency.

Through trainings, he added "HR practitioners, employers and trainers will be able to gain valuable insights that will help drive a collective mutually beneficial collaboration to build a globally competitive workforce."

As a custodian and authoritative institution well positioned to offer robust and prudent solutions, HRDF continues to engage with multiple stakeholders of the industry to continuously expand its role as well as opportunities to build the nation's human capital resources.



A group photo of IMM Council members, PSMB management team and guests with the Chief Executive of HRDF Dato' Vignaesvaran (fifth from left).



The PLUS expressway is much more than just a road for Malaysians. It's a world-class expressway that has contributed significantly to the nation's development. Superior infrastructure. Numerous job opportunities as well as stimulating the economic growth and tourism. PLUS expressway travellers will enjoy better safety features - wider lanes, reflective signs, ample emergency phones and PLUSRonda patrolling services in case of vehicle breakdowns. It is a commitment from PLUS to ensure road travellers will enjoy a world-class expressway that is safer, more comfortable and at a true value for money.

A commitment that helped develop a nation.





IMM is happy to once again host the children from Pertubuhan Kebajikan Islam Peribadi Mulia, Kajang, Selangor for this hari raya gathering.

Majlis Mesra Aidilfitri 1437H/2016

38 children from Pertubuhan Kebajikan Islam Peribadi Mulia, Kajang, IMM members, Advisors, Fellows, family and friends attended IMM Majlis Mesra Aidilfitri organized by the Institute of Marketing Malaysia (IMM) on 17th July 2016.

This memorable and significant Hari Raya celebration was held at Berjaya Hall, Bukit Kiara Equestrian & Country Resort, Kuala Lumpur. IMM President, Dato' Sharifah Mohd Ismail, Vice President, Professor Datuk Dr. N. Marimuthu, together with other Council Members and staff were present to personally greet and welcome all our valued members and guests at the event.

Over 200 guests comprising corporate members representing corporations, companies, universities and colleges as well as individual members and their families attended this annual event.

Amongst them were the Senior Advisor of Open University Malaysia (OUM) Professor Emeritus Tan Sri Anuwar Ali, IMM Fellow and former Chairman of TM Tan Sri Ir. Md. Radzi Haji Mansor & Puan Sri Aizah, Director of KPJ Healthcare Berhad Tan Sri Siti Sa'adiah Sheikh Bakir, IMM Advisor Dato' Lawrence Chan Kum Peng; Vice President of Community Affairs Astro Malaysia Holdings Berhad Datuk David Michael Yap, Vice



Chancellor of Universiti Putra Malaysia (UPM) Professor Datin Paduka Dr. Aini Ideris, former CEO of Pembangunan Sumber Manusia Berhad (PSMB) Dato' Amirnuddin Mazlan and CEO of Matrade Dato' Dzulkifli Mahmud.

Hari Raya celebrates the conquest of rewarding the Ramadhan, and it is also a time to rejuvenate ties and relationship amongst family, friends and the community. This gathering will further enhance and strengthen the bonding and relationship between IMM and its members as well as everyone who has supported IMM in all their activities directly or indirectly.

The highlight of this year's event was the presence of 38 children from Pertubuhan Kebajikan Islam Peribadi Mulia, Kajang enabling IMM in fulfilling its social responsibility by sharing the joy of Hari Raya with these children.

The guests were treated to a spread of modern and traditional delicacies and of course, Hari Raya all time favourites like satay, rendang and ketupat. Friendship and joy filled the room for the entire event.



A small contribution from all of us at IMM. for the children as well as the Home.

In the spirit of giving, the children from the home received "duit raya" from contributions made by IMM council members, family and friends and before heading home, they were given Unirazak's backpack plus stationery box and IMM merchandise, such as notebook and hand towels.

A cash contribution of RM 1000 and RM500 was made to the Association by IMM and Unirazak respectively.



Thank you to all our members, guests and friends for making this hari raya gathering another memorable one for us.

The smilling faces and waving of goodbyes from the children and guests shall remain in the hearts of IMM.

We at IMM will continue to work hard to enable us to fulfill our corporate social responsibility in any possible way and in bringing a smile to someone else's life especially for these deserving children and homes.



Universiti Putra Malaysia

A MULTIDISCIPLINARY

RESEARCH UNIVERSITY WITH A NICHE IN AGRICULTURE

STUDENT ENROLMENT

UNDERGRADUATE

POSTGRADUATE

























UNIVERSITI PUTRA MALAYSIA

43400 UPM Serdang, Selangor Darul Ehsan, Malaysia Phone: 1800,22,5587 Fax: +603,8948,7273 Email: marketing@upm.edu.my



facebook.com/UniPutraMalaysia



@uputramalaysia



instagram.com/uniputramalaysia

AGRICULTURE • INNOVATION • LIFE





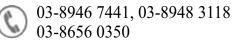
ange the ange of the second se

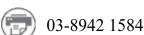
JOIN OUR
POSTGRADUATE
PROGRAMME

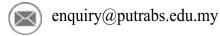


- M B A
- MMIT
 - M S C
 - **PHD**

Putra Business School 43400 UPM Serdang, Selangor Darul Ehsan, Malaysia.







WE ARE INTERNATIONALLY AND LOCALLY

ACCREDITED







www.putrabusinessschool.edu.my

NEW CORPORATE MEMBERS

Congratulations and a warm welcome to FOUR (4) new Corporate Members who joined the Institute in 2016.



• Kumpulan Media Karangkraf •



• Flyfirefly Sdn Bhd •



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



•Ramsay Sime Darby Educational Services Sdn Bhd •

Corporate Membership Renewal

Thirty-five (35) Corporate Members renewed their membership with IMM between the period November 2015 to July 2016. The Institute would like to thank the following Corporate Members for their renewal:



• Menara Kuala Lumpur Sdn Bhd •



• Puncak Niaga Holdings Bhd •



• Tenaga Nasional Berhad •



• Telekom Malaysia Berhad •



• Malaysia Productivity Corporation •



• Asturi Metal lBuilders (M) Sdn Bhd •



• Northport (Malaysia) Bhd •



• SME Corporation Malaysia •





• Utusan Melayu (Malaysia) Berhad •



• Bank Islam Malaysia Berhad•



Corporation (MATRADE)



• KPJ Healthcare Bhd •





• Malaysia Airports Holdings Berhad •



• Universiti Utara Malaysia •



• Universiti Tun Abdul Razak •



• Projek Lebuhraya Usahasama Berhad •



• Universiti Malaysia Kelantan (UMK) •



• PROLINTAS •



• Universiti Kebangsaan Malaysia •



• Media Prima Berhad •



• Open University Malaysia (OUM) •



• Kolej Poly – Tech MARA Sdn Bhd •



• ABC Mediaworks Sdn Bhd •



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



• Bank Kerjasama Rakyat Malaysia Berhad •



• Quest International University Perak •



• Putra Business School •



• Curtin University Sarawak •



Pembangunan Sumber Manusia Berhad
 (PSMB)



 \bullet UCSI Education Sdn Bhd \bullet





• Inland Revenue Board Of Malaysia •

Individual Membership Updates

The Institute registered TWO (2) new Life Members and ONE HUNDRED AND EIGHT (108) New Ordinary Members from November 2015 until July 2016.

New Life Members

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

No.	Name	Profession	Company / Organization
1.	Tan Sri Dato' Seri lr. Abdahir Bin Hj. Abdul Majid	Managing Director	Jopami Group of Companies
2.	Dato' Mohamad Riza Bin Tan Sri Abdahir	General Manager	Jopami Group of Companies

New Ordinary Members

Congratulations and a warm welcome to all our new Ordinary Members who joined the Institute from November 2015 until July 2016.

		•	
No.	Name	Profession	Company / Organization
1	Leow Fei Na	Marketing Manager	Toys "R" US (M) Sdn Bhd
2	Quek Yi Ching	Sales Executive	Ocean Seafood Enterprise
3	Mohammad Hatta B Mohammad Tahir	Asst. Product Manager	Tohtonku Sdn Bhd
4	Veejayaasegaran Arumugom	CMO / Council Member	T.O.C Malaysia
5	Nakesh Singh Malli Manjit Singh	Lounge Agent	The Westin Kuala Lumpur
6	Ruth Sikopit Siganul	Lecturer	Universiti Malaysia Sabah
7	Caroline Rosie Jeffrey Nasah	Lecturer	Universiti Malaysia Sabah
8	Prof. Dr. Norazah Mohd Suki	Assoc. Professor	Universiti Malaysia Sabah
9	Haslinda Bt Hasan	Senior Lecturer	Universiti Malaysia Sabah
10	Joehan Joehari William	Lecturer	Universiti Malaysia Sabah
11	Emily Yapp Hon Tshin	Lecturer	Universiti Malaysia Sabah
12	Suddin Bin Lada	Lecturer	Universiti Malaysia Sabah
13	Bernadette @ Jacynta Henry	Lecturer	Universiti Malaysia Sabah
14	Phang Ing @ Grace	Lecturer	Universiti Malaysia Sabah
15	Azaze @ Azizi Abdul Adis	Senior Lecturer	Universiti Malaysia Sabah
16	Dr. Aisat Igau @ Oswald	Senior Lecturer	Universiti Malaysia Sabah
17	Roslan Yaakub	Vice President	UDA Holdings Bhd (Corp. Member Nominee)
18	Latifah Osman	Asst. Vice President 2	UDA Holdings Bhd (Corp. Member Nominee)
19	Hazimas Azib	Asst. Vice President 2	UDA Holdings Bhd (Corp. Member Nominee)
20	Peter Choo Moon Hing	Director	The Media Execution Company Sdn Bhd
21	Farahana Bt Mohd Nazri	Lecturer	Kolej Universiti Poly-Tech MARA
22	Nik Haslizawaty Bt Abd Halim	Lecturer	Kolej Universiti Poly-Tech MARA
23	Noorraha Bt Abdul Razak	Lecturer	Kolej Universiti Poly-Tech MARA
24	Siti Norayu Mohd Jamil	Asst. Vice President	Bank Rakyat (Corp. Member Nominee)
25	Nor Hasimah Neikmat	Asst. Vice President	Bank Rakyat (Corp. Member Nominee)
26	Mohd Hafiz Felani Zainal Abidin	Marketing Excutive	Bank Rakyat (Corp. Member Nominee)
27	Dato' Dr. Hussamuddin Hj. Yaacub	CEO	Kumpulan Media Karangkraf (Corp. Member Nominee)
28	Syamil Fahim B Mohamed Fahim	Deputy CEO	Kumpulan Media Karangkraf (Corp. Member Nominee)
29	Akmal Eirfan B Mohamed Fauzi	Chief Finance Officer	Kumpulan Media Karangkraf (Corp. Member Nominee)
30	Raja Shahfaizal B Raja Khairudin	General Manager	Kumpulan Media Karangkraf (Corp. Member Nominee)
31	Izzat Izhar B Muhammad Nasir	Asst. Manager	Kumpulan Media Karangkraf (Corp. Member Nominee)
32	Mohd Hafiz B Hanafi	Marketing Manager	Comfori Sdn Bhd
33	Sharmini Sharine Thanabal	Principal Consultant	Convergys Malaysia Sdn Bhd
34	Sabariah Bt Othman	Lecturer	Politeknik Tuanku Sultanah Bahiyah
35	Siti Salwa Bt Badiozaman@Mohd Idrus	Lecturer	Politeknik Tuanku Sultanah Bahiyah
36	Marlia Bt Marzuki	Lecturer	Politeknik Tuanku Sultanah Bahiyah
37	Noor Hafizan Bt Mohd Noor	Corporate Manager	KPJ Healthcare Bhd (Corp. Member Nominee)
38	Dr. Sarenjit Kaur	Medical Officer	KPJ Healthcare Bhd (Corp. Member Nominee)
39	Annahita Bakavoli Bt Mehdi Bakavol	Corp. Executive	KPJ Healthcare Bhd (Corp. Member Nominee)
40	Dr. Muhammad Zeeshan	Lecturer	Infrastructure University Kuala Lumpur
41	Amer Ezzadeen Dato' Ahmad Nazri	Chief Financial Officer	Asia Lab (M) Sdn Bhd (Corp. Member Nominee)
42	Sajaratuldar Bt Satibi	Business Dev. Manager	Asia Lab (M) Sdn Bhd (Corp. Member Nominee)

No.	Name	Profession	Company / Organization
43	Hanafi Abu Bakar	Business Dev. Manager	Asia Lab (M) Sdn Bhd (Corp. Member Nominee)
44	Sharida Sahnan	Senior Marketing Exec.	Asia Lab (M) Sdn Bhd (Corp. Member Nominee)
45	Ismail Bin Junuh	Senior Lecturer	Kolej Poly Tech MARA Sdn Bhd (Corp. Member Nominee)
46	Ramli Bin Jawi	Senior Lecturer	Kolej Poly Tech MARA Sdn Bhd (Corp. Member Nominee)
47	Noor Azhani Bt Yaacob	Lecturer	Kolej Poly Tech MARA Sdn Bhd (Corp. Member Nominee)
48	Azlina Binti Yusof	Lecturer	Kolej Poly Tech MARA Sdn Bhd (Corp. Member Nominee)
49	Nordin Bin Ahmad	Lecturer	Kolej Poly Tech MARA Sdn Bhd (Corp. Member Nominee)
50	Dato' Abd Aziz B Hashim	Deputy Chief Executive	Inland Revenue Board Malaysia (LHDN)
	Sato / Iba / IEIE S Flaciliii	Officer	(Corp. Member Nominee)
51	Noor Azian Bt Abd Hamid	Deputy Chief Executive	Inland Revenue Board Malaysia (LHDN)
31	Noor Azian Be Aba Hamia	Officer	(Corp. Member Nominee)
52	Datuk Mohd Nizom B Sairi	Deputy Chief Exec.Officer	Inland Revenue Board Malaysia (LHDN)
32	Butuk Mona Mizoni B Sani	Officer	(Corp. Member Nominee)
53	Dr. Shamsul Kamariah Abdullah	Senior Lecturer	Curtin University Sarawak (Corp. Member Nominee)
54	Nicholas Leong Wai Man	Corporation Communication	Curtin University Sarawak (Corp. Member Nominee)
55	Klaus Sim Sing Yaw	Marketing Manager	Curtin University Sarawak (Corp. Member Nominee)
56	Prof. Dr. Johari Mat	Asst. Prof. / Dean	Unirazak (Corp. Member Nominee)
57	Prof. Dr. Farhana Tahmida	Asst. Prof. Deputy Dean	Unirazak (Corp. Member Nominee)
	Nor Khalidah Abu		Unirazak (Corp. Member Nominee)
58		Deputy Director Chief Financial Officer	Asturi Metal Builders
59	Suraya Sharif		
60	Dr. Brian Wong Kee Mun	Marketing Director	Putra Business School
61	Felix Amaldass	Manager	Koperasi Gemilang (M) Bhd
62	Selvamalar A/P S. Suppiah	Asst. Manager	Koperasi Gemilang (M) Bhd
63	Yao Wu	Asst. Vice President	Xremo Sdn Bhd
64	Paramaswaran Nair A/L Narayanan Nair	Sole Proprietor	Shenica Jaya Enterprise
65	Selvaraj A/L Narayanasamy	Managing Director	Regal Guard Force Sdn Bhd
66	Navinderan A/L Subramaniam	Owner	All Safe Guard Sdn Bhd
67	Nurul Adira Anuar	Senior Manager- Sales	Emerio (M) Sdn Bhd
68	Dr. Chong Kok Wai	Chief Strategy Officer	Silverstreet (M) Sdn Bhd
69	Ignatius Ong	Chief Executive Officer	FlyFireFly Sdn Bhd (Corp Member Nominee)
70	Muizzuddin Mahmud	VP Sales	FlyFireFly Sdn Bhd (Corp Member Nominee)
71	Norhayati Sufira	VP Revenue Management	FlyFireFly Sdn Bhd (Corp Member Nominee)
72	Mansour Mohamad	Assoc. Sales	FlyFireFly Sdn Bhd (Corp Member Nominee)
73	Anoo Manoharan	Manager Ancillary Revenue	FlyFireFly Sdn Bhd (Corp Member Nominee)
74	Shahrul Suhaimi B Ab Shukor	Lecturer	Universiti Tenaga Nasional (UNITEN)
75	Zurina Bt Ismail	Lecturer	Universiti Tenaga Nasional (UNITEN)
76	Charles Suresh A/L G.Chandran	Pharmaceutical	Oliray Enterprise
77	Rizal Nainy	Deputy Chief Executive	SME Corporation Malaysia (Corp Member Nominee)
78	Karunajothi Kandasamy	Officer 1 Deputy Chief Executive	SME Corporation Malaysia (Corp Member Nominee)
70	Raranajothi Ranadodiny	Officer 2	Sivil corporation malaysia (corp member nonlinee)
79	Che Nazli Jaapar	Chief Operating Officer	SME Corporation Malaysia (Corp Member Nominee)
80	Zaky Moh	Senior Director	SME Corporation Malaysia (Corp Member Nominee)
81	Ir. Prof. Academician Dato'	Chief Executive Officer	Universiti Tunku Abdul Rahman (UTAR)
	Dr. Chuah Hean Teik		(Corp. Member Nominee)
82	Prof. Dr. Choong Chee Keong	Dean / Professor	Universiti Tunku Abdul Rahman (UTAR)
83	Peter Tan Sin Howe	Deputy Dean / Lecturer	(Corporate Member Nominee) Universiti Tunku Abdul Rahman (UTAR)
63	reter fail Sill Howe	Deputy Dean / Lecture	(Corporate Member Nominee)
84	Choy Johnn Yee	Head of Dept. Marketing	Universiti Tunku Abdul Rahman (UTAR)
		/Lecturer	(Corp. Member Nominee)
85	Au Yong Hui Nee	Head of Programme	Universiti Tunku Abdul Rahman (UTAR)
	S	/ Asst. Professor	Corp. Member Nominee)
86	Zafrol Rizal B Mat	Regional Director	ABC Media Works Sdn Bhd (Corp Member Nominee)
87	Mohamad Aizzuan Bin	Marketing Manager	ABC Media Works Sdn Bhd (Corp Member Nominee)
88	OM Karini A/P R.V.Karean	Content Manager	ABC Media Works Sdn Bhd (Corp Member Nominee)
89	Nagib Karmali	Senior Manager	Ramsay Sime Darby Educational Services Sdn Bhd
	5	0	(Corp. Member.Nominee)
90	Shanaz F.H. Mawji	Education CEO	Ramsay Sime Darby Educational Services Sdn Bhd
	•		(Corp. Member.Nominee)
91	Ray Balamurugan	Assistant Manager	Ramsay Sime Darby Educational Services Sdn Bhd
-	,	-0	(Corp. Member.Nominee)

MEMBERSHIP UPDATE

Marketeer

No.	Name	Profession	Company / Organization
92	Stanislaus Emmanual	Assistant Manager	Ramsay Sime Darby Educational Services Sdn Bhd (Corp. Member.Nominee)
93	Sharimahton Mat Saleh	Senior Director	MATRADE (Corp. Member Nominee)
94	Aureen Jean Nonis	Senior Director	MATRADE (Corp. Member Nominee)
95	Amran Yem	Director	MATRADE (Corp. Member Nominee)
96	Cham Tat Huei	Assistant Professor	Universiti Tunku Abdul Rahman (UTAR)
97	Raj Kumar A/L Guru	Marketing Manager	Malaysian Institute of Baking
98	Associate Prof. Dr. Fazli Idris	Deputy Dean	Universiti Kebangsaan Malaysia (Corp. Member Nominee)
99	Rohazaini Hassan	Head of Administration	Universiti Kebangsaan Malaysia (Corp. Member Nominee)
100	Mohamad Safwan	Marketing Officer	Universiti Kebangsaan Malaysia (Corp. Member Nominee)
101	Datuk Haji Syed Hisham Syed Wazir	Managing Director	Puncak Niaga Holdings Berhad (Corp. Member Nominee)
102	Dato' Ir. Lee Miang Koi	Executive Director Operations Division	Puncak Niaga Holdings Berhad (Corp. Member Nominee)
103	Dato' Nasir Khan Illadad Khan	Executive Director, Business Development Division	Puncak Niaga Holdings Berhad (Corp. Member Nominee)
104	Azlan Shah Tan Sri Rozali	Head of Information Technology Division	Puncak Niaga Holdings Berhad (Corp. Member Nominee)
105	Dato' Abdul Latiff Bin Hj. Seman	Deputy Director General	Malaysia Productivity Corporation (Corp. Member Nominee)
106	Ab. Rahim Bin Yusof	Deputy Director General	Malaysia Productivity Corporation (Corp. Member Nominee)
107	Rauzah Binti Zainal Abidin	Director	Malaysia Productivity Corporation (Corp. Member Nominee)
108	Kamaruddin Bin Mohamad	Director	Malaysia Productivity Corporation (Corp. Member Nominee)

Ordinary Membership Renewals

The Institute thanked the following Ordinary Members who renewed their membership with IMM during the period November 2015 until July 2016.

No.	Name	Company / Organization	Job Title
1	Prof. Dr. Dileep Kumar M	Othman Yeop Abdullah (UUM)	Professor
2	Dr. Thoo Ai Chin	Universiti Teknologi Malaysia	Senior Lecturer
3	Leong Chee Kin	Shima Asia Pacific (M) Sdn Bhd	Assistant Sales Manager
4	Tuan Syed Mazlan Syed Mat Dom	UiTM Melaka	Senior Manager
5	Dr. Siti Haslina Binti Md Harizan	Universiti Sains Malaysia	Lecturer
6	Megat Daniff Shahriman Bin Zaharudin	GIG Technology Holdings Sdn Bhd	Executive Director
7	Priscilla Jacy Anak Jihen	SEGI University	Head, Centre for Continuing Education
8	Yee Thart Chi	WEIDA (M) Berhad	General Manager – Sales
9	Jason Lam Mun Soon	Multimedia University (MMU)	Lecturer
10	Noor Hazarina Bt Hashim	Universiti Teknologi Malaysia	Senior Lecturer
11	Santhi Govindan	AIMST University Kedah	Senior Lecturer
12	Dr. Bernard Tan Hoi Piew	Universiti Tunku Abdul Rahman	Associate Professor (UTAR)
13	Yeo Sang Chau	KHIND-MISTRAL (M) SDN BHD	Senior Sales Manager
14	Prof. Dr. Samsinar Md. Sidin	Universiti Tun Abd Razak	Deputy Vice Chancellor
15	Tan Teng Kiat	Syarikat Tan Eng Ann Sdn Bhd	Director
16	Datin Nor Hafizah Ismail	Universiti Tun Abdul Razak	Dean
17	Siti Badarny Shamsaifah Hassan	Putra Business School	Manager of Corporate Affairs
18	Roslan Bin Mohamad	UKM Chancellor's Foundation	Director
19	Dr. Shishi Kumar A/L Piaralal	Open University Malaysia (OUM)	Senior Lecturer
20	Shanthi A/P Subramaniam	Work Solution HRT	Trainer
21	Shum FP	Events Mastery Asia Pacific Sdn Bhd	Director
22	Hamliza Sham Bte Mohamad Arifin	Astronautic Technology (M) Sdn Bhd	Corporate Comm Director
23	Cheng Wee Ta	Teo Hang Sam Realty Sdn Bhd	General Manager
24	Mohd Fawzi Bin Ibrahim	Wanjah Dunia Enterprise	Financial Consultant

Associate Membership Renewals

The Institute thanked Encik Faridzul Adzli Bin Mad Adim, Marketing Executive at Tekad Teguh Engineering Sdn Bhd, renewed his Associate Membership with IMM till March 2017.



MTDC is an integrated commercialisation solutions provider which assists technology-based companies through grants, soft loans and incubation space supported by value-added services.

UNDS UNDER MTDC MANAGEMENT

for various stages of technology-based activities

Commercialisation of Research & **Development Fund (CRDF)**

CRDF provides funding for Malaysian-owned companies to commercialise completed local R&D. done either in-house or acquired from local public/private universities and research institutions.

Target Group

Startup companies, Universities/Research Institute. Spin-off Companies, SMEs and Large Companies.

Quantum of Funding

RM500, 000 to RM4 million.

Technology Acquisition Fund (TAF)

provides funding for Malaysian-owned companies to commercialise proven technology acquired from foreign companies, ocal public/private universities and Research Institutions.

Target Group

SMEs and Large Companies.

Quantum of Funding

Maximum of RM4 million or 50% to 70% of the eligible expenses (whichever is lower).

Type of Funding

Partial matching grant.

Halal Technology Development Fund (Halal Fund)

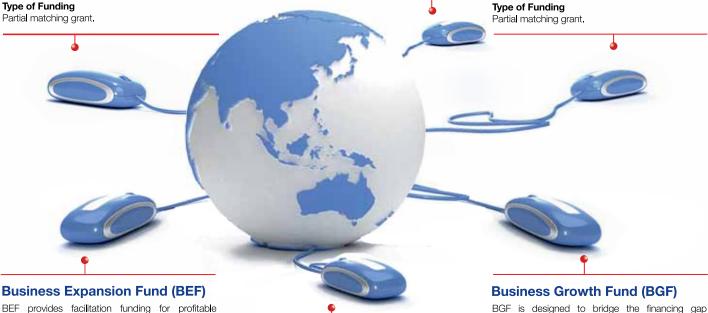
Halal Fund is specifically designed to finance and nurture SMEs' companies for long term growth and export-driven through halal-compliant activities. The activities are diversified which include halal product developments, processes as well as services.

Target Group

SMEs.

Quantum of Funding

RM2 million to RM4 million.



BEF provides facilitation funding for profitable technology-based Bumiputera companies to expand their business to local and international level.

Target Group

Bumiputera companies with good track record.

Quantum of Funding

International Expansion: Maximum of RM15 million. Local Expansion: Maximum of RM10 million.

Type of Funding

Equity funding through subsciption of Redeemable Convertible Preference Shares (RCPS).

Business Start-up Fund (BSF)

BSF is a zero-collateral financing assistance targeted at potentially scalable technology-based start-up companies to commercialise their products and/or services. It also supports and encourages the creation of new technology-based businesses, particularly in the growth sectors of the economy.

Target Group

Technology companies with innovative or novel productive.

Quantum of Funding

Maximum of RM5 million.

Type of Funding

Loan with an option to convert into Redeemable Convertible Cumulative Preference Shares (RCPS).

between the early stage of commercialisation and venture capital financing for high technology companies. It also functions as a follow-on funding program capable to assist high-growth technology based companies to scale up and expand their business, preferably in the international market.

Target Group

Technology company with high growth potential.

Quantum of Funding

Up to RM10 million for new approvals.

Type of Funding

Equity funding through subscription of Redeemable Convertible Preference Shares (RCPS).

For further information, please contact the following numbers:

CRDF & TAF

HALAL

BSF & BGF

RFF

T: +603 - 2172 6128 T:+603 - 8941 3049 T:+603 - 2172 6054

T:+603 - 2172 6091

Malaysian Technology Development Corporation (MTDC)

Level 8 - 9, Menara Yayasan Tun Razak, Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia E:comms@mtdc.com.my T:+603 - 2172 6000 F:+603 - 2163 7541

Connect with us: MTDCMALAYSIA

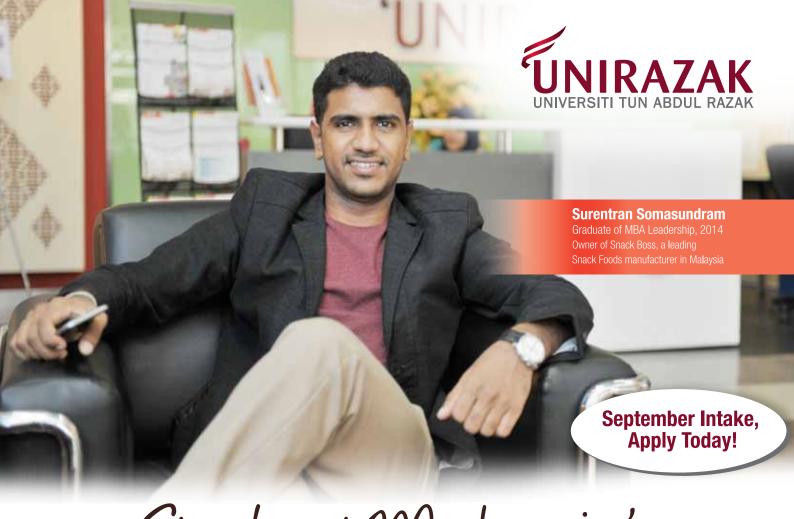












Study at Malaysia's

Boutique University City Campus

Bachelor of Business Management (Hons) (ENTREPRENEURSHIP)
KPT/JPS (A9113) 06/18

lead faculty trained by



Bachelor of ACCOUNTING (Hons)

KPT/JPS (PA10186) 09/19 accredited by

university partner







Bachelor of Business Administration (Hons) (ISLAMIC BANKING AND FINANCE)
KPT/JPS (A9788) 07/19

in collaboration with

INCEIF

Bachelor of Business Administration (Hons) (ISLAMIC FINANCIAL PLANNING)
KPT/JPS (A9789) 07/19

in collaboration with





Bachelor of TAXATION (Hons) KPT/JPS (A10164) 04/20

Bachelor of Arts (Hons)
(GOVERNMENT AND PUBLIC POLICY)
KPT/JPS (A10973) 04/20

Bachelor of Arts (Hons) (LEADERSHIP) KPT/JPS (A10974) 06/20

Bachelor of **ECONOMICS** (Hons) KPT/JPS (A11100) 07/20

DOCTOR OF PHILOSOPHY KPT/JPS (A8365) 07/17

MASTER OF PHILOSOPHY
KPT/JPS (A8364) 07/17

MBA (LEADERSHIP)

MBA (RETAIL AND HYPERMARKET)
KPT/JPS (A10295) 08/19

MBA (SERVICES MANAGEMENT) KPT/JPS (A10670) 11/19

MASTER IN STRATEGIC
HUMAN RESOURCE MANAGEMENT
KPT/JPS (A10141) 08/19

MASTER OF PUBLIC POLICY
KPT/JPS (PA5269) 01/20

DUAL MASTER'S DEGREE AWARD

MBA

(GLOBAL ISLAMIC FINANCE)

KPT/JPS (A10140) 09/19

in collaboration with



IBSA partners



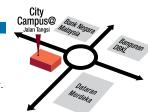
University of Valencia, Spain



University of Applied Sciences Bremen, Germany



University of North Carolina Wilmington, USA



Tel :+ 603 2730 7000 ext. 7228 (Lily) / 7229 (Azrin) / 7230 (Sunny) / 7231 (Mior) / 7221 (Faizah)

Fax : + 603 2730 7234 Email: marketing@unirazak.edu.my





@MyHeartUNIRAZAK

MyHeartUN**I**RAZAK









KPJ HEALTHCARE BERHAD



Premier Screening and Wellness Centers



Cardiac Services



Orthopaedic and Sports Injury Services



Cosmetic and Reconstructive Services



Oncology, Chemotherapy and Radiotherapy Services



Reproductive Medicine



Paediatric and Neonatal Services

Care for Life

Since 1981, KPJ has established itself as one of the region's leading private healthcare service providers. KPJ's network has more than 30 specialist hospitals altogether, at home and abroad. The KPJ Healthcare University College (KPJUC) provides an extensive range of healthcare-centred programmes.









KPJ HEALTHCARE BERHAD

Head Office: Level 12, Menara 238, 238 Jalan Tun Razak, 50400 Kuala Lumpur, Malaysia Email: kpj@kpjhealth.com.my Tel: +6(03) 2681 6222 Fax: +6(03) 2681 6888 www.kpjhealth.com.my

AWARDS AND ACCOLADES OF KPJ HEALTHCARE BERHAD

























































DECEMBER 6 - 7, 2016 KUALA LUMPUR CONVENTION CENTRE (KLCC)

ORCHESTRATING SUCCESS **LEADING | ENGAGING | REINVENTING**

HRDF Conference & Exhibition 2016 is a two day conference, celebrating the people potential with great competencies as to accelerate the quality of human capital development in creating global competitiveness.

Various topics and issues on human resources development will be discussed by industry leaders, CEOs, policy makers, regulators as well as experts and strategists. Take advantage of insights into wide-ranging issues of relevance directly from those in the know.

Be inspired by the people making their voices heard and whose visionaries will leave you in awe. Join us at the HRDF Conference & Exhibition 2016!

For full details and online registration, please visit our official website:

www.hrdfconference.com.my

Amongst Featured Speakers



Kate Sweetman Co-Author of Reinvention: Accelerating Results in The Age of Disruption **REINVENTION: THE AGE OF DISRUPTION**



Dr. Jean-Francois Manzoni Professor IMD Business School, Switzerland **ACCELERATING THE DEVELOPMENT** OF GLOBAL LEADERS: WHAT NEEDS TO CHANGE FOR US TO MEET THE CHALLENGE



Ron Thomas Senior International Faculty Human Capital Institute, USA **REINVENTING HR:** PREPARING FOR THE NEW MODEL



Dato' Amiruddin Abdul Satar President & Managing Director KPJ Healthcare Berhad **RE-THINKING THE WAY WE WORK**



Brvan Loo Chief Executive Officer Chatime Malaysia GOOD TIME, GREAT TEA, **GREAT TEAM!**



Dr. Dickson Lukose Chief Data Scientist GCS Agile (Australia) **ARTIFICIAL INTELLIGENCE:** THE FUTURE OF WORK

For enquiry:

HRDF PRODUCT MARKETING DIVISION

Pembangunan Sumber Manusia Berhad (545143-D) Wisma HRDF, Jalan Beringin, Damansara Heights, 50490, Kuala Lumpur Email : azrulsyafiq@hrdf.com.my | mohdkhairizal@hrdf.com.my | mhafizee@hrdf.com.my Toll Free 1-800-88-4800 Tel: 03 - 2096 4961 / 4604 / 4958

Fax: 03 - 2096 4943 / 2087 6387







Follow us:

