

SPECIAL ISSUE

MARKETEER

ISSUE I / 2013

COVER STORY

• Prime Minister
YAB Dato' Sri Mohd. Najib Tun Abdul Razak
speaks on
Marketing Innovation Globally

INSIDE

- Your Brain Runs Your Life
- Stop Struggling and Start Marketing

FEATURE

- Malaysian SMEs Can Create High Income Economy
- Marketing: Changing The Wold of Business

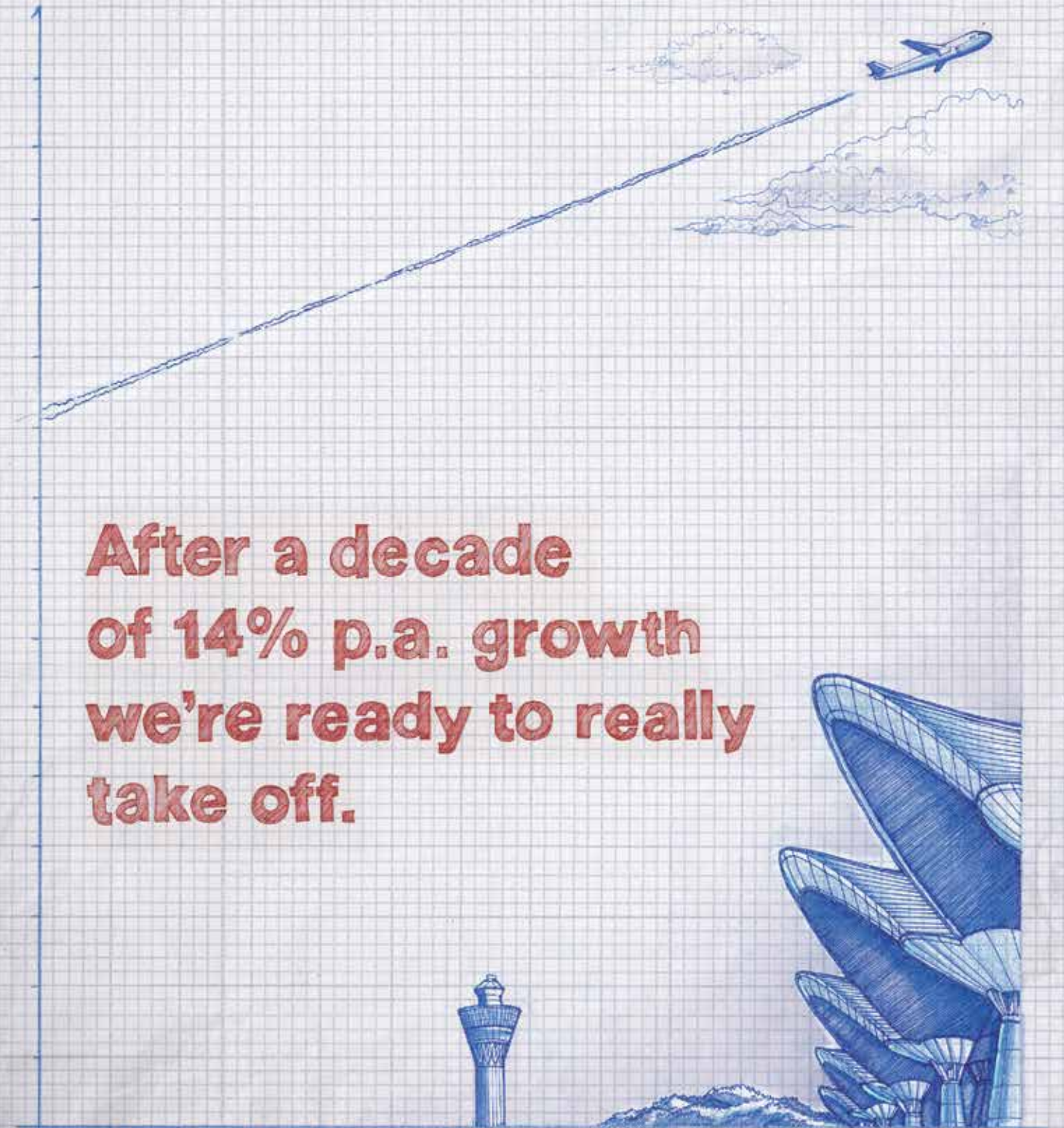
POSITIVE TALK

- A New Dawn Begins



INSTITUTE OF MARKETING MALAYSIA

For Members Only

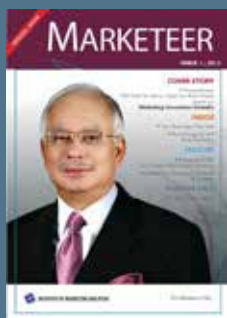


**After a decade
of 14% p.a. growth
we're ready to really
take off.**

**Profit from Malaysia's transformation into
Asia's leading travel destination.**

Travellers love Malaysia. That's why the country's tourism industry has been growing an average of 14% per year over the last 10 years. Today, the Malaysian Government is implementing its Economic Transformation Programme (ETP) to take the country further. A concerted effort involving the public and private sectors, ETP measures involving tourism is especially exciting. From turning Malaysia into Asia's

next shopping destination and further establishing the country as a business tourism destination par excellence, to positioning itself as a nature adventure destination for families, the country can expect even more visitors by 2020 – 36 million of them. That's a growth of 1.5 times. And Malaysia Airports will be here, greeting them all. It's a great opportunity for us, and for airlines with the foresight to profit from it.



COVER

YAB. Dato' Sri Mohd. Najib Tun Abdul Razak, Prime Minister of Malaysia speaks on Marketing Innovation Globally.

CONTENTS

MARKETING INNOVATION GLOBALLY	4
MOVING FORWARD WITH INNOVATION	6
TALK BY TAN SRI RAFIDAH AZIZ Malaysian SMEs Can Create High Income Economy	8
MARKETING: Changing The World of Business	12
POSITIVE TALK A New Dawn Begins	13
BRAIN RULES Your Brain Runs Your Life	14
SELLING STRATEGIES FOR GROWING YOUR BUSINESS Stop Struggling and Start Marketing	18
MEMBERSHIP UPDATE Corporate / Individual / Student & Life Members	21
CORPORATE INFO	25
BOWLING TOURNAMENT 2012	26



PRESIDENT'S MESSAGE Marketing Innovation

Marketing Innovation is defined as a part of business exchange which covers how the industry is evolving in the face of new technology and ways of communicating.

This covers the new innovation in marketing from new tools to how people rethink how to get their messages out.

The good thing about Marketing Innovation is that it helps in attracting new customers and retaining old customers.

Even Prime Minister Dato' Sri Mohd. Najib Tun Abdul Razak said in his new year article that a key policy of the government is turning Malaysia into a nation focused on innovation you could call this my ongoing "resolution".

"Indeed, one of the focuses of this year's Budget is inculcating Inno-vention, Increasing Productivity", Najib added.

"You may well ask whether there are more immediate and tangible matters that the Government should be addressing. As in any country, we have problems and priorities that require focused attention and swift action. But we must also make time for longer-term goals and fostering an "innovative nation" is one of them."

Therefore bringing marketing globally Malaysian products into the picture of innovation, new ways and strategies can push Made in Malaysia products overseas as an innovative nation. Innovation is one of the driving forces behind a modern high-income economy.

When we come up with new ideas and products and bringing them successfully to market not only makes our businesses more competitive, it also makes our economy stronger and more able to compete in the global marketplace. According to Najib the world is constantly seeking newer and better technologies.

"In this new era of high tech and information-driven economies, we cannot underestimate the importance of cultivating a healthy mind-set geared towards generating fresh ideas and an economic and social environment that stimulates them. Innovation is what drives progress, and the potential for our nation to profit from it is huge," Najib said.

The Institute of Marketing Malaysia endorses the Prime Minister's vision for innovation and agrees that we have put in place initiatives to create an environment that supports innovators and entrepreneurs and marketeers.


DATO' SHARIFAH MOHD. ISMAIL

***Read PM's article, Page 6**

MARKETING INNOVATION GLOBALLY



Prime Minister Dato' Sri Mohd. Najib Tun Abdul Razak said innovations should be looked at in the context of efforts to eradicate poverty, improve public health, agricultural development and so on.

Malaysia will in the coming decade shape up to be a high income economy. To achieve this Malaysians will have to improve their innovative skills, commercialise the innovations and market our home grown products globally.

Prime Minister Dato' Sri Mohd. Najib Tun Abdul Razak said innovations should be looked at in the context of efforts to eradicate poverty, improve public health, agricultural development and so on.

In June 2012, at TAR College, he said: "The technologies collaboratively produced here, in crucial sectors such as healthcare, telecommunications, agriculture and education, have the potential of creating millions of ringgit in revenue for the innovators, in addition to improving the quality of life for all of us. I congratulate everyone involved, and to Agensi Inovasi Malaysia (AIM) for making it happen."

"In our effort to increase the Nation's economic standing, we need to realise that innovation is not the exclusive right of scientists and academicians. Inclusive Innovation requires innovation to be injected in every economic activity that touches all communities and pockets of society.

"It requires more commitment and meaningful participation from all parties - academic and research institutions, the public sector, industry as well as the Rakyat. This synergy, as illustrated in the Quadruple Helix model is necessary to ensure Inclusive Innovation becomes a reality."

For this to be realized, the Prime Minister said the Ministry of Science, Technology and Innovations would present a working paper on grassroots innovation to look at ways of adopting best practices elsewhere which had proven to be successful in tackling the basic needs and requirements of the people.

With regard to the concern on the lack of interest in science and mathematics among students and the level of innovations that was still low especially in the small and medium enterprises (SMEs), Najib said that this would continue to be given emphasis and tackled aggressively.

He hoped that with the road map on human capital in the SMEs that was being developed, the Science, Technology and Innovations Policy and the Science Act that were being formulated could be ready by the end of the year (2012).

"I believe this initiative can tackle critical issues such as the development of human capital, the small number of researchers, the poor development in science career, the modest investment in research and development (R&D) and the level of innovations that is still unsatisfactory," he said.

In October this year (2012), at the launch of the Innovation Business Opportunities, Najib said:

“ Strategies alone are insufficient. They have to be executed. The government is well aware that plans and strategies have to be put in action. Wealth creation requires innovative measures and let me share with you what has been achieved, over a few mere months. ”

One key aspect of the National Innovation Strategy is that Malaysia must create brand new wealth from technological and scientific innovation. As you are aware, our Universities and Public Research Institutes have been engaged in this process over the last few decades. It is now time to extract commercial value from their ingenious work.

In April this year, Najib said: “I announced the first round of 42 Innovation Business Opportunities (IBOs) for Competitive Bidding. These consisted of new products or technologies from our Universities and Public Research Institutes that have commercial potential and can be the source of new wealth creation by the private sector.

“Today, I am pleased to announce the outcome of Phase 1 IBOs. There were 15 single bids and these have all been signed. The revenue from these 15 projects is expected to be RM126 million by the end of the 3rd year. The cumulative figure would be even higher.

“There were Multiple Bids for 7 of the IBOs and AIM’s Governance Council selected and approved the 7 winning bids, based on their merits. These are expected to create new wealth of RM706 million at the end of Year 3.

“There are still 18 projects in negotiations and the successful bidders will be selected at the appropriate time. These projects add additional RM748 million to the GNI, by the 3rd year.”

It must be kept in mind that the above revenues, totaling RM1.58 billion over 3 years, are new wealth opportunities unearthed by the government. “This is what a responsible government does – produce visible and tangible results for the rakyat, not spur rhetorics or make empty promises. Real results come from real work, not imaginary plans,” Najib added.

Let's go global and market Malaysia's innovative products to every corner of the earth.



Prime Minister YAB Dato' Sri Mohd. Najib Tun Abdul Razak at the launch of the Genovasi Initiative accompanied by Dato' Sri Kamal Jit Singh, CEO UNIK (right) and Mark Rozario CEO AIM (second from right)

MOVING FORWARD WITH INNOVATION

by DATUK SERI NAJIB TUN RAZAK



Looking forward: Najib is eager to see what the next generation of innovators can come up with.

Innovation is what drives progress and the potential for our nation to profit from it is huge.

IT is just four days into January, so I would like to wish everyone a Happy New Year. Many people are probably trying to uphold the various New Year resolutions they have made. I know this is hard and I wish them every success in implementing their pledges. Over the years, I have learnt that the way to keep a resolution is to take it seriously, prioritise and dedicate time and effort to the task in hand.

The same is true of government policy. Things don't just happen by themselves there is a lot of blood, sweat and tears involved in implementing reforms.

A key policy of our government is turning Malaysia into a nation focused on innovation you could call this my ongoing "resolution".

Indeed, one of the focuses of this year's Budget is "Inculcating Inno-vation, Increasing Productivity".

You may well ask whether there are more immediate and tangible matters that the Government should be addressing. As in any country, we have problems and priorities that require focused attention and swift action. But we must also make time for longer-term goals and fostering an "innovative nation" is one of them.

Innovation is one of the driving forces behind a modern high-income economy. Coming up with new ideas and products and bringing them successfully to market not only makes our businesses more competitive, it also makes our economy stronger and more able to compete in the global marketplace.

The world is constantly seeking newer and better technologies.

In this new era of high tech and information-driven economies, we cannot underestimate the importance of cultivating a healthy mind-set geared towards generating fresh ideas and an economic and social environment that stimulates them. Innovation is what drives progress, and the potential for our nation to profit from it is huge.

This is why we have put in place initiatives to create an environment that supports innovators and entrepreneurs: for example, we have introduced new tax breaks for "angel investors" who put money into start-up companies, while the Intellectual Property Financing Fund helps young companies use their ideas as collateral for financing.

These policies are already making a tangible difference: this year, the Government launched several new products developed under the "Innovation Business Opportunities" programme, ranging from new diabetic foods to a rice cooker that automatically drains excess starch.

When it comes to innovation, Malaysia is doing well. But we must not be complacent. Encouraging innovation should be a moving target because we can always do better.

I am sure that, as I write this article, there are many budding ideas out there in the minds of the rakyat. If you have an idea you think has potential, share it with Agensi Inovasi Malaysia at www.innovation.my. I look forward to seeing what the next generation of innovators comes up with.

Najib Tun Razak's, Prime Minister of Malaysia, commentary is part of the Ignite column series in support of innovation in Malaysia.

The Star, Friday 4 January, 2013





"Go Beyond What You Think Possible"

Unleash your potential here at
OYA Graduate School of Business

With more than 3,000 students currently enrolled in MBA, MSc, DBA and PhD programmes, OYA Graduate School of Business is one of the largest graduate schools in the World. The diversity of our students with various industrial backgrounds and nationalities provides an important business networking for future career progress. Offering 'Relevant' curriculum, we are proud to nurture and develop 'Responsive' and 'Responsible' future business leaders. At OYA Graduate School of Business, we believe in innovation and continuous improvements. 2011 Innovation Leadership Award by CMO Asia's Best B-Schools Award and 2011 World Top 30 Rising MBA Stars by FindyourMBA say it all. We thus invite those with the brightest and creative minds to become part of our innovative academic community.

OYA

OTHMAN YEOP ABDULLAH
Graduate School of Business



Othman Yeop Abdullah
Graduate School of Business

Universiti Utara Malaysia

www.oyagsb.uum.edu.my

MALAYSIAN SMEs CAN CREATE HIGH INCOME ECONOMY

The SME Masterplan will be the 'game changer' to accelerate the growth of Small and Medium Enterprises to achieve high income nation status by 2020.



Tan Sri Rafidah Aziz was confident that the SMEs will assume a greater role in the economy. SMEs will not only be an enabler but as a key driver of growth as well as to achieve inclusive and balanced growth.

"SMEs are critical to the economic transformation as they form the endogenous source of growth and bedrock of private sector activity. SMEs also stimulate, innovate and act as stabilisers of growth during an economic slowdown. Hence, it is vital to build a strong base of vibrant and competitive SMEs that are resilient to challenges, including pressures arising from liberalisation of markets.

"The Masterplan will be for all SMEs in Malaysia, irrespective of sector, gender, geographical region and ethnic background.

Successful implementation of the Masterplan will result in raising the contribution of SMEs to the economy by 2020.

In her paper entitled "Role of SMEs in Creating a High Income Economy" Rafidah said the contribution of the small and medium enterprises (SMEs) to the country's economy are expected to increase from the current 32 per cent to 41 per cent in the next eight years.

Speaking to about 200 people who attended the high tea talk organized by the Institute of Marketing Malaysia at Menara KL, she said despite the challenging times ahead, Malaysian SMEs would be resilient enough to put good innovative products in the market.

" Local SMEs were well tested in the 2009 economic crisis, and they were able to recover very fast like two years ago during the recession. "

Malaysian SMEs, Rafidah added should look at new areas of business in the coming years, such as biomedical which has a huge potential.

Rafidah, who is also AirAsia X chairman, said a special mechanism on research and development on innovation should be set up for the SMEs to engage with research institutes and universities to enhance their operations.

She said the R & D is essential as Malaysia needs to fully utilise the remaining eight years to boost SMEs' performance in the market, or else, the companies may ignore the importance of innovation in business. She believed that the government should provide a special fund for the SMEs to conduct R&D. "I've been told that our local SMEs spend less than 0.06 per cent of their revenue on research," she added.

Malaysian companies which already have brands, well known in the domestic market, should avail themselves of such assistance packages, such as the Brand Promotion Grant offered by the Government, through MATRADE, which provides:

- **A 100 per cent reimbursable grant for the further development and promotion of their brands, subject to a maximum grant of RM1 million per company for small and medium-sized enterprises; and**

- **A 50 per cent reimbursable grant subject to a maximum of RM2 million per company, for the larger enterprises.**

Improvements in the government delivery system are also on-going. In MITI for example, SME Corporation Malaysia (SMECORP) has implemented since 15 February 2007, an Inter-Bank fund transfer system, aimed at facilitating payments of up to RM100,000.00, without the need to prepare hard-copy vouchers or cheques.

This has resulted in shortening the time taken for payments and disbursements made by SMECORP to SMEs, to only 3 working days, instead of the previous 12 working days.

On their part, companies and businesses must also be prepared to change and adjust practices and processes, or even transform their entire business, to be able to meet global standards and requirements and new market demands, and to successfully compete in the global marketplace.

Companies should no longer benchmark their performances against domestic competitors, but against global companies and competitors.

Challenges facing companies in the global market include complying with standards, whether mandatory or voluntary, which relate to issues such as health, environment and quality. In order to compete effectively and successfully, Malaysian manufactures and exporters should strive to meet such requirements of the global market.

Manufactures and exporters of chemicals and chemical products for example, can increase their market share in the EU, if they are able to comply with the requirements of the EU Regulations on the Registration, Evaluation and Authorisation of Chemicals.

Electrical and Electronics goods would have better market access, if hazardous materials in these goods are substituted by environment friendly materials, which can meet the requirement of the EU directive on Waste from Electrical and Electronics Equipments or WEEE.



Tan Sri Rafidah said that Malaysia's next step is to push its current SMEs to the next level as SMEs are expected to play an important economic agent in achieving a high income nation status.



Prof. Dr. Nor Azila Mohd Noor of Universiti Utara Malaysia (UUM) asking Tan Sri Rafidah for some tips on how to encourage students to be involved in entrepreneurship.

Food products which meet international health and safety standards, such as the Food Code and Hazard Analysis and Critical Control Points or HACCP, would more easily find consumer acceptance worldwide.

In the furniture industry, the use of wood sourced from sustainably managed forests, can provide the extra edge for exports of wood and wood products from Malaysia.

MITI and its agencies will continue to disseminate up-to-date information to the private sector, pertaining

to latest developments in the markets of Malaysia's trading partners, in order to enable companies in Malaysia to undertake the necessary changes and adaptation, to compete successfully in these markets.

Such information often relate to new procedures, rules and regulations, as well as market opening measures.

Thus it is important the companies sensitise to all these developments and act accordingly, Rafidah said.



Present to lend support - seated from left : Dato' Sharifah Mohd. Ismail, President IMM, YB. Tan Sri Rafidah Aziz, Tan Sri Dato' IR. Haji Md. Radzi bin Haji Mansor., IMM's Fellow.

Standing from left: Mr. CM Vigneswaran, Deputy CEO, PSMB, Dato' Zuraidah Mohd Said, CEO, Menara KL, Puan Hamidah Karim, IMM's Advisor, Dato' Hafsa Hashim , CEO SMECorp, Puan Hasnah Ismail, Consultant Might Meteor, and Assoc. Prof. Dr. Syed Musa Syed Jaafar Alhabshi , Dean, Graduate School of Business, UNIRAZAK.

can you cook as a team?

- Are there prima donnas in your office?
- Can your team communicate & co-operate with each other?
- Is your team sick of the same old team building exercises?

Taylor's University's CPE Team has cooked up the ultimate team building challenge: COOK AS A TEAM. In the demanding environment of the corporate world, teamwork and cooperation is crucial to ensure operational efficiency.

programme overview

Cooking as a team is a fun, innovative and engaging way to build and improve team dynamics. Teams would master the art of teamwork by planning and cooking a gourmet meal which they would then enjoy together!

If there's one thing we all have in common, it's that we like to eat. The Culinary Team Building Experience is an effective way to bring diverse team members together, have them bond as a group, and learn more about each other.

The culinary programme encourages team members to instil trust, faith, cooperation and understanding in one another when returning to their job roles.

For details, please contact CPE at 603-5629 5000, email us at cpe@taylorsof.edu.my or visit www.taylorsof.edu.my



TAYLOR'S
UNIVERSITY
Wisdom • Integrity • Excellence

Taylor's University Lakeside Campus JPT/8PP/1000-801/67/IM.2(32) KPT/IPS/OFT/US/B21

No.1, Jalan Taylor's, 47500 Subang Jaya, Selangor Darul Ehsan Tel: 603-5629-5000 Email: cpe@taylor's.edu.my Website: www.taylor's.edu.my

Taylor's Centre for Continuing Professional Education of Taylor's University Sdn. Bhd. (149634-D) is registered and approved by the Pembangunan Sumber Manusia Berhad (PSMB), as a Category A Training Provider with registration number 0420, to run training programmes.

MARKETING: CHANGING THE 'WORLD OF BUSINESS'

by JUSTIN YAP

Marketing strategy is pivotal to the success of a business. Without marketing, businesses may offer the best products or services in the industry but none of the potential customers will know about it. BizHive Weekly speaks to some leading players to get their views on how important it is for a company to adopt a marketing strategy.

"Strategy without tactics is the slowest route to victory; tactics without strategy is the noise before defeat." Sun Tzu — The Art of War

Ask a new business owner what his marketing strategy is and he will most likely say it is to sell as many products as possible to as many people as possible but many do not know that the heart of a business success lies in its marketing efforts.

"Without marketing, businesses may offer the best products or services in the industry but none of the potential customers will know about it. Without marketing, sales may crash and companies may have to close," Institute of Marketing Malaysia (IMM) president Datuk Sharifah Ismail said in a reply to BizHive Weekly's interview.

"A lot of business owners make the mistake of having the impression that marketing is all about sales, which is not true. Instead, it has evolved over the years – those days we talked about customer satisfaction, nowadays we talk about customer intimacy," she highlighted.

Sharifah further pointed out that when it came to small business marketing, more was not necessarily better. Inconsistency in marketing could kill a small business.

"It is important to find the marketing vehicles that work. Often small business owners and entrepreneurs are trying too many marketing initiatives at a time and not only run out of money which creates frustration, but they are also killing their own businesses at the same time," she added.

The earlier approach to a marketing plan was the well-known 4P's strategy, which is also known as marketing mix. In the last decade or so, four more 'Ps' have been included in most companies' marketing plans, which brings the total to 8P's.

The 8P's of marketing plan are product, place and time, price, promotion, process, physical environment, people as well as productivity and quality.

"When you add the other elements that are traditionally present in a marketing plan – sales data, financial data, product data, advertising and promotion data, and market data – you will have a completed marketing plan," Sharifah explained.

With the addition of the internet and social media, there are more marketing opportunities than ever and "a marketing plan will help to choose how and where to get the message out," she added. In terms of marketing strategy, Sharifah stressed that a good marketing strategy should be drawn from market research, customer feedback and information gathered from the market itself as well as understanding the latest trends in marketing.

"I believe that one must always listen to the pulse of the market in order to be successful," she noted. "The marketing strategy of a business is the foundation of a marketing plan and it is the key to achieving business success."

In Malaysia, she opined that marketing was definitely not filling its potential, especially among the small and medium enterprises (SMEs). Companies needed to move to technology-enabled marketing to achieve precision marketing while developing better measures of return on investment (ROI) impact.

Many Malaysian companies are still lack of training in terms of marketing because they are more product-focused to a market instead of being a customer-focused organisation.

"Marketing must become the driver of a business strategy," she highlighted. "We are doing great though there are still plenty of opportunities for us to do better and take our business and brands to the next level of success."

"We need to learn from the world's best in order to be the best. We have implemented great marketing strategies and thus we have local companies that have made it as global brands."

The hardest question for a company is "how do you market your products to the millennial generation (Gen-Y) going forward?"

According to marketing research firm Kelton Research, Gen-Y is the most educated, diverse, tech-proficient and soon-to-be largest generation ever. It was also a generation that distrusted traditional advertising and would more likely to listen to the opinions of their peers.

As the oldest Gen-Yers reach their mid-30s and increase their spending, the pressure is on for marketers to figure out how to capture this generation's attention.

It revealed that Gen-Y's annual spending exceeded US\$200 billion and they also influenced another US\$50 billion in purchases. By 2017, Gen-Y is expected to eclipse baby boomers in spending power.

"The first generation to grow up with the Internet and mobile devices, Gen-Y is also the first generation to consider behaviours like tweeting and texting along with using Facebook, Google, Wikipedia, and YouTube, not as novel ideas, but as normal aspects of their social lives and their search for information," Sharifah said.

"With an understanding of your business' internal strengths and weaknesses and the external opportunities and threats, you can develop a strategy that plays to your own strengths and matches them to the emerging opportunities."

As conclusion, BizHive Weekly took a deeper look into few of the 'global-known' marketing strategies by compiling data through research and interviews. Two major strategies are highlighted namely Blue Ocean Strategy and Lean Six Sigma as well as opinions and views on the digital marketing strategy.

Sunday, November 25th 2012

BORNEO POST online
THE LARGEST ENGLISH NEWS SITE IN BORNEO

POSITIVE TALK

A NEW DAWN BEGINS



Dato' Bridget Menezes

Where and how shall I begin? What shall I reflect on? Why is this piece so meaningful? I search within myself for apt words to compose this reflection; even an appropriate phrase to kick-start this message may work wonders. Whatever words are used, it would impact different people in different ways.

Like many past years, 2012 has been filled with many accomplishments big and small, challenges with people and circumstances, projects that have opened new avenues and made me learn many new things, befriended new contacts and renewed old ones, besides encountering the usual health hiccups.

Personally, I begin each new day with gratitude and thanks for the peace, happiness and serenity I experience within my inner being.

I look forward to the different faces and hearts that I will interact with during the day. I embrace new encounters with positive vibes, and whatever difficulties come by, I accept it in my stride.

And as I retreat after an eventful day, I reflect on what could have been done better while at the same time, being grateful for another great day. I go into sleep with peace tidings for mankind.

With such an approach and attitude, the years can slip by, the months can zip by, and even faster fly the weeks and days. Therein, I shall not subject myself to the usual need to reflect and ponder on what the new year has in store for me.

Each new day beckons a new start, a fresh clean slate to work on, an awesome beginning; what is important, I have the power to decide how it shall be acted out!

When one thinks along these lines, every day can be a new year! There is no need to wait for the last days of the year to determine what should be changed, what can be improved, what new goals to set forth.

Think now, act immediately and begin to see the positive changes that will surely come by. It has been most rewarding to be able to share my joys, lessons and even hurdles with all my readers. Thank you for your emails, your thoughts, opinions and feedback. It still gives me such joy, even a thunderbolt of surprise, when someone tells me he/she enjoys reading my column.

To one and all, my best wishes and do embrace the New Year with enthusiasm and positive affirmations.

Thought for reflection:
**When you look with a positive vision, you
can embrace new scenes with a sense of
openness and adventure.**

YOUR BRAIN RUNS YOUR LIFE

The brain is an amazing thing, said visiting Canadian Dr. John Medina. "Most of us have no idea what's really going on inside our heads. Yet brain scientists have uncovered details every business leader, parent, and teacher should know."

Dr. Medina is a developmental molecular biologist and research consultant. He is an affiliate Professor of Bioengineering at the University of Washington School of Medicine and Director of the Brain Center for Applied Learning Research at Seattle Pacific University.

In July, he was in Malaysia for three days and conducted a one day seminar. Here, he changed the way Malaysians think, work and live. Dr. Medina did this through his fascinating stories, role play, dramatic animation and sense of humour talking to more than 200 people at the Sunway Putra Hotel.

His new found book Brain Rules examines: "How do we learn? What exactly do sleep and stress do to our brains? Why is multi-tasking a myth? What can science tell us about raising smart, happy children?"

Brain Rules are things we know for sure, and Dr. Medina explained what we may be able to do with that knowledge. In his book Dr. Medina shares lifelong interest in how the brain sciences might influence the way we teach our children and the way we work.

In each chapter, he describes a brain rule - what scientists know for sure about how our brains work - and then offers transformative ideas for our daily lives.

Reading the book, you will discover how:

- Every brain is wired differently
- Exercise improves cognition
- We are designed to never stop learning and exploring
 - Memories are volatile
- Sleep is powerfully linked with the ability to learn
- Vision trumps all of the other senses
 - Stress changes the way we learn



Dr. John Medina is a respected developmental molecular biologist specializing in the study of genes involved in human brain development and the genetics of psychiatric disorders. Dr. John Medina was in Malaysia to share his insights from his latest book on "Brain Rules for Executives."

Multitasking is the great buzz word. As a developmental molecular biologist Medina told his audience the brain can really only focus on one thing at a time.

This alone is the best argument for not talking on your mobile phone while driving. Dr. Medina (The Genetic Inferno) presents readers with a basket containing an even dozen good principles on how the brain works and how we can use them to our benefit at home and work.

The author added that our visual sense trumps all other senses. So pump up those PowerPoint presentations with graphics. The author said that when we don't sleep to give our brain a rest—studies show our neurons firing furiously away while the rest of the body is catching a few z's.

While our brain indeed loses cells as we age, it compensates so that we continue to be able to learn well into our golden years.

You can explore each rule through illustrations, charts and video by clicking his website: <http://www.brainrules.net> These tutorials are designed to reinforce the concepts in the book.

*His talk can be
summed up into*

12 BRAIN RULES

• EXERCISE

Rule 1 Exercise boosts brain power.

Exercise increases oxygen flow into the brain, which reduces brain-bound free radicals. One of the most interesting findings of the past few decades is that an increase in oxygen is always accompanied by an uptick in mental sharpness.

Exercise acts directly on the molecular machinery of the brain itself. It increases neurons' creation, survival, and resistance to damage and stress.

• SURVIVAL

Rule 2 The human brain evolved, too.

The strongest brains survive, not the strongest bodies. Our ability to solve problems, learn from mistakes, and create alliances with other people helps us survive. We took over the world by learning to cooperate and forming teams with our neighbors.

Our ability to understand each other is our chief survival tool. Relationships helped us survive in the jungle and are critical to surviving at work and school today.

If someone does not feel safe with a teacher or boss, he or she may not perform as well. If a student feels misunderstood because the teacher cannot connect with the way the student learns, the student may become isolated.

• WIRING

Rule 3 Every brain is wired differently.

The various regions of the brain develop in different rates in different people. No two people's brains store the same information in the same place.

We have a great number of ways of being intelligent, many of which don't show up on IQ test.

• ATTENTION

Rule 4 We don't pay attention to boring things.

What we pay attention to is profoundly influenced by memory. Our previous experience predicts where we should pay attention. Culture matters too.

Whether in school or in business, these differences can greatly affect how an audience perceives a given presentation. We pay attention to things like emotions, threats and sex.

Regardless of who you are, the brain pays a great deal of attention to these questions: Can I eat it? Will it eat me? Can I mate with it? Will it mate with me? Have I seen it before?

• SHORT-TERM MEMORY

Rule 5 Repeat to remember.

The brain has many types of memory systems. The four types are: encoding, storing, retrieving and forgetting. Information coming into your brain is split into fragments that are sent to different regions of the cortex for storage.

Most of the events that predict whether something learned will also be remembered in the first few seconds of learning. The more elaborately we encode a memory during its initial moments, the stronger it will be. You can improve your chances of remembering something if you reproduce the environment in which you first put it into your brain.



The interactive session and sense of humour of Dr. John Medina encouraged participation.

• LONG-TERM MEMORY

Rule 6 Remember to repeat.

Most memories disappear within minutes, but those that survive the fragile period strengthen with time. Long term memories are formed in a way conversation between the hippocampus and the cortex, until the hippocampus breaks the connection and the memory is fixed in the cortex – which can take years.



We are designed to never stop learning and exploring so continue learning and get the knowledge we want.



Brain Rules are things we know for sure, and Dr. John Medina explained what we may be able to do with that knowledge.

Our brains give us only an approximate view of reality, because they mix new knowledge with past memories and store them together as one. The way to make long term memory more reliable is to incorporate new information gradually and repeat it in timed intervals.

•SLEEP

Rule 7 Sleep well, think well.

The brain is in a constant of tension between cells and chemicals that try to put you to sleep and cells and chemicals that try to keep you awake. The neurons of your brain show vigorous rhythmical activity when you're asleep - perhaps replaying what you learned that day.

People vary in how much sleep they need and when they prefer to get it but the biological drive for an afternoon nap is universal. Loss of sleep hurts attention, executive function, working memory, mood, quantitative skills, logical reasoning and even motor dexterity.

•STRESS

Rule 8 Stressed brains don't learn the same way.

Stress damages virtually every kind of cognition that exists. It damages memory and executive function. It can hurt your motor skills. When you are stressed out over a long period of time it disrupts your immune response. You get sick more often. It disrupts your ability to sleep. You get depressed.

The emotional stability of the home is the single greatest predictor of academic success. If you want your kid to get into Harvard, go home and love your spouse.

•SENSORY INTEGRATION

Rule 9 Stimulate more of the senses.

We absorb information about an event through our senses, translate it into electrical signals (some for sight, others from sound, etc) disperse those signals to separate parts of the brain, then reconstruct what happened, eventually perceiving the event as a whole.

The brain seems to reply partly on past experience in deciding how to combine these signals, so two people can perceive the same event very differently.

Our senses evolved to work together – vision influencing hearing, for example - which means that we learn best if we stimulate several senses at once.

•VISION

Rule 10 Vision trumps all other senses.

We are incredible at remembering pictures. Hear a piece of information, and three days later you'll remember 10% of it. Add a picture and you'll remember 65%.

Pictures beat text as well, in part because reading is so inefficient for us. Our brain sees words as lots of tiny pictures, and we have to identify certain features in the letters to be able to read them. That takes time.

Why is vision such a big deal to us? Perhaps because it's how we've always apprehended major threats, food supplies and reproductive opportunity.



At the end of the seminar participants took the opportunity to meet Dr. John Medina and get their books to be especially autographed by this multi-award winning scientist, educator and author.

•GENDER

Rule 11 Male and female brains are different.

The X chromosome that males have one of and females have two of – though one acts as a backup – is cognitive “hot sports,” carrying an unusually large percentage of genes involved in brain manufacture.

Women are genetically more complex, because the active X chromosomes in their cells are a mix of Mom’s and Dad’s.

Men’s X chromosomes all come from Mom, and their Y chromosome carries less than 100 genes, compared with about 1,500 for the X chromosome.

•EXPLORATION

Rule 12 We are powerful and natural explorers.

Babies are the model of how we learn – not by passive reaction to the environment but by active testing through observation, hypothesis, experiment, and conclusion.

Specific parts of the brain allow this scientific approach. The right prefrontal cortex looks for errors in our hypothesis (“The saber toothed tiger is not harmless”), and an adjoining region tells us to change behavior (“Run!”)

We can recognize and imitate behavior because of “mirror neurons” scattered across the brains. Some parts of our adult brains stay as malleable as a baby’s. so we can create neurons and learn new things throughout our lives.

INTERNATIONAL BRAND PERSONALITY AWARD



Dr. John Medina with “The BrandLaureate Brand Personality Award” presented to him by Dr. KK Johan, President of the Asia Pacific Brand Foundation.

On 11th July 2012, Institute of Marketing Malaysia brought Dr. John Medina to Malaysia to conduct a ONE-Day seminar on “Brain Rules for Executives” at the Sunway Putra Hotel, Kuala Lumpur. During this event, Dr. John Medina was surprised by the sudden interruption when the President of the Asia Pacific Brand Foundation Dr. K.K. Johan and his team walked in to present him the BrandLaureate Awards. He was awarded The Brand Personality Award.

Brands are not confined to just products and services but include individuals. Successful individuals who have contributed greatly to the growth of a business, brand or an industry are personalities in their own right. The Asia Pacific Brands Foundation (APBF) takes cognizance of the role of these individuals and their contributions to society. The BrandLaureate Brand Personality Award is initiated to honor these successful individuals whose contributions have helped the nation to grow, enhanced the well being of society and make our lives more comfortable.

The Brain Behind
Brain Rules...

Dr. John Medina is a respected developmental molecular biologist specializing in the study of genes involved in human brain development and the genetics of psychiatric disorders.

Dr. Medina holds joint affiliate faculty appointment at the University of Washington School of Medicine and Seattle Pacific University, where he is the Director of the Brain Center for Applied Learning Research.

Dr. Medina is a multi-award winning scientist, educator and author. He has authored dozens of books including the New York Times Best-Seller, Brain Rules. His latest book, Brain Rules for Baby, was the bestselling parenting book on Amazon.

He is also the founding Director of the Talaris Research Institute, a Seattle-based research center originally focused on how infants encode and process information at the cognitive, cellular and molecular levels.

He has been named Outstanding Faculty of the Year at the College of Engineering at the University of Washington; the Merrill Dow/Continuing Medical Education National Teacher of the Year; and, twice, the Bioengineering Student Association Teacher of the Year.

STOP STRUGGLING AND START MARKETING

How can you reach your ideal target customers, differentiate yourself from competition and close your sale? Once a financial consultant, Tom Abbott is now an international sales expert who deals with these difficult business relationship issues. Here, in this article Abbott provides business solutions on how to close your sales.

The author of 'The SOHO Solution: 21 Selling Strategies For Growing Your Small Business, mesmerized more than 200 people sharing his Selling Strategies for Growing Business at a session held at Menara Kuala Lumpur.

In his half day session, he started by saying: "Do you know how to get your prospects to say "yes?" Start by asking yourself what benefits you plan on presenting or demonstrating."

"There's a difference between features and benefits. Features describe what a product or service is or what it does. Benefits describe how a product or service actually helps your prospect — what's in it for them and how the product or service will add value to their life or business.

"Which benefits of your product or service will you demonstrate in your presentation? To illustrate, my business delivers sales coaching, keynotes and training.



Marketing must be the driver of a business strategy and it must get everyone in the organization involved.



Tom is an international sales expert who energises audiences with his signature sales talk on how to stop struggling and start selling.

So, I focus on how this benefits business owners and sales professionals. For example, one of my client's enrolment percentages increased from 20 per cent to 50 per cent, which means my solutions are proven to help them meet their budget."

Tom is an international sales expert who energises audiences with his signature sales talk on how to stop struggling and start selling.

He also offered innovative activities and role-plays, so that sales professionals get better understanding in building stronger relationships with customers.

"I also have one-on-one coaching which offers accountability, personalization and structure. This means that clients receive great value for money."

It is also useful to check in with the prospect during your presentation by asking two questions. The first is, "Do you see how this can help businesses?"

Abbott shared innovative activities and role-played to get his Malaysian audience to understand the benefit of building stronger relationships with customers.



Tom shared innovative activities and role-played to get his audience to understand the benefit of building stronger relationships with customers.

He also dealt with how to handle objections. “In preparing your presentation plan, it’s useful to try to anticipate some common objections. Price is by far the most common objection across most industries.

So, rather than be surprised or caught off guard with this objection, spend some time thinking about your response to it.

“ How will you handle it when a prospect objects to the price of your product or service? How will you respond? You may find it useful to frame your response such that he ends up saying “yes”. ”

Answer the objection, he said, with a response starting with “Isn’t it true that you’ve been training your team internally for some time now and they still have these challenges?”

“Since you have limited time and must meet your budget, wouldn’t you agree that it would be a more effective use of your time to engage us to conduct training, so you can focus on what you do best, which is strategic planning and management?”

To succeed, Abbott said: “Brainstorm the most common objections that you have experienced and anticipate hearing during your presentation and spend some time writing your answers to them. Frame your answers positively with a response starting with “Isn’t it true that...?” or “Wouldn’t you agree that...?”

If you are thinking that you can hit the jackpot with a one-off advertisement in a newspaper or magazine, you need to think again. Spending thousands of dollars on that type of strategy will almost guarantee you a negative return on your investment.

And there is nothing less effective than attending a networking event, making some good contacts and not returning the following month and the month after that.

Consider using Facebook and publishing a blog or an online newsletter as ways of reaching a large number of customers. Look at the return on investment for Facebook, Twitter, LinkedIn, YouTube or Pinterest.



Sharing ideas and asking questions is the best way to learning new things.

SELLING STRATEGIES

Marketeer

Evaluate how worthwhile the impressions that you made were. Measure your results every step of the way.

Some of the questions you should be asking are: "What should you be doing more of? What should you be doing less of? How many times did you gain exposure? How much did each form of exposure cost you in terms of money and time? How many inquiries did you get as a result? How many presentations came out of those inquiries? How many sales came from those presentations?"

Tracking allows you to measure the effectiveness of each of your prospecting activities. Use tools like Google Insights and Google Analytics to get a deeper understanding of what your target customers are searching for (pay particular attention to the keywords they use for finding solution providers in your field online) and how they are behaving on your website.

Abbott provides private sales training for sales team with a refreshingly streetwise perspective that will help your organization boost profits. His coaching focuses on designing actions, managing progress and accountability.

The SOHO Solution: 21 Selling Strategies For Growing Your Small Business is the success manual that is good for home based businesses, small business owners and home office entrepreneurs.

The strategies introduced in weeks 1 through 6 cover customer fundamentals. These strategies teach you how to save time and money by better understanding your customers and finding more effective ways of reaching them.



Brainstorm the most common objections that you have experienced and anticipate hearing during your presentation and spend some time writing your answers to them.

Weeks 7 through 11 address the second area, product fundamentals. These strategies deal with the importance of branding yourself and your business.

A CEO in Thailand who attended his training commented: "Tom trained our consultants and shared several takeaways they could apply to their current selling situation."

Our enrollment percentage has since increased from 20% to 50%. I would highly recommend Tom as a sales trainer for any business looking to get the most from their sales teams".



Tom Abbott (centre) with participants from Telekom Malaysia.

WELCOME ABOARD

NEW CORPORATE MEMBERS

Congratulations and a Warm Welcome to our new Corporate Members who joined the Institute in 2012, as follows :



Universiti Kuala Lumpur (UNiKL)



Nilai University College



Bank Kerjasama Rakyat
Malaysia Berhad

CORPORATE MEMBERSHIP - RENEWAL

A total of 23 (TWENTY-THREE) Corporate Members renewed their membership with IMM for the year 2012/2013. The Institute thank the following Corporate Members for their renewal :



Taylor's University



Universiti Teknikal Malaysia Melaka



ASTURI Metal Builders (M)
Sdn. Bhd.



Telekom Malaysia Berhad



Malayan Banking Berhad



Puncak Niaga Holdings Berhad



Universiti Sains Malaysia



Northport (Malaysia) Berhad



SME Corporation Malaysia



Asia E University



Siemens Malaysia Sdn. Bhd.



MASKargo Sdn. Bhd.

MEMBERSHIP UPDATE

Marketeer



PLUS Berhad



Bank Islam Malaysia Berhad



Projek Lintasan Kota Holdings
Sdn. Bhd.



SEGi International Berhad



UDA Holdings Berhad



MATRADE



ABC Mediaworks Sdn. Bhd.



Malaysia Airports Holdings Berhad



Othman Yeop
Abdullah Graduate School of
Business-UUM



Kolej Poly-Tech MARA
Sdn. Bhd.



Jabatan Muzium Malaysia

INDIVIDUAL MEMBERSHIP UPDATE

The Institute registered 49 (FORTY-NINE) New Ordinary Members, 3 (THREE) New Associate Members, 5 (FIVE) New Student Members, and 3 (THREE) New Life Members in 2012

ORDINARY MEMBERS

Congratulations and a warm welcome to all our new Ordinary Members who joined the Institute in 2012

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
1	Ferozah Haini Bt. Mohamed Ahmad	Lecturer	UiTM, Dungun, Terengganu
2	Shukeri Mohamad Ros	Programme Leader, Commerce Dept.	Politeknik Port Dickson
3	Rosniyati Bt Abd. Razak	Head of Commerce Department	Politeknik Port Dickson
4	Jamilah Hussain	Programme Leader, Commerce Dept.	Politeknik Port Dickson

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
5	Amimah Bt. Talib	Examination Officer	Politeknik Port Dickson
6	Nor Ariefah Hafidza Binti Kadir	Lecturer	Politeknik Port Dickson
7	Dr. Zailin Zainal Ariffin	Senior Lecturer	National Defence University of Malaysia
8	Bob Tee Poh Keong	Managing Director	CG Innovation Sdn Bhd
9	Zainatun Nisa Binti Sapaat	Officer for Higher Learning	Politeknik Merlimau
10	Alexander Augustine Druce	Accounting Tutor	Methodist Pilley Institute
11	Siti Maryam Bt. Mohd. Ariffin	Principal Assistant Director	Dept. of Polytechnic Education, Ministry of Higher Learning
12	Adriell De Lovell Sandah	Customer Service Advisor	British Sky Broadcasting Ltd., U.K.
13	Rita Anak Bajat	Administrative Officer, Marketing Communications	Universiti Putra Malaysia (UPM)
14	Desmond Cheah Swee Cheong	Brand Manager	Pernod Ricard Malaysia
15	Jasmine Cheah Wai Ling	Trade Marketing Executive	URC Snack Foods (M) Sdn Bhd
16	Chan Chee Seng	General Manager	Premier Automobiles Sdn Bhd
17	Ahmad Puad Bin Mohd. Shorbani	Lecturer	Politeknik Kota Bharu
18	Munizan Bt Mohamed Nor	Lecturer	Politeknik Kota Bharu
19	Wan Noraizan Binti Wan Jaafar	Lecturer	Politeknik Kota Bharu
20	Norbaini Binti Ghazali	Lecturer	Politeknik Kota Bharu
21	Mohd. Fadzil Bin Ahmad	Lecturer	Politeknik Kota Bharu
22	Abdullah Bin Mamat	Lecturer	Politeknik Kota Bharu
23	Chong Hing Pheng	HR Director	Tuck Son & Co (Malaysia) Sdn Bhd
24	Jerome Welch	IT Manager	Shell Malaysia
25	Mohd. Hafizi Bin Abdul Fatah	Marketing Manager	Khalifa Productions Sdn Bhd
26	Franklin Hazley Lai	Lecturer	UiTM Sabah
27	Sharifah Nurafizah Binti Syed Annuar	Lecturer	UiTM Sabah
28	Zarina Bt Mohd Noor	Lecturer	Politeknik Kota Bharu
29	Che Marzuki Bin Che Hassan	Lecturer	Politeknik Kota Bharu
30	Nik Ahmad Rizal Bin Wan Ismail	Lecturer	Politeknik Kota Bharu
31	Nurhawani Binti Yaacob	Lecturer	Politeknik Kota Bharu
32	Imelda Albert Gisip	Lecturer	UiTM Sabah
33	Peter Lee	Company Director	M/S Hotel Le Tian Sdn Bhd
34	Mohd Hafeez B. Mohd. Nizam	Market Analyst	Petronas Leadership Centre
35	Shamsuri Othman	Director-Learning Consultant	Petronas Leadership Centre
36	Mohamed Firdaus Hassan	Associate Learning Consultant	Petronas Leadership Centre
37	Siti Sawlehan Bashir Ahmad	Assistant Manager,	Malaysian Institute of Management
38	Lee Suan Siew	Chief Executive Officer	1M Advisory Sdn Bhd
39	Abu Bakar Sedek Bin Jamak	Senior Lecturer	Universiti Teknologi Petronas, Tronoh-Perak
40	Chua Siok Yoong	Senior Brand Manager	Reckitt Benekiser (M) Sdn Bhd
41	Faridah Iriani Bt. Tahir	Director	The Eurasia Consortium Malaysia Sdn Bhd
42	Hoe Koon Siong	Sales Executive	Latimax Healthcare Solutions Sdn Bhd
43	Safiek Bin Mokhlis	Senior Lecturer	Universiti Malaysia Terengganu
44	Lawrence Lee	General Manager	Layang-Layang Island Resort
45	Santhi A/P Govindan	Senior Lecturer	AIMST University

MEMBERSHIP UPDATE

Marketeer

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
46	Mohamed Anwar Bin Abd. Rahman	Training Consultant	ABR Consultancy
47	Chew Wei Han	PA to Chairman	Tan Chong Berhad
48	Dr. Haslinda Hashim	Senior Lecturer	Universiti Putra Malaysia
49	Ong Pei Chin	Sales Executive	Pfizer (Malaysia) Sdn Bhd

ORDINARY MEMBERSHIP RENEWALS

The Institute thanked the following Ordinary Members who renewed their membership with IMM for the year 2012/2013

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
1	Dato' Jimmy Lim Lai Ho	Managing Director	Tokai Engineering
2	Bobby Chua Beng Hooi	Lecturer	Universiti Tunku Abdul Rahman
3	Tengku Nila Putri Bt Tengku Ilham	Senior Vice President	Malaysian Technology Development Corporation
4	Tan Teng Kiat	Director	Syarikat Tan Eng Ann
5	Iris Cheong Kwei Foong	Sales & Marketing Manager	Kinta Properties Holdings Sdn Bhd
6	Karen Kueh Meng Koon	Lecturer	Swineburne University of Technology – Sarawak
7	Jason Yong Kian Chong	Partner	Yong Trading Company
8	Evelyn Tan Siew Foong	Marketing Manager	Genting Property Sdn Bhd
9	Yeap Chin Cheong	General Manager	Ivory Times Square Sdn Bhd
10	Dr. Leow Chee Seng	Senior Consultant	Yale Consultancy Sdn Bhd
11	Jeremy Earl Abrahams	Principal Consultant/ Director	Stratwin Consulting Sdn Bhd
12	Jason Lam Mun Soon	Lecturer	Multimedia University-Melaka
13	Mazlina Binti Mohamed	Lecturer	Politeknik Kota Bharu
14	Masela Ibrahim	General Manager, Corporate Communications	Faber Group Berhad
15	Roslan Bin Mohamed	Manager	Proton Edar Sdn Bhd
16	Tan Vin Sern	Manager	Blossom Paragorn Sdn Bhd
17	Faridah Rohani Rais	Managing Consultant	Beyond Brand Sdn Bhd
18	Shahana Azlan	Consultant	Canadean Ltd, United Kingdom
19	Haslina Azlan	Manager	Telekom Malaysia Consumer Selangor
20	Datin Nor Hafizah Ismail	Lecturer	Universiti Kuala Lumpur

NEW ASSOCIATE MEMBERS

Welcome to THREE (3) New Associate Members who joined IMM in 2012.
They are :

NO	NAME	PROFESSION	COMPANY/ORGANIZATION
1	Faridzul Adzli Bin Mad Adim	Admin/Marketing Executive	Tekad Teguh Engineering Sdn Bhd
2	Law Lai Yuen	Accounts Executive	Nilai Memorial Park (NS) Bhd
3	Choo Yuen Sze	Sales & Marketing Director	Nilai Memorial Park (NS) Bhd

NEW STUDENT MEMBERS

A warm welcome to FIVE (5) New Student Members who joined the Institute in 2012.
They are :

NO	NAME	UNIVERSITY
1	Nurlyana Roslan	UiTM Melaka
2	Tan Kay Pau	Inti College, Johor
3	Azrul Zammir Bin Sobki	Universiti Utara Malaysia
4	Goodarz Javadian Dekhordi	Multimedia University (MMU) Cyberjaya
5	Lee Mei Hui	LimKokWing University

NEW LIFE MEMBERS

Congratulations to our New Life Members who were accepted in 2012 :

- Dr. Marceline LeMarie,
Chief Executive Officer, Katchi Group Sdn Bhd
- YBhg. Dato' Rozalila Abdul Rahman,
Chief Marketing Officer, Telekom Malaysia Berhad
- Puan Faridah Rohani Rais,
Managing Consultant, Beyond Brand Sdn Bhd.

COUNCIL MEMBERS

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 Sdn. Bhd.

PRESIDENT

DATO' SHARIFAH MOHD. ISMAIL

VICE PRESIDENT

DATUK DR. N. MARIMUTHU

HON. SECRETARY

HASLINA AZLAN

ASST. HON SECRETARY

SITI BADARNY SHAMSAIFAH HASSAN

HON. TREASURER

DR. LEOW CHEE SENG

ASST. HON. TREASURER

SARAH TAN MEE LOO

COUNCIL MEMBERS

DATO' ROZALILA ABDUL RAHMAN

ATIKA SULAIMAN

KK LAI

MOHAMED SALLAUDDIN MOHAMED SAH

PROF. DR. SAMSINAR MD. SIDIN

SHAHANA AZLAN

TENGKU NILA PUTRI TENGKU ILHAM

MANAGING EDITOR

DATO' SHARIFAH MOHD. ISMAIL

CONTRIBUTING EDITOR

M. KRISHNAMOORTHY

DESIGN

DQ ADVERTISING SDN. BHD.

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 BOWLING TOURNAMENT 2012



Participants are all geared- up, balls started rolling and all eyes are on the scoreboard.

The long awaited annual event of IMM, Bowling Tournament 2012 finally arrived. The yearly tournament was held on Saturday, 1st December 2012 with official kick off by the President herself, Dato' Sharifah Mohd. Ismail.

The tournament diverse lineup included teams from Pembangunan Sumber Manusia (PSMB), Bank Raykat, Malaysia Airports Berhad, Nilai University, Pharmaniaga Berhad, Telekom Malaysia Berhad (TM), SME Corporation Malaysia, UPM's Putra Business School, WENA, MATRADE, FOMCA, PLUS, Media Prima Berhad, Jabatan Muzium Malaysia, Marplus and Northport, as well as teams from families and friends of IMM.

This year's tournament fully occupied the 36 lanes bowling alley showcasing 144 pro and amateur players, the youngest player being an eight-(8) year old boy who walked home with prizes as well.

The response was overwhelming and it was unfortunate that IMM had to turn down few teams as the lanes have been maximized.

IMM thanked all participating teams for their supporting spirit and congratulates all winners. Winners received prizes and trophies.

Besides the winners, everyone went home with a goodie bag each sponsored by PLUS, over 40 lucky draw prizes were drawn and Grand Prize lucky winner walked away with a 32" LCD TV. Special thanks to all sponsors mainly PLUS, Malaysia Airports Berhad, Media Prima Berhad, Nestle Products Sdn. Bhd. and all other parties and individuals who have contributed towards the success of this tournament.



Team members from Malaysia Airports Berhad with Encik Sallauddin (center) GM Marketing.

We believed everyone had an enjoyable time, great game and opportunities to network with other players and not forgetting bonding with family and friend. Overall it was an exciting event and we look forward to greater participations in a more challenging event in 2013. Till then, keep in touch!



Congratulations to all! See you at our next Bowling Tournament.



powered by **Tm**

Primetime. Anytime. Everytime.™



Channel 173

MALAYSIA'S FIRST DEDICATED FOOTBALL CHANNEL!

Catch the excitement of LIVE football action from the Liga BBVA, Dutch Eredivise, Russian Primera League, Argentinean Primera League, Chelsea TV, City TV and many more – only on HyppTV!



Terms and conditions apply.

HyppTV is available exclusively with UniFi | www.tm.com.my/hypptv

ORC

ONE REFERRAL CENTRE

Your Business Meeting Point

Virtual ORC:
www.smeinfo.com.my
www.smecorp.gov.my

Info Line:
1-300-30-6000

Info Email:
info@smecorp.gov.my



SME CORPORATION MALAYSIA

Level 6, SME 1, Block B, Platinum Sentral, Jalan Stesen Sentral 2, Kuala Lumpur Sentral, 50470 Kuala Lumpur, Malaysia.



603.2775.6000



603.2775.6001



1.300.30.6000



www.smecorp.gov.my