



INSTITUTE OF MARKETING MALAYSIA

# PERFORMANCE REPORT

2015-2016



A Member of



Asia Marketing  
Federation



# CONTENTS

|  |      |         |
|--|------|---------|
| NOTICE OF 27TH ANNUAL GENERAL MEETING      | PAGE | 3       |
| ORGANIZATION PROFILE                       | PAGE | 4       |
| OUR FOUNDER & PAST PATRONS/ADVISORS        | PAGE | 5       |
| MESSAGE FROM OUR PATRON                    | PAGE | 6       |
| PRESIDENT'S REPORT                         | PAGE | 7       |
| MAJOR ACCOMPLISHMENTS 2015-2016            |      |         |
| ● FINANCIAL PERFORMANCE                    | PAGE | 8       |
| ● MEMBERSHIP                               | PAGE | 8       |
| ● TRAINING AND EDUCATION                   | PAGE | 9 - 10  |
| ● WORLD - CLASS SEMINARS                   | PAGE | 10      |
| ● CPM (ASIA)                               | PAGE | 10      |
| ● CPM GRADUATION CLASS 1/2016              | PAGE | 11      |
| ● CEO TALK SERIES                          | PAGE | 12      |
| ● IMM FELLOWSHIP AWARDS 2016               | PAGE | 13 - 14 |
| ● ROYAL HI-TEA                             | PAGE | 15      |
| ● RECOGNITION                              | PAGE | 16      |
| ● PUBLICATION                              | PAGE | 16      |
| ● CHALLENGES & WAY FORWARD                 | PAGE | 17      |
| ● APPRECIATION                             | PAGE | 17      |
| HONORARY SECRETARY'S REPORT                | PAGE | 18 - 21 |
| MINUTES OF THE 26TH ANNUAL GENERAL MEETING | PAGE | 22 - 29 |
| 26TH COUNCIL MEMBERS & IMM STAFF           | PAGE | 30      |
| CALENDAR OF EVENTS 2015                    | PAGE | 31      |
| CALENDAR OF EVENTS 2016                    | PAGE | 32 - 33 |
| EVENTS HIGHLIGHTS 2015/2016                | PAGE | 34 - 48 |
| HONORARY TREASURER'S REPORT                | PAGE | 49      |
| ● FINANCIAL REPORT 2014                    | PAGE | 50 - 54 |
| ● FINANCIAL REPORT 2015                    | PAGE | 55 - 59 |
| OUR CORPORATE MEMBERS                      | PAGE | 60 - 62 |
| APPRECIATION                               | PAGE | 63      |



## COVER

Cover design depicts social network applications which are capable of generating marketing stimuli in reshaping marketing strategies and models globally.

Design + Concept  
David Tan (012 2022236)  
Graphics + Layout  
Maylea Tan  
vdsnetwork@gmail.com



## INSTITUTE OF MARKETING MALAYSIA

### NOTICE OF THE 27TH ANNUAL GENERAL MEETING

**NOTICE IS HEREBY GIVEN** that the 27th Annual General Meeting of the Institute of Marketing Malaysia (IMM) will be held as follows:

**Date :** Saturday, 26th August 2017  
**Time :** 10:00 am to 12:00 noon  
**Venue :** Cahaya I, Level 5, Best Western Hotel,  
No.1, Jalan 13/1, Section 13, 46100 Petaling Jaya, Selangor D.E.

### AGENDA

1. To confirm the Minutes of the 26th Annual General Meeting which was held on the 13th June 2015 at Best Western Hotel, Petaling Jaya, Selangor.
2. To receive the Annual Report of the Council by:
  - President
  - Honorary Secretary
3. To receive and if approved to pass the Accounts for the year ended 31st December 2014 and 31st December 2015.
4. To elect Council Members for the Term 2017 - 2019.
5. To elect Auditors for 2017 - 2019.
6. Any other matters.

**HASLINA AZLAN**  
Honorary Secretary  
3 August 2017



## INSTITUTE OF MARKETING MALAYSIA

### ORGANIZATION PROFILE

#### About IMM

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

#### Vision

To be the only leading non-profit professional body for sales and marketing practitioners in the country.

#### Mission

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

#### Roles & Functions

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

#### International Affiliation

IMM is a member of the Asia Marketing Federation (AMF), a recognized body which was set up in 1991 and is now made up of members comprising sixteen (16) national marketing bodies from Asia region.

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

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



Asia Marketing  
Federation



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





## INSTITUTE OF MARKETING MALAYSIA

### OUR FOUNDER/ PAST PATRONS



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



Y.BHG. DATUK SYED KECHIK  
MOHAMAD  
1979-1982



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



Y.B. TAN SRI MUHYIDDIN  
YASSIN  
MARCH 2008 - APRIL 2009

### OUR PATRON



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

### OUR ADVISORS



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



HAMIDAH KARIM  
Founder  
Prestige Communications



## MESSAGE FROM OUR PATRON



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

Congratulations to the Institute of Marketing Malaysia for the publication of its 2015-2017 Performance Report.

Since its inception, the Institute of Marketing Malaysia has made a positive impact in the sales and marketing industry by creating opportunities not only for its members but also for other professionals to improve and enhance their marketing knowledge and skills. This is achieved through their active participation in IMM's seminars, CEO Talks by renowned CEOs and industry leaders, and professional training programmes.

I am also pleased to note that the Institute's membership base continues to be strengthened as evidenced by the increase in membership.

As its Patron, I will continue to provide support and guidance in the Institute's affairs towards fulfilling its mission and achieving its vision of being the only leading non-profit professional body for sales and marketing practitioners in the country.

I would like to encourage everyone in the industry to join IMM as it continues to contribute positive impact to the people, industry and nation as a whole.

Congratulations once again to the Institute of Marketing Malaysia for its hard work, commitment and dedication in carrying out its role and ensuring delivery of value-added benefits to its members. I wish IMM and all its members the very best and more success in the years to come.

YB DATO' SRI MUSTAPA MOHAMED



*Dato' Sharifah Mohd. Ismail  
President, IMM*

## PRESIDENT'S REPORT

This is the 27th Annual General Meeting (AGM) and the period under review is from January 2015 to December 2016. On behalf of the Council, I am pleased to present this Performance Report of the Institute for the year 2015- 2016.

Since its establishment and over the years and during the period under review, the Institute continues to focus its resources on organizing several training programmes and activities for the benefit of our members as well as other professionals in the industry. However, due to the economic slow-down since 2015, training has been affected with most companies and organizations cutting down on their training budget. Thus, the Institute had to work very hard towards organizing in-house training for smaller groups. The year 2015 also saw the introduction of the Goods & Services Tax (GST) by the Government in April which also affected IMM.

During the period 2015-2016 a total of thirty-four (34) public seminar and training sessions were conducted by the Institute and this has benefited over two thousand (2000) participants not only from within the country but also from overseas especially those around the region.

Besides public seminars we also managed to secure a couple of in-house training programmes. This is a testimony to the confidence of our members towards the capability and capacity of IMM to do the training for their organization. We hope there will be more of such opportunities from our members in the coming years. From participants' feedback our training programmes, trainers as well as contents are of world-class standards with quality delivery and above all value-for-money. We certainly appreciate these feedback and comments and shall continue to improve and perform better in all our training initiatives.

The Institute also continued with its training programmes specifically for SMIs/SMEs under the Skills Upgrading Training programmers with a 70% training grant provided by the Small Medium Enterprise Corporation (SMECORP) until 2014 whereby the grant is now administered by Pembangunan Sumber Manusia Berhad (PSMB). These sessions covering topics on sales, marketing, customer service, business communication as well as coaching and mentoring have benefitted more than 500 entrepreneurs representing various sectors and industries nationwide.

Another great achievement for the Institute for the year 2015-2016 is our CEO Talk series which has indeed received overwhelming support and recognition from the industry. We provided the platform for CEOs of organizations who are our corporate members to host this CEO Talk series not only to share their business success and philosophy but also their personal leadership style in managing their organizations. To many of us these CEOs are role models and great leaders to emulate and the Institute is proud to bring this opportunity to all our members.

For the year 2015-2016 we organized a total of FIVE (5) CEO Talks – hosted by Inland Revenue Board of Malaysia (LHDN), Open University Malaysia (OUM), KPJ Healthcare Berhad (KPJ), MATRADE and Pembangunan Sumber Manusia Berhad (PSMB). We have plans for many more CEOs to take the stage for 2017 and beyond.

All these achievements for the Institute would not have been possible without the support and participation of all of our members. Despite all the challenges faced by the Council we shall continue with our efforts to bring more success and make you proud to be part of the Institute.





## MAJOR ACCOMPLISHMENTS FOR THE YEAR 2015 - 2016

### FINANCIAL PERFORMANCE

For the year 2014-2015 our financial performance remains satisfactory. The Institute's income is derived mostly from seminars, training programmes, membership fees and publication.

At this juncture I would like to thank all our valued members and everyone in the industry who have supported and participated in all our activities and programmes which have ultimately contributed to our good financial performance.

The financial position for the year 2014 - 2015 is as follows:

| Year | Income    | Expenditure | Surplus  |
|------|-----------|-------------|----------|
| 2014 | 1,196,467 | 1,264,472   | (68,005) |
| 2015 | 398,487   | 397,225     | 1,262    |

We are confident that the favourable financial position of the Institute will enable us to organize more events, seminars and conferences for the benefit of all members.

### MEMBERSHIP

There are six (6) categories of membership and these are Corporate, Fellow, Ordinary, Associate, Student and Life Members. Details of membership for the year 2014-2016 are highlighted below :

| Category/Year | 2014         | 2015         | 2016         |
|---------------|--------------|--------------|--------------|
| Life          | 16           | 16           | 19           |
| Corporate     | 142          | 145          | 149          |
| Fellow        | 27           | 27           | 43           |
| Ordinary      | 794          | 813          | 880          |
| Associate     | 9            | 8            | 8            |
| Student       | 208          | 210          | 212          |
| <b>TOTAL</b>  | <b>1,196</b> | <b>1,219</b> | <b>1,311</b> |

The growth of the Institute's membership especially in the Ordinary Member category has been very encouraging. The Institute will continue to work hard and deliver the benefits of membership for all our members.





## TRAINING AND EDUCATION

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



For the years to come, we will continue to work very closely with PSMB to develop new training programmes and courses for employees as well as professionals and entrepreneurs from various industries and sectors.



Many programmes have since been developed among which is the **1Malaysia Globally Recognized Industry and Professional Certification Programme (1MALAYSIAGRIP)** programme to provide opportunity for employees to upgrade their skills by participating in specific fields of training to be a certified expert that is globally recognized that would enhance their career development and earn higher income.

**Certified Professional Marketer – CPM (Asia)**, the highest recognition of marketers who have attained competent level of academic and practical understanding of marketing in the Asia region was re-introduced under **1MALAYSIAGRIP** program in 2016. The professional status is conferred by **Asia Marketing Federation (AMF)** and is endorsed by the national marketing bodies in Asia.



The main objective of this programme is to increase labour supply in the strategic and high impact areas that were identified to reduce country's dependency on external expertise and support the Government's aspiration to achieve developed nation status by the year 2020.

This programme also provided employers with skilled workforce that will enable them to explore business opportunities in higher value chain that is related to Knowledge Intensive activities that are knowledge-based, high-tech and high value-added products/activities in order to be continuously competitive in the global market.

Appointed as a professional training provider by Small and Medium Enterprise Corporation Malaysia (SMECORP) since May 2007, the Institute has since provided training and consultancy to over 3500 entrepreneurs and business owners from various sectors and industries in the country.

Since 2014, the SMIs/SMEs training grant has been administered by Pembangunan Sumber Manusia Berhad (PSMB) and the Institute continues to receive annual grant from PSMB to carry out these training programmes for SMIs/SMEs which enables participating SMIs/SMEs to only pay 30% of course fees while the remaining 70% is borne by PSMB (HRDF).

On behalf of the Council, I would like to place on record our sincere appreciation and gratitude to both SMECORP and PSMB for the opportunities and for their confidence in our training programmes in enhancing the skills and knowledge of our entrepreneurs in the areas of Sales, Marketing, Branding, Professional Image, Business Communications, Presentation Skills and most importantly training on Customers' Experience.

## WORLD-CLASS SEMINARS

It is our mission to further strengthen the role of the Institute as a Registered Training Provider with PSMB to bring the best to the industry in terms of Human Resource Development.

The Institute brought in international trainers and conducted three (3) public seminars in 2015. These seminars have benefitted over 300 participants from various industries and sectors.

[illegible]

A Two-(2) Day Seminar  
**"BRANDING TO THE TOP OF  
 THE WORLD"**  
 by **Irfan Khairi and Peter Gould**  
 10 & 11 March 2015

## FEATURE INTERVIEW

# EXCEEDING SALES TARGETS – There is a way to get your sales team to exceed targets.

Tom Abbott an international sales expert and author of *The SINCED Solution* and *Secret Selling* said the way to do it is for your team to master leadership techniques.

In a one-day Sales Leadership and Management workshop he encouraged more than 300 people to be more autonomous, proactive and high performing in sales.

To make the difference, Abbott said that organizations should build a team of sales professionals who reach their potential and consistently exceed desired selling behaviors.

“The key to exceeding objectives is sales reps to use the way to go performance routine, build a high performance sales culture and helping sales teams to overcome what is challenging and find their own solutions is vital in the continuing sales work.”

Tom shared with your team to inspire them to reach their full potential and to use the time keeping successful campaigns that will evolve through insight and commitment to action.



Tom Abbott an international sales expert and author of *The SINCED Solution* and *Secret Selling*

Make sales teams accountable for achieving sales targets. Client said this is a one-day Sales Leadership seminar organized by the Institute of Marketing Malaysia.

He has conducted international seminars with sales team across Asia Pacific to help them generate leads, stand apart from competitors by driving more sales in his time.

Recently, his client's closing percentages increased from 20 to 30% within months of training.

In his seminar, he emphasized audience and team process solutions demonstrating on how to build high sales pressure.



Tom

A One-(1) Day Seminar  
**"SALES LEADERSHIP"**  
**LEADING SALES TEAMS TO**  
**EXCEEDING TARGETS**  
 by **Tom Abbott**  
 28 May 2015

[illegible]

A One-(1) Day Seminar  
**"SOCIAL SELLING"**  
**10 ESSENTIAL STRATEGIES TO  
 PROSPECT, POSITION AND PRESENT  
 USING SOCIAL MEDIA**  
 by **Tom Abbott**  
 15 October 2015

**CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA)**

In 2016, the Institute organized two (2) sessions/classes of the Certified Professional Marketer – CPM (Asia) conducted over the weekends and examinations were held in April and October 2016 respectively.

For the April examination we had twenty-four (24) candidates whilst for the October examination we had nine (9) candidates.

All the thirty-three (33) candidates comprising of Entrepreneurs, Executives, Managers and CEOs graduated under the CPM (Asia) program in 2016 amongst which twenty (20) of them were fully sponsored by HRDF under 1MALAYSIAGRIP scheme.



IMM is proud to have recorded a 100% passing of the examinations making it history for both the Institute and the country.

More than one thousand marketers have been certified in many Asian countries. They come from multinational corporations to local small-and-medium size enterprises. Successful candidates are members of the CPM (Asia) society, which allow them to network with one another.

In Malaysia to date we have eighty seven (87) CPM graduates serving several organisations in various capacities from both the public and private sectors as well as entrepreneurs and self-employed individuals.

It is our hope that with the support from everyone in the industry and in our efforts to move towards certification qualification for our marketing professionals we will be able to increase the number of CPM graduates in the country and be amongst the top provider in the region.



### CPM GRADUATION FOR CLASS 1/2016

The Institute takes this opportunity to congratulate the graduates of Certified Professional Marketer – CPM (Asia) Class 1/2016 whereby a simple graduation ceremony was held on 22 October 2016 at Impiana KLCC Hotel, Kuala Lumpur to celebrate their success.



Our Guest of Honour Tan Sri Rafidah Aziz graced the occasion and presented the Certificates to all Graduates. Their commitment and hard work have surely paid off and made us all proud. With your support and encouragement we hope to have many more such graduation ceremony in years to come.





## CEO TALK SERIES

IMM introduced its inaugural CEO Talk series in 2009 with the main objective of building an effective and winsome platform that woos members and inspire action to emulate the success stories from the experiences and first-hand information shared by decision makers and current leaders from different businesses and industries. In addition, it also creates productive networking sessions and provides opportunity for personal interaction between participants and CEOs.

With support from our corporate members and the industry IMM organized Three (3) more CEO Talks in 2015 and Two (2) in 2016 respectively.

2015



**YBHG. KOL. (K) TAN SRI DATUK WIRA  
DR. HJ. MOHD SHUKOR BIN HJ. MAHFAR**  
Director General & Chief Executive Officer  
Inland Revenue Board Malaysia  
**"DRIVEN BY VISION, FUELLED BY  
CREATIVITY & INNOVATION"**  
30 March 2015



**YBHG. PROF. EMERITUS  
TAN SRI ANUWAR ALI**  
President/Vice Chancellor  
Open University Malaysia  
**"EXCELLENCE IN HIGHER EDUCATION:  
THE IMPORTANCE OF QUALITY &  
INNOVATION"**  
9 June 2015



**YBHG. TAN SRI SITI SADIAH  
SHEIKH BAKIR**  
Director of KPJ Healthcare Berhad  
Chairman and Pro-Chancellor of  
KPJ Healthcare University College  
**"SUSTAINABILITY  
- THE CHALLENGES OF LEADERSHIP"**  
9 September 2015

2016



**YBHG. DATO' C.M. VIGNAESVARAN**  
Chief Executive Officer Human Resources  
Development Fund Berhad  
**"UP-SKILLING OF THE NATION'S WORKFORCE  
VIA THE HRDF 30% POOL FUND"**  
12 April 2016



**YBHG. DATO' DZULKIFLI MAHMUD**  
Chief Executive Officer  
Malaysia External Trade  
Development Corporation (MATRADE)  
**"MAKING EXPORTS A NATIONAL AGENDA"**  
17 Mar 2016

IMM will continue to bring in the best in terms of experiential learning and knowledge sharing for all our members by bringing in world-class speakers and renowned CEOs for the benefit of our members and all Malaysians.



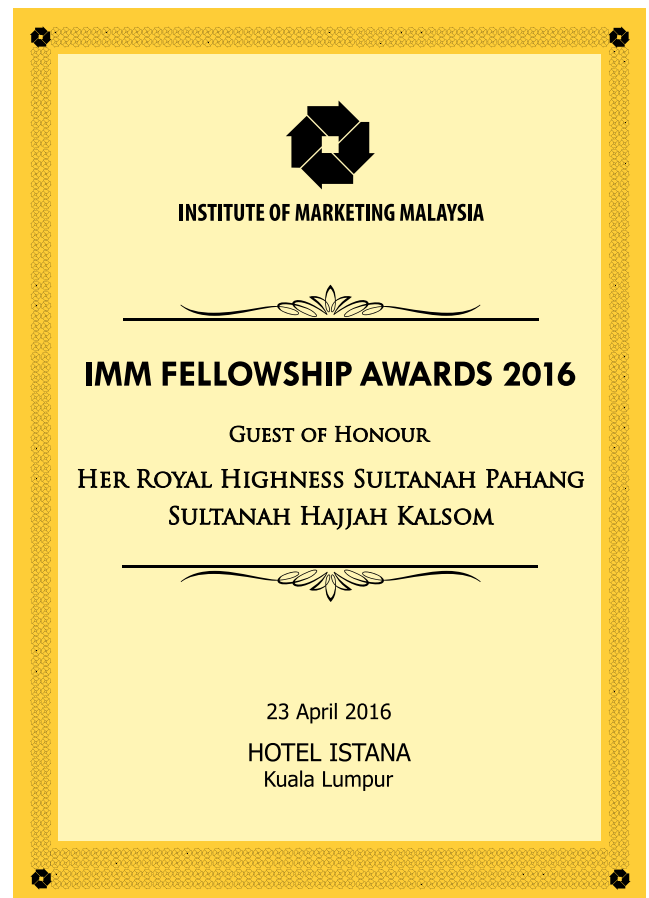


## IMM FELLOWSHIP AWARDS 2016

The Institute held a Fellowship Awards Night on 23rd April 2016 at Hotel Istana, Kuala Lumpur. This prestigious event was organized to show IMM's appreciation to all its members and friends for their support of the Institute's initiatives over the years, which have led to the growth and development of IMM.

The evening's highlight was the presentation of Fellowship Awards to leaders of the Institute's Corporate Members and other professionals in recognition and appreciation of their contribution towards IMM as well as their significant contribution to the Industry and nation. The Fellowship Awards were presented by Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom who graced the occasion as the Royal Guest of Honour.

Sixteen (16) distinguished leaders and professionals from a variety of disciplines and backgrounds were awarded as Fellows and Honorary Fellows of the Institute on this occasion.





Our **Honorary Fellowship Award** recipients were:

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Tan Sri Rafidah Aziz - Chairman Air Asia X</li> <li>2. Professor Emeritus Tan Sri Anuwar Ali<br/>Senior Advisor Open University Malaysia (OUM)</li> <li>3. Professor Emeritus Tan Sri Dato' Sri Paduka<br/>Dr. Lim Kok Wing<br/>President Limkokwing University of Creative<br/>Technology Worldwide</li> <li>4. Tan Sri Siti Sa'adiah Sheikh Bakir<br/>Director KPJ Healthcare Berhad</li> </ol> | <ol style="list-style-type: none"> <li>5. Kolonel (K) Tan Sri Datuk Wira Dr. Hj. Mohd<br/>Shukor Haji Mahfar<br/>Chief Executive of Lembaga Hasil Dalam Negeri<br/>Malaysia (LHDN)</li> <li>6. Tan Sri Johan Jaafar<br/>Chairman Nobel International School</li> <li>7. Tan Sri Bashir Ahmad Abdul Majid<br/>Advisor Malaysia Airports Holdings Berhad</li> </ol> |
|---|---|



And, the **Fellowship Award** recipients were:

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Professor Datuk Dr. Marimuthu Nadason<br/>President Federation of Malaysian Consumer<br/>Association (FOMCA)</li> <li>2. Datuk David Michael Yap<br/>Vice President of Community Affairs<br/>Astro Malaysia Holdings Berhad</li> <li>3. Dato' CM Vignaesvaran Jeyandran<br/>Chief Executive<br/>Pembangunan Sumber Manusia Berhad</li> <li>4. Professor Datin Paduka Dr. Aini Ideris<br/>Vice-Chancellor Universiti Putra Malaysia.</li> <li>5. Professor Dato' Dr. Mohd Azmi Mohd Lila<br/>Deputy Vice-Chancellor Universiti Putra Malaysia</li> </ol> | <ol style="list-style-type: none"> <li>6. Dato' (Dr.) Hafsa Hashim<br/>Chief Executive Officer<br/>SME Corporation Malaysia</li> <li>7. Dr. Hooi Den Huan<br/>Director Nanyang Technological University<br/>Singapore</li> <li>8. Ahmad Izham Omar<br/>Chief Executive Officer<br/>Primeworks Studios Sdn. Bhd.</li> <li>9. Dato' Noorizah Hj. Abd. Hamid<br/>Managing Director/Chief Executive Officer<br/>PLUS Malaysia Berhad</li> </ol> |
|---|---|

Recipients were carefully selected, taking into account their successful leadership, outstanding achievement and involvement in shaping the Institute and the industry.

They are personalities and leaders admired in their own way and have certainly contributed immensely to the Institute, profession, industry and nation. IMM Fellows have not only successfully marketed themselves and their organizations extremely well but also the country.

They are indeed great marketers and leaders and IMM is very proud to have all of them as the Fellows of the Institute.





## ROYAL HI-TEA

The Institute organized a Hi-Tea for five (5) recipients of IMM Fellowship Awards 2016 who were not able to be present at the Fellowship Awards Night held on 23 April 2016, due to their other prior commitments.

At the Institute's invitation, Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom graciously agreed to host the Hi-Tea Session on 3rd November 2016 at Serenity, Kuala Lumpur. Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom also presented the Fellowship Awards to the recipients.

The private function was attended by a small group of twenty five (25) guests including other IMM Fellows and Council Members. Guests were treated to a lovely Hi-Tea spread followed by a lively entertainment.

It was another successful event organized by the Institute and hosted by Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom.

Our heartfelt thanks and appreciation to Her Royal Highness Sultanah Pahang Sultanah Hajjah Kalsom.

Menjunjung Kasih Tuanku!





## RECOGNITION

We are happy to report that in 2016 your President received the following Awards in recognition of her role and achievements at the Institute.

### 1. CMO ASIA 50 ASIA'S WOMEN LEADERS EXCELLENCE AWARD 2016

The Award was presented to her in conjunction with the 7th CMO Asia Awards for Excellence in Branding & Marketing held on 4th August 2016 at Pan Pacific, Marina Square, Singapore. The Asia's Woman Leaders Excellence Award was in its fifth year and your President became the first Malaysian from a non-profit organisation to receive such award.

This prestigious event recognized and unveiled 50 of Asia's Woman Leaders from 41 participating countries. CMO Asia is dedicated to high level knowledge exchange through Leadership & Networking amongst senior CMOs and brand decision makers across industry segments.

The recognition to your President is indeed significant and has positive impact to Malaysia and IMM as the sole non-profit professional body for the sales and marketing fraternity in the country.



### 2. THE BRAND LAUREATTE TRANSFORMATIONAL CORPORATE LEADER BRAND ICON LEADERSHIP AWARD 2016

This Award was conferred to your President by the Asia Pacific Brands Foundation and presented to her at a Gala dinner at the Majestic Hotel, Kuala Lumpur on 13th October 2016. That evening she was the only recipient from a non-profit organisation receiving the prestigious Award.

This Award is in recognition of her role as the President of IMM since 2002 and truly deserving of all her efforts and sacrifices in transforming this non-governmental organisation into a dynamic and active professional body especially in the area of sales and marketing in the country.



## PUBLICATION – MARKETEER

In 2015 and 2016 respectively the Institute published One (1) issue of its official publication, MARKETEER and these are circulated to all members and affiliates.



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

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





## CHALLENGES & WAY FORWARD

The Institute is now 37 years old and it has certainly come a long way starting from its humble beginning in 1979. Over the last couple of years the Institute had recorded good financial performance which all members could be proud of and with all the initiatives undertaken by the Institute we are confident of further growth and expansion of our roles.

At the same time we have to be observant and watchful of the changes in the marketing landscape not only locally but also globally which not only could affect our performance but also our relevance in the market. With technology and the new world of social media everyone is staying connected and thus belonging to professional body may not be a priority anymore especially amongst the younger generation and workforce.

Thus as we move forward we need to acknowledge the importance of staying relevant to the industry and above all providing value-added benefits to all our members. We shall continue to organize world-class seminars with world-class speakers and bringing the best in terms of knowledge, ideas and experience to all our members and associates.

Our strategy has always been to go into partnership and collaboration with both the public and private sectors to further enhance and complement our respective roles in the areas of training and education.

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

Looking ahead we are strengthening our membership base especially our corporate and individual membership and we are taking every effort to ensure that we deliver the benefits to our members. With your help, fellow members, we hope that we will be able to recruit more members and build the Institute from strength to strength and make it as one of the most dynamic and active non-profit professional body in this country and the region.

## APPRECIATION

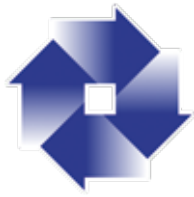
On behalf of the Council I would like to express our gratitude and appreciation to our Patron YB. Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry Malaysia for his support and guidance in the Institute's affairs. We look forward to greater support from the Ministry.

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

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

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

**DATO ' SHARIFAH MOHD. ISMAIL.**



**INSTITUTE OF MARKETING MALAYSIA**

## HONORARY SECRETARY'S REPORT





## The Honorary Secretary's Report

---

### 26th Annual General Meeting

The 26th Annual General Meeting of the Institute of Marketing Malaysia was held on 13th June 2016 at Best Western Hotel, Petaling Jaya, Selangor.

### Attendance

The 26th Annual General Meeting was attended by Thirty-seven (37) members:-

#### Life Members :

Dato' Lawrence Chan Kum Peng  
 Dato' Sharifah Mohd Ismail  
 Dato' Rozalila Abdul Rahman  
 Prof. Datuk Dr. N. Marimuthu  
 Ding Lai Hong  
 Capt. (R) M. Shanmugam  
 Grace Shan  
 Muhammad Fareez Shah Bin Zainul Abidin (Proxy for Dato' Md. Kasim Abd Wahab)

#### Corporate Members :

|                                   |   |
|-----------------------------------|---|
| Inland Revenue Board of Malaysia  | - Asiah Shaari (Proxy for CEO)                                |
| Othman Yeop Abdullah Graduate     | - Associate Prof. Dr. Nor Azila Mohd. Noor School of Business |
| Open University Malaysia          | - Associate Prof. Yon Rosli Daud                              |
| Open University Malaysia          | - Prof. Ramli Bahroom   |
| UCSI Education Sdn Bhd            | - Dr. Chew Eng Khuan (Proxy for Mr. Rajat S. Chatterjee)      |
| Malaysia Airports Holdings Berhad | - Mohamed Sallaudin Bin Hj Mohamed Shah                       |
| Utusan Melayu (Malaysia) Berhad   | - Mohammed Fahmi Asrah Khan (Proxy for Encik Rosman Zulkifli) |
| Erican College Sdn Bhd            | - Philips Koh   |
| Erican College Sdn Bhd            | - Veejayaasegaran Arumugom                                    |
| SME Corporation Malaysia          | - Suraya K.A. Rahman (Proxy for Dato' (Dr.) Hafsah Hashim)    |

#### Ordinary Members :

Ami Redin Md. Wahi  
 Ashok Rudy Ratnanesan  
 Badariah Hussein (Proxy for Nitthiyanathan Lachumanan)  
 Gayathri Subramaniam  
 Jeyaraj Asirvatham  
 Lee Suan Siew  
 Mohd. Fawzi Ibrahim  
 Noorlela Bt Othman  
 Roslan Mohamed  
 Vincent Leong Wing Sum  
 Datin Nor Hafizah Binti Ismail



## The Honorary Secretary's Report

---

### **Council Members**

Dr. Leow Chee Seng  
 Fairuz Bte Muchtar  
 Haslina Azlan  
 Prof. Dr. Samsinar Md. Sidin  
 Sarah Tan Mee Loo  
 Shahana Bt Azlan  
 Siti Badarny Shamsaifah Hassan  
 Tengku Nila Putri Binti Tengku Ilham

### **Appointment of New Council Members**

Two (2) new Council Members were appointed :

Ashok Rudy Ratnanesan (Director of Acquire Sdn Bhd)  
 Veejayaasegaran Arumugom (CEO, Erican Group)

### **Office Bearers of 26th Council Members for 2015-2017 Term**

#### **President**

Dato' Sharifah Mohd. Ismail (re-elected)

#### **Vice President**

Prof. Datuk Dr. N. Marimuthu (re-elected)

#### **Honorary Secretary**

Haslina Azlan (re-elected)

#### **Honorary Treasurer :**

Dr. Leow Chee Seng (re-elected)

#### **Asst. Honorary Secretary**

Siti Badarny Shamsaifah Hassan (re-elected)

#### **Asst. Honorary Treasurer**

Sarah Tan Mee Loo (re-elected)

### **Council Members**

Prof. Dr. Samsinar Md. Sidin  
 Mohamed Sallaudin Bin Hj Mohamed Shah (re-elected)  
 Shahana Bt Azlan (re-elected)  
 Tengku Nila Putri Bt Tengku Ilham (re-elected)  
 Fairuz Bte Muchtar (re-elected)  
 Nitthiyanatan Lachumanan (re-elected)  
 Ashok Rudy Ratnanesan (new appointment)  
 Veejayaasegaran Arumugom (new appointment)





## The Honorary Secretary's Report

### Council Meetings

The first Council Meeting of the 26th Council for the 2015-2017 Term was held on 9th August 2015 at Best Western Hotel, Petaling Jaya, Selangor.

During the term of office 2015 to May 2017, the Council held a total of Nine (9) meetings :-

#### Year 2015 :

- 9 August 2015

#### Year 2016 :

- 16 January 2016
- 20 February 2016
- 18 June 2016
- 27 August 2016
- 17 December 2016

#### Year 2017 :

- 9 January 2017
- 22 February 2017
- 22 April 2017

The dates and attendance of the Council Meetings during the Term of Office from 2015 to May 2017 are as follows :

| NO.   | NAME                                 | 1ST<br>9.8.15 | 2ND<br>16.1.16 | 3RD<br>20.2.16 | 4TH<br>18.6.16 | 5TH<br>27.8.16 | 6TH<br>17.12.16 | 7TH<br>9.1.17 | 8TH<br>22.2.17 | 9TH<br>22.4.17 | TOTAL |
|-------|--------------------------------------|---------------|----------------|----------------|----------------|----------------|-----------------|---------------|----------------|----------------|-------|
| 1     | Dato' Sharifah Mohd. Ismail          | 1             | 1              | 1              | 1              | 1              | 1               | 1             | 1              | 1              | 9 / 9 |
| 2     | Datuk N. Marimuthu                   | 1             | 1              | 1              | 1              | 1              | 1               | 1             | 1              | 1              | 9 / 9 |
| 3     | Haslina Azlan                        | X             | 1              | 1              | 1              | X              | X               | 1             | 1              | X              | 5 / 9 |
| 4     | Dr. Leow Chee Seng                   | 1             | 1              | 1              | X              | X              | X               | X             | X              | X              | 3 / 9 |
| 5     | Siti Badarny Shamsaifah Hassan       | 1             | 1              | X              | 1              | 1              | 1               | 1             | 1              | 1              | 8 / 9 |
| 6     | Sarah Tan Mee Loo                    | 1             | 1              | 1              | 1              | 1              | 1               | 1             | X              | 1              | 8 / 9 |
| 7     | Prof. Dr. Samsinar Md. Sidin         | 1             | X              | 1              | X              | X              | X               | X             | 1              | 1              | 4 / 9 |
| 8     | Mohamed Sallaudin Hj. Mohamed Shah   | 1             | 1              | 1              | X              | 1              | X               | X             | 1              | 1              | 6 / 9 |
| 9     | Shahana Azlan                        | 1             | 1              | X              | 1              | X              | X               | 1             | 1              | X              | 5 / 9 |
| 10    | Tengku Nila Putri Binti Tengku Ilham | 1             | X              | X              | 1              | 1              | 1               | 1             | 1              | 1              | 7 / 9 |
| 11    | Fairuz Binti Muchtar                 | 1             | 1              | X              | X              | 1              | 1               | 1             | 1              | X              | 6 / 9 |
| 12    | Nitthiyanathan Lachumanan            | 1             | 1              | X              | 1              | X              | 1               | X             | X              | 1              | 5 / 9 |
| 13    | Ashok Rudy Ratnanesan                | 1             | 1              | X              | 1              | 1              | 1               | 1             | 1              | 1              | 8 / 9 |
| 14    | Veejayaasegaran Arumugom             | 1             | 1              | 1              | 1              | X              | X               | X             | X              | X              | 4 / 9 |
| Total |                                      | 13            | 12             | 8              | 10             | 8              | 8               | 9             | 10             | 9              |       |

### IMM Office

We have three (3) Full Time / Part Time support staff who are responsible for the general administration of the office.



# MINUTES OF 26TH ANNUAL GENERAL MEETING

## MINUTES OF 26TH ANNUAL GENERAL MEETING 13 JUNE 2015 BEST WESTERN PETALING JAYA, SELANGOR DARUL EHSAN

### PRESENT :

- |   |  |
|---|--|
| 1. Ami Redin Md. Wahi   | 19. Jeyaraj Asirvathan   |
| 2. Ashok Rudy Ratnanesan  | 20. Lee Suan Siew (S.S. Lee)   |
| 3. Asiah Shaari (proxy for Tan Sri Datuk Wira Dr. Hj. Mohd Shukor Hj. Mahfar) | 21. Mohamed Sallaudin Bin Hj. Mohamed Shah                                       |
| 4. Assoc. Prof. Dr. Nor Azila Mohd. Noor                                      | 22. Mohammad Fahmi Asraf Khan (proxy for Encik Rosman Zulkifli)                  |
| 5. Assoc. Prof. Yon Rosli Daud  | 23. Mohd. Fawzi bin Ibrahim  |
| 6. Badariah Hussain (proxy for Nitthiyanathan Lachumanan)                     | 24. Muhammad Fareez Shah Bin Zainul Abidin (proxy for Dato' Md. Kasim Abd Wahab) |
| 7. Capt. (R) M. Shanmugam   | 25. Noorlela Bt Othman   |
| 8. Dato' Lawrence Chan Kum Peng   | 26. Philips Koh  |
| 9. Dato' Rozalila Abdul Rahman  | 27. Prof. Dr. Samsinar Md. Sidin   |
| 10. Dato' Sharifah Mohd. Ismail   | 28. Prof. Ramli Bahroom  |
| 11. Datuk Prof. Dr. N. Marimuthu  | 29. Roslan Mohamad   |
| 12. Dr. Chew Eng Khuan (proxy for Mr. Rajat S.Chatterjee)                     | 30. Sarah Tan Mee Loo  |
| 13. Ding Lai Hong   | 31. Shahana Bt Azlan   |
| 14. Dr. Leow Chee Seng  | 32. Siti Badarny Shamsaifah Hassan   |
| 15. Fairuz Bte Muchtar  | 33. Suraya K.A Rahman (proxy for Dato' (Dr.) Hafsah Hashim)                      |
| 16. Gayathri Subramaniam  | 34. Tengku Nila Putri Bt Tengku Ilham  |
| 17. Grace Shan  | 35. Veejayaasegaran  |
| 18. Haslina Azlan   | 36. Vincent Leong Wing Sum   |
|   | 37. Datin Nor Hafizah Ismail - MC for the AGM                                    |

| ITEM | SUBJECT MATTER   | ACTION |
|------|--|--------|
|      | <p><b>Opening of the AGM</b></p> <p>The AGM started with Datin Nor Hafizah binti Ismail as the official master of ceremony. Datin Nor welcomed all participants from various sectors and thanked them for taking time on a Saturday morning to attend the meeting.</p> <p>The M.C. then handed over the meeting to IMM President Dato' Sharifah Mohd Ismail.</p> <p><b>Welcome Remarks</b></p> <p>The outgoing President, Dato' Sharifah Mohd. Ismail officially declared the 26th Annual General Meeting of Institute of Marketing Malaysia open at 10.06 am. The President welcomed and thanked all members and guests for their attendance at this AGM. She recorded the Institute's special thanks and appreciation to Dato' Lawrence Chan for not missing any of IMM's events and his support and advice to IMM as Advisor and Life Member.</p> <p>While establishing the quorum, it was mentioned that only one council member i.e Nitthiyanathan was absent with apologies. However he has submitted a proxy to vote on his behalf and it is recorded that he has agreed to continue to serve as council member for the next term.</p> <p>Dato' President then announced that two-(2) of the existing council members have expressed their wish to withdraw from the council due to their current work commitment.</p> <p>After the formalities, the President proceeded with the first item on the Agenda, which is to confirm the Minutes of the 25th Annual General Meeting of the Institute held on 29th June 2013.</p> |        |



## MINUTES OF 26TH ANNUAL GENERAL MEETING

| ITEM       | SUBJECT MATTER  | ACTION |
|------------|---|--------|
| <b>1</b>   | <b>Confirmation of Minutes of 24th Annual General Meeting</b>   |        |
| 1.1        | The Hon. Secretary, Cik Haslina Azlan proceeded to read through the Minutes of the 25th Annual General Meeting held on 29th June 2013 at Singgahsana Hotel, Petaling Jaya, Selangor.  |        |
| 1.2        | Having gone through the Minutes, it was proposed that the Minutes be approved and adopted.<br><br>Proposed by : Dato' Lawrence Chan<br>Seconded by : En. Mohd Fawzi Ibrahim.  |        |
| <b>2</b>   | <b>To Receive The Annual Report of the Council</b>  |        |
| <b>2.1</b> | <b>President's Report</b>   |        |
| 2.1.1      | Before proceeding with the Report, the President called on all the outgoing Council Members who had served the Council for 2013-2015 term and thanked them for their support and hard work. Dato' Sharifah made a joke about the length of terms Tun Mahathir served as the Prime Minister and mentioned that she has completed her six terms as President, that was twelve-(12) years and she feels happy and proud that the Institute had achieved a lot in its journey to be at the current status.  |        |
| 2.1.2      | The President reported that the period under review from 2013-2014 witnessed continuous growth of the Institute. IMM recorded an income surplus of RM106,502 at the end of 2013 while the Institute's membership has shown an encouraging increase, especially in the Ordinary membership category. As at the end of 2014, there were 794 ordinary members and over 100 Corporate members registered with IMM.<br><br>IMM is proud to be able to plough back it's income in organizing various training programs, seminars and other activities that benefited members as well as the public.   |        |
| 2.1.3      | With training and education being the Institute's core business, IMM continued to focus its efforts in this area. For the period of 2013-2014, the Institute organized a total of twenty-one-(21) seminars and training programs for our members both in-house and public.<br><br>IMM's public seminars were well attended by participants of different levels from executives to CEOs, local as well as from overseas such as from Brunei and Indonesia etc.<br><br>As for the SMIs/SMEs Skills Upgrading programmes which is now administered by Pembangunan Sumber Manusia (PSMB/HRDF), an agency under the Ministry of Human Resources., with the help of the grant received, IMM continue to provide training to SMIs/SMEs of various sectors and in various states. |        |
| 2.1.4      | Dato' President is proud to report that between 2013-2014 IMM has conducted six-(6) CEO Talks, three-(3) were done in 2013 while another three-(3) in 2014. In the current year, 2015 itself, to-date IMM has organized another two-(2) CEO Talks, first was by the CEO of Inland Revenue Board of Malaysia (LHDNM) while IMM just had it's second CEO Talk for 2015 by the President/Vice Chancellor of Open University Malaysia (OUM) which was attended by around 300 participants.<br><br>The President welcomed more CEOs to come forward to host the talk and encouraged Corporate Members present to propose the talk to their CEOs. In fact, IMM had already received a few requests and will be lining up perhaps a couple more for the second-half of 2015.     |        |





## MINUTES OF 26TH ANNUAL GENERAL MEETING

| ITEM       | SUBJECT MATTER  | ACTION |
|------------|---|--------|
| 2.1.5      | On the Institute's Publication, Marketeer, the President reported that IMM has published two-(2) issues in 2014 where the first issue featured Tourism Malaysia on it's cover as part of IMM's effort to support and promote Visit Malaysia Year 2014.  |        |
| 2.1.6      | To conclude, the President reiterated that whatever IMM does, it needs to be translated into Ringgit. Dato' President once again gave assurance that the Institute will strive to remain relevant and current in the industry locally and globally, and continue to provide value-added benefits to all its members.  |        |
| 2.1.7      | <p>Ending her report, the President recorded the Institute's appreciation and thanks to its Patron, YB Dato' Sri Mustapa Mohamed, Minister of International Trade &amp; Industry for his support and guidance in the Institute's affairs.</p> <p>Appreciation and thanks was also recorded for IMM's Founder, Past Patrons, Advisors and Fellows for their guidance and support for the Institute. Special thanks and appreciation to Dato' Lawrence Chan for all his guidance and support and his never missing attending IMM's events.</p> <p>The President also thanked all the Council Members and staff at IMM for their commitment and dedication towards the success of the Institute.</p> |        |
| 2.1.8      | The President then handed over the meeting to the Hon. Secretary to present her Report.   |        |
| <b>2.2</b> | <b>Honorary Secretary's Report</b>  |        |
| 2.2.1      | The Honorary Secretary, Cik Haslina Azlan read through her Report which recorded the appointment of four-(4) new Council Members at the 25th Annual General Meeting on 29th June 2013.  |        |
| 2.2.2      | The Honorary Secretary also reported that a total of seven-(7) Council meetings were held for the Term 2013-2015 and the attendance recorded of the respective Council members at these meetings.   |        |
| 2.2.3      | After concluding her Report, the Honorary Secretary handed the meeting over to the Honorary Treasurer to present Agenda Item 3.   |        |
| 2.2.4      | <p>The meeting proposed that the Honorary Secretary's Report be accepted.</p> <p>Proposed by : YBhg. Dato' Rozalila Abdul Rahman<br/>Seconded by : En. Mohd Fawzi Ibrahim.</p>  |        |
| <b>3.</b>  | To receive and if approved to pass the Accounts for the year ended 31st December 2012 and 31st December 2013.   |        |
| 3.1        | The Honorary Treasurer, Dr. Leow Chee Seng, reported on the Income and Expenditure Statement for the Year Ended 31st December 2012 and 31st December 2013 together with the Balance Sheet.  |        |
| 3.2        | IMM member Mr. S.S. Lee drew attention to a "Rental" income stated in the accounts for the year ended 31st December 2012 and he would like to understand as to where the rental derived from and he further sought clarification if it was correct to say such that there was no rental in 2011 but it is stated in 2012 and 2013 and if we would continue to see this rental in years to come?   |        |
| 3.3        | The President responded that the Institute does have additional office space and it was rented out. However, the rental will not continue to appear after 2013 as the space was actually rented by IMM Vice-President's office – FOMCA, and they have moved to a new office and no longer require the additional office space.  |        |



## MINUTES OF 26TH ANNUAL GENERAL MEETING

| ITEM | SUBJECT MATTER  | ACTION |
|------|---|--------|
| 3.4  | Mr. S.S.Lee then went on to enquire on the meeting expenses incurred in 2013 amounting RM14,892 and suggested that the breakdown be provided.   |        |
| 3.5  | <p>Dato' President invited Mr. Jeyaraj Asirvatham, IMM's current Accountant in-charge of IMM's accounts to reply. Mr.Jay explained that he has gone through the accounts thoroughly and that these are expenses incurred for IMM's various meetings held locally as well as overseas.</p> <p>Mr.Lee suggested that in future perhaps IMM could create a breakdown of these expenses. Nonetheless, Mr.Lee commended and praised that the accounts is now very well presented and much neater, a big improvement in comparison to previous years.</p> <p>Dato' President acknowledged and informed that the meeting took note of Mr. Lee's suggestion and thanked him for his commends and appraisal.</p>   |        |
| 3.6  | <p>Mr. S.S.Lee continued with another query on the "Adjustment for Prior Years" amounting RM182,612 on page 45 in accounts for 2012 and requested for clarification on this item.</p> <p>Mr. Jay once again explained that these were for the amount kept being brought forward by the previous accountants. Mr. Jay stressed that he actually back-tracked the accounts and went through it and managed to rectify the error.</p> <p>Mr. Lee suggested that breakdown of the adjustment which involved such amount to be included in the report in future if any.</p> <p>The meeting took note of his suggestion</p>   |        |
| 3.7  | <p>Lastly, Mr.Lee asked if the accounts were audited and if it is not, it should get audited to make it good.</p> <p>Dato' President responded by mentioning that it was not audited and it is not really required, besides auditing is relatively costly and IMM do not think it is feasible to spend on such expenses since it is not really required for NGO.</p> <p>Dato' President reiterated that the accounts is transparent, whatever was made was ploughed back to benefit IMM members and staff.</p> <p>En Mohd Fawzi Ibrahim raised to inquire whether IMM is registered under R.O.C. or R.O.S.? Dato' President confirmed that IMM is registered under R.O.S (Registrar of Societies). As such, En. Fawzi confirmed that being registered under R.O.S; it is not compulsory for IMM to have the accounts audited.</p> |        |
| 3.8  | <p>There being no other questions raised on the Accounts of the Institute, it was proposed that the Accounts for the Year Ended 31st December 2012 and 31st December 2013 be accepted.</p> <p>Proposed by : Mr. Vincent Leong Wing Sum<br/>Seconded by : Mr. Veejayaasegaran</p>  |        |
| 4.   | <b>To Elect Council Members for the Term 2015 – 2017</b>  |        |
| 4.1  | <p>The floor was handed over to the M.C. Datin Nor to moderate and facilitate the nominations.</p> <p>The M.C. then invited the two-(2) outgoing council members namely, YBhg. Dato Rozalila Abdul Rahman and Mr. Valentino Lee to join other members in the audience in order to make the two-(2) council member's seats available for election. The M.C. recorded the Institute's appreciation and thanks to the two-(2) outgoing council members.</p>  |        |



## MINUTES OF 26TH ANNUAL GENERAL MEETING

| ITEM  | SUBJECT MATTER   | ACTION |
|-------|--|--------|
| 4.2   | <p>The outgoing President, Dato' Sharifah Mohd. Ismail informed the meeting that IMM had prepared a Nomination List, she announced that the remaining thirteen-(13) council members have agreed to be re-elected to serve IMM from 2015-2017 and the line-up are as follows:</p> <ol style="list-style-type: none"> <li>1. Fairuz Muchtar</li> <li>2. Shahana Azlan</li> <li>3. Sarah Tan Mee Loo</li> <li>4. Dr. Leow Chee Seng</li> <li>5. Prof. Datuk Dr. N.Marimuthu</li> <li>6. Haslina Azlan</li> <li>7. Siti Badarny Shamsaifah Hassan</li> <li>8. Mohamed Sallaudin Hj Mohamed Shah</li> <li>9. Tengku Nila Putri Bt Tengku Ilham</li> <li>10. Prof. Dr. Samsinar Md. Sidin</li> <li>11. Prof. Nor Azila Mohd Noor</li> <li>12. Dato' Sharifah Mohd Ismail</li> </ol> <p>The meeting recorded that Mr. Nitthiyanathan Lachumanan was absent with apologies but have agreed to be re-elected as well.</p> |        |
| 4.3   | The M.C. invited the line-up of re-elected council members to self-introduce themselves.   |        |
| 4.3.1 | Ms. Fairuz Muchtar informed that she is currently attached at Universiti Putra Malaysia (UPM) under the Innovation Department and that if anyone is interested in this matter may come to her directly.  |        |
| 4.3.2 | Puan Shahana Azlan briefly mentioned that she is a Research Consultant for a Canadian company and also a trainer for IMM.  |        |
| 4.3.3 | Ms. Sarah Tan informed that she is from TM Info-Media and that she still need to learn more in IMM.  |        |
| 4.3.4 | Dr. Leow Chee Seng briefly introduced himself and said he is with IMM because he wants to continue promoting the importance of marketing to the industry.  |        |
| 4.3.5 | <p>Prof. Dato' Dr. Marimuthu mentioned that he is happy to be the vice-president of IMM. He thanked and appreciated Dato' Sharifah Mohd Ismail for her leadership and dedication whom we are aware is experiencing some personal challenges as we are aware of her husband's health and yet Dato' Sharifah still turns up for the AGM. Dato' Marimuthu also recorded that Dato' Sharifah even attended another AGM for the Koperasi and the CEO Talk last Tuesday, 9 June 2015.</p> <p>Dato' Marimuthu also thanked Dato' Lawrence for all his support and added that Dato' Lawrence turned up to various IMM meetings even when the council members could not.</p> <p>Lastly, Datuk Marimuthu also recorded thanks to all council and members for the time and support for IMM for all these years.</p>   |        |
| 4.3.6 | Ms. Haslina Azlan informed that she has been with Telekom Malaysia for the past 15-16 years and has been with IMM for around ten-(10) years. She emphasized that besides the President and Vice-Presidents she could claim that she is one of the longest serving council member. She will continue to support IMM in any way she can.   |        |





## MINUTES OF 26TH ANNUAL GENERAL MEETING

| ITEM   | SUBJECT MATTER   | ACTION |
|--------|--|--------|
| 4.3.7  | Puan Siti Badarny Shamsaifah Hassan introduced herself as being from Putra Business School (PBS), a private entity of UPM. She is proud that PBS is IMM's Corporate Member and mentioned that PBS/UPM and IMM have had a long-term relationship and she will continue to help with IMM's programs and membership.  |        |
| 4.3.8  | Encik Mohamed Sallauddin Bin Hj. Mohamed Shah from MAHB started by thanking the President for him to have been re-elected as council member for a new term. He commended that it was the strong partnership of the President and Vice President of IMM which have kept all of them together. He also mentioned that MAHB has been active and hosted one of the CEO Talks in 2013. He is thankful for the opportunity and has agreed to look into hosting another one with the new CEO as an effort to contributing further to IMM.   |        |
| 4.3.9  | Tengku Nila Putri Bt Tengku Ilham mentioned that being a Council Member requires commitment from all. She admitted that council members actually sacrificed Saturday mornings to attend Council Meetings, bring food for potluck and even collect funds to sustain activities by council members. She expressed hopes for IMM to be more popular with the younger generation and should recruit more young members.  |        |
| 4.3.10 | Prof. Dr. Samsinar Md. Sidin informed that she is with UPM but currently seconded to UNIRAZAK as the Deputy Vice Chancellor (Academic and Students Affairs). She is very happy to work with IMM Council Members. She hopes to play a role of bringing more academicians from the universities to IMM and vice-versa. She also commended the strong partnership of the two top leaders of IMM who have always been encouraging and lifting the spirit of the council members from time to time to keep them focused.  |        |
| 4.3.11 | Assoc. Prof. Dr. Nor Azila Mohd. Noor thanked the meeting for her being re-elected. She informed that she is from Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Kedah, the northern part of Malaysia, a 5-hour driving and 1-hour flight journey for her. She hopes to be more involved in IMM activities for this new term.  |        |
| 4.3.12 | Dato' Sharifah Mohd Ismail expressed her thanks to all members and council for all their support.  |        |
| 4.4    | Following the re-election, other members who were present took the opportunity to congratulate the re-elected councils, among those who spoke were:  |        |
| 4.4.1  | Dato' Lawrence, IMM Advisor, recorded thanks to the strong leadership of the President YBhg. Dato' Sharifah Mohd. Ismail. He also praised the outstanding rapport between the President and the Vice-President who have kept IMM going stronger every year.  |        |
| 4.4.2  | Prof. Ramli Bahroom from Open University Malaysia (OUM) congratulated the President and the Council Members for the re-election. He praised IMM to have successfully organized the recent CEO Talk hosted by the President/Vice Chancellor of OUM, Prof. Emeritus Tan Sri Anuwar Ali.<br><br>Prof. Ramli said he and his colleague, Assoc. Prof. Yon Rosli Daud are very happy to get to be at the AGM and expressed that they are proud for OUM to be one of IMM's Corporate Members and they look forward to an active role towards working together with IMM in organizing more activities. |        |
| 4.4.3  | Capt. (R) M. Shanmugam from Team Coach International, Life Member and Trainer of IMM also took the opportunity to congratulate the President, Vice-President and Council Members. He is very proud to see IMM's current status where all the collaborations and activities have been taking place and progressed well since he was last on the council many years back.  |        |


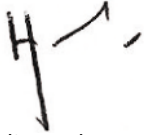



## MINUTES OF 26TH ANNUAL GENERAL MEETING

| ITEM  | SUBJECT MATTER  | ACTION |
|-------|---|--------|
| 4.5   | There being no objections from the floor to the nominations put forward, Encik Mohd. Fawzi bin Ibrahim proposed that 13 names nominated be accepted for the new Term 2015-2017 and was seconded by Capt. (R) M. Shanmugam   |        |
| 4.5.1 | The M.C. handed over the floor to the re-elected President to continue with the new nominees. Dato' President announced that besides the thirteen-(13) re-elected council members, IMM has received two nominations for the two-(2) vacant seats, out of which one is not suitable to be considered.  |        |
| 4.5.2 | <p>The first nominations are Mr. Veejayaasegaran and Mr. Ashok Rudy Ratnanesan while the second nomination are Mohd. Fawzi bin Ibrahim and Puan Balqis binti Abu Suhod (absent without apologies).</p> <p>The M.C. announced that the first nomination of the new council member is Mr. Veejayaasegaran, the CEO of Erican Group.</p> <p>Proposed by : Dato' Sharifah<br/>Seconded by : Datuk Marimuthu.</p>  |        |
| 4.5.3 | <p>Second nomination for the vacancy is Mr. Ashok Rudy Ratnanesan of Acquire Sdn. Bhd.</p> <p>Proposed by : Haslina Azlan<br/>Seconded by : Dato' Sharifah Mohd. Ismail.</p>  |        |
| 4.5.4 | Dato' President later invited the two-(2) incoming new Council Members to join all the other Council Members to be seated at the head table. Dato' President congratulated all Council members who were re-elected and welcomed the newly-elected Council members to IMM. And, once again, Dato' President recorded thanks to Dato' Rozalila binti Abdul Rahman and Mr. Valentino Lee for their support during their tenure and hoped that they will continue to support IMM.   |        |
| 4.5.5 | Dato' President then invited the two-(2) new council members to introduce themselves.   |        |
| 4.5.6 | Mr. Veejayaasegaran introduced himself as the CEO of Erican College Sdn. Bhd. and Erican Group and mentioned that they are a training company. He promised to look into the structure and function of IMM and will see what he can do together with IMM. .  |        |
| 4.5.7 | Mr. Ashok Rudy Ratnanesan introduced himself as the Executive Director of Acquire Sdn. Bhd; a marketing outsourced services company. He informed that it is a small firm with only ten-(10) staff but their clients are a mix of small companies as well as some public listed companies. He is also the Director of another company where they are involved in upgrading of schools doing computer training. He expressed his hope to empower more people outside on the importance of marketing through his involvement with IMM. |        |
| 5.    | <b>Any Other Matters</b>  |        |
| 5.1   | Announcements and Proposals   |        |
| 5.1.1 | Dato' President made an announcement that IMM plan to move to a new office space later this year. Koperasi Gemilang will be getting another floor for their office and may rent out their current office space to IMM.  |        |
| 5.1.2 | IMM will be organizing a Bowling Tournament 2015 which is scheduled to be in early December 2015 at U-Bowl, One-Utama and bowling lanes have been booked.   |        |



## MINUTES OF 26TH ANNUAL GENERAL MEETING

| ITEM | SUBJECT MATTER   | ACTION |
|------|--|--------|
| 6.   | <b>Conclusion</b>  |        |
| 6.1  | There being no other matters to be discussed, the President officially declared the Annual General Meeting closed and thanked everyone present for their attendance. The AGM was adjourned at 11.30 am. The President invited all members and guests to a photo session before proceeding to lunch at the hotel's Kembali Coffee House.  |        |
| 6.2  | The floor was handed back to the M.C. who then informed all present to have their parking tickets validated and that a flat fee of RM5.50 is payable. These could be done at the hotel Reception Desk located on the 6th floor prior to entering the Kembali Coffee House.<br><br>The M.C. once again thanked everyone for coming and invited all members for a group photo before proceeding for lunch which will be served at 12:00noon. |        |
|      | Prepared by :<br><br><br><br>Rahimah Abd. Kadir<br>IMM   |        |
|      | Reviewed by:<br><br><br><br>Haslina Azlan<br>Honorary Secretary   |        |
|      | Approved by :<br><br><br><br>Dato' Sharifah Mohd. Ismail<br>President   |        |





## 26th COUNCIL MEMBERS 2015 - 2017



**Seated (from left to right) :** Prof. Dr. Samsinar Md. Sidin, Shahana Azlan, Assoc. Prof. Dr. Nor Azila Mohd Noor, Dato' Sharifah Mohd Ismail, Prof. Datuk Dr. N. Marimuthu, Datuk Lawrence Chan (Advisor) and Assoc. Prof. Dr. Leow Chee Seng.

**Standing (from left to right) :** Veejayaasegaran, Nitthiyanathan Lachumanan, Tengku Nila Putri Tengku Ilham, Fairuz Muchtar, Siti Badarny Shamsaifah Hassan, Mohamed Sallauddin Mohamed Shah, Haslina Azlan, Sarah Tan Mee Loo and Ashok Rudy Ratnanesan.

### Resignation



Assoc. Prof. Dr. Leow Chee Seng  
resigned from Council  
w.e.f. 26-2-2016



Prof. Dr. Nor Azila Mohd Noor  
resigned from Council  
w.e.f. 1-10-2016

### IMM's Management and Operations

The management of the Institute is invested in a Council which is responsible for the financial and general affairs of the Institute. The 15 Council Members are individuals representing various sectors and industries as well as academicians and entrepreneurs. The Council Members are elected and their services are on voluntary basis. The operation is based on income derived from membership fees, publication as well as training and education programs managed and provided by the Institute.

### IMM STAFF



Noorlela Binti Othman



Raja Nor Amierul Hayat  
Raja Abd Rahim



Rahimah Abd. Kadir

The office of the Institute is managed by three (3) full time/ part time staff responsible for all matters pertaining to membership, training, events, administration & finance as well as other special projects undertaken by the Institute.



# CALENDAR OF EVENTS 2015

| NO                   | DATE                 | EVENT  | CATEGORY                      | VENUE  |
|----------------------|----------------------|--|-------------------------------|--|
| JANUARY 2015         |                      |  |                               |  |
| 1                    |                      | NO EVENT   |                               |  |
| FEBRUARY 2015        |                      |  |                               |  |
| 2                    | 7TH FEBRUARY         | 7TH IMM COUNCIL MEETING .  | COUNCIL MEETING               | IMM OFFICE   |
| 3                    | 25TH & 26TH FEBRUARY | MANAGING A SUCCESSFUL SALES TEAM BY SHANTI SUBRAMANIAM.  | PSMB SMIs/SMEs TRAINING / IMM | DE PALMA SEMINAR & CONFERENCE CENTRE, MENARA PKNS, PJ.           |
| MARCH 2015           |                      |  |                               |  |
| 4                    | 10TH & 11TH MARCH    | BRANDING TO THE TOP OF THE WORLD BY IRFAN KHAIRI & PETER GOULD.  | SEMINAR/ IMM-IKSB             | MEGA VIEW DECK, MENARA KUALA LUMPUR.                             |
| 5                    | 30TH MARCH           | CEO TALK BY KOLONEL (K) TAN SRI DATUK WIRA DR. HJ. MOHD. SHUKOR HJ. MAHFAR - LEMBAGA HASIL DALAM NEGERI, MALAYSIA. | CEOTALK/ IMM – LHDNM          | MALAYSIA TAX ACADEMY BANGI.                                      |
| APRIL 2015           |                      |  |                               |  |
| 6                    | 21ST – 22ND APRIL    | EXCELLENT CUSTOMER SERVICE FOR THE HOSPITALITY INDUSTRY BY HANIM ABDUL RAHMAN.                                     | PSMB SMIs/SMEs TRAINING / IMM | ALPRO PHARMACY SDN. BHD. (PORT DICKSON)                          |
| MAY 2015             |                      |  |                               |  |
| 7                    | 28TH MAY             | ONE-DAY SEMINAR: SALES LEADERSHIP – LEADING SALES TEAMS TO EXCEEDING TARGETS BY TOM ABBOTT.                        | SEMINAR                       | MEGA VIEW DECK, MENARA KUALA LUMPUR.                             |
| 8                    | 31ST MAY             | ASIA MARKETING FEDERATION – AMF ANNUAL BOARD MEETING 2015.   | AMF MEETING                   | JAKARTA, INDONESIA.  |
| JUNE 2015            |                      |  |                               |  |
| 9                    | 9TH JUNE             | CEOTALK BY PROFESSOR EMERITUS TAN SRI ANUWAR ALI - OPEN UNIVERSITY MALAYSIA.                                       | SEMINAR                       | SERI PACIFIC HOTEL, KUALA LUMPUR.                                |
| 10                   | 13TH JUNE            | IMM 26TH ANNUAL GENERAL MEETING  | MEETING                       | BEST WESTERN HOTEL, PETALING JAYA, SELANGOR.                     |
| JULY 2015 - NO EVENT |                      |  |                               |  |
| AUGUST 2015          |                      |  |                               |  |
| 11                   | 9TH AUGUST           | 1st IMM COUNCIL MEETING.   | MEETING                       | KEMBALI RESTAURANT, BEST WESTERN HOTEL, PETALING JAYA, SELANGOR. |
| 12                   | 19TH & 20TH AUGUST   | IMAGE BUILDING FOR ENTREPRENEURS BY HANIM ABDUL RAHMAN.  | PSMB SMIs/SMEs TRAINING / IMM | AKADEMI PKNS, PETALING JAYA, SELANGOR.                           |
| SEPTEMBER 2015       |                      |  |                               |  |
| 13                   | 9TH SEPTEMBER        | CEO TALK BY YBHG. TAN SRI SITI SA'DIAH SHEIKH BAKIR – KPJ HEALTH BERHAD.   | CEOTALK/ IMM – KPJ HEALTH BHD | KPJ HEALTH BERHAD MENARA 238, KUALA LUMPUR.                      |
| OCTOBER 2015         |                      |  |                               |  |
| 14                   | 8TH OCTOBER          | ASIA MARKETING FEDERATION – AMF ANNUAL BOARD MEETING 2015.   | AMF MEETING                   | GUANZHOU, CHINA.   |
| 15                   | 15TH OCTOBER         | ONE-DAY SEMINAR: SOCIAL SELLING BY TOM ABBOTT.   | COUNCIL MEETING               | MEGA VIEW DECK, MENARA KUALA LUMPUR.                             |
| NOVEMBER 2015        |                      |  |                               |  |
| 16                   |                      | NO EVENTS  |                               |  |
| DECEMBER 2015        |                      |  |                               |  |
| 17                   | 5TH DECEMBER         | IMM BOWLING TOURNAMENT 2015.   | NETWORKING                    | U-BOWL @ ONE-UTAMA SHOPPING CENTRE.                              |



# CALENDAR OF EVENTS 2016

| NO            | DATE                 | EVENT  | CATEGORY                  | VENUE                                    |
|---------------|----------------------|--|---------------------------|--|
| JANUARY 2016  |                      |  |                           |  |
| 1             | 16TH JANUARY         | 2nd IMM COUNCIL MEETING.   | COUNCIL MEETING           | IMM OFFICE                               |
| FEBRUARY 2016 |                      |  |                           |  |
| 2             | 20TH FEBRUARY        | 3rd IMM COUNCIL MEETING.   | COUNCIL MEETING           | IMM OFFICE                               |
| 3             | 27TH & 28TH FEBRUARY | CERTIFIED PROFESSIONAL MARKETEE – CPM (ASIA) CLASS 1 (MARKETING RESEARCH)        | SEMINAR                   | PAUM - 27/2/16<br>IMM - 28/2/16          |
| MARCH 2016    |                      |  |                           |  |
| 4             | 5TH & 6TH MARCH      | CERTIFIED PROFESSIONAL MARKETEE – CPM (ASIA) CLASS 2 (MARKETING COMMUNICATION)   | SEMINAR                   | PAUM - 5/3/16<br>IMM - 6/3/16            |
| 5             | 7TH & 8TH MARCH      | SME TRAINING - EXCELLENCE CUSTOMER SERVICE.                                      | TRAINING                  | ALPRO, PORT DICKSON,<br>NEGERI SEMBILAN. |
| 6             | 10TH & 11TH MARCH    | SME TRAINING - EXCELLENCE CUSTOMER SEMINAR SERVICE.                              | TRAINING                  | ALPRO, KUANTAN,<br>PAHANG.               |
| 7             | 12TH MARCH           | ASIA MARKETING FEDERATION – AMF ANNUAL BOARD MEETING 2016.                       | AMF MEETING               | PHNOM PENH, CAMBODIA.                    |
| 8             | 14TH & 15TH MARCH    | SME TRAINING – IMAGE BUILDING POWERFUL IMPRESSION & EFFECTIVE COMMUNICATION.     | TRAINING                  | ALPRO, PORT DICKSON,<br>NEGERI SEMBILAN. |
| 9             | 17TH MARCH           | CEO TALK BY YBhg. DATO' DZULKIFLI MAHMUD - MATRADE.                              | CEOTALK/<br>IMM – MATRADE | MATRADE HALL.                            |
| 10            | 26TH & 27TH MARCH    | CERTIFIED PROFESSIONAL MARKETEE – CPM (ASIA) CLASS 3 (MARKETING STRATEGY)        | SEMINAR                   | PAUM - 26/3/16<br>IMM - 27/3/16          |
| APRIL 2016    |                      |  |                           |  |
| 11            | 2ND & 3RD APRIL      | CERTIFIED PROFESSIONAL MARKETEE – CPM (ASIA) CLASS 4 (ASIA BUSINESS)             | SEMINAR                   | TOC                                      |
| 12            | 12TH APRIL           | CEO TALK BY YBhg. DATO' CM VIGNAESVARAN A/L JEYANDRAN                            | CEOTALK/<br>IMM – PSMB    | PSMB                                     |
| 13            | 16TH & 17TH APRIL    | CERTIFIED PROFESSIONAL MARKETEE – CPM (ASIA) CLASS 5 (ASIA MARKETING MANAGEMENT) | SEMINAR                   | PAUM & IMM                               |
| 14            | 23RD APRIL           | IMM FELLOWSHIP AWARD NITE 2016.  | EVENT                     | HOTEL ISTANA,<br>KUALA LUMPUR.           |
| 15            | 26TH APRIL           | CERTIFIED PROFESSIONAL MARKETEE – CPM (ASIA) EXAM (ASIA BUSINESS)                | SEMINAR / EXAM            | IMM OFFICE                               |
| 16            | 30TH APRIL           | CERTIFIED PROFESSIONAL MARKETEE – CPM (ASIA) EXAM (ASIA MARKETING MANAGEMENT)    | SEMINAR / EXAM            | IMM OFFICE                               |
| MAY 2016      |                      |  |                           |  |
| 17            | 23RD MAY             | “NATIONAL SALES CONVENTION 2016”   | EVENT/SEMINAR<br>IMM/IBN  | HOTEL ISTANA,<br>KUALA LUMPUR.           |
| JUNE 2016     |                      |  |                           |  |
| 18            |                      | NO EVENT   |                           |  |



## CALENDAR OF EVENTS 2016

| NO             | DATE                  | EVENT   | CATEGORY                             | VENUE   |
|----------------|-----------------------|---|--------------------------------------|---|
| JULY 2016      |                       |   |                                      |   |
| 18             | 17TH JULY             | MAJLIS MESRA AIDILFITRI 2016  | EVENT                                | BUKIT KIARA EQUESTRIAN & COUNTRY RESORT, K.L. |
| 19             | 19TH & 20TH JULY      | DEVELOPING A MARKETING PLAN   | TRAINING                             | SME CORPORATION MALAYSIA.                     |
| 20             | 26TH & 27TH JULY      | DEVELOPING A MARKETING PLAN   | TRAINING                             | SME CORPORATION MALAYSIA.                     |
| AUGUST 2016    |                       |   |                                      |   |
| 21             | 4TH AUGUST            | 7th Edition of CMO ASIA AWARDS - WOMAN LEADERSHIP EXCELLENCE AWARD                    | CMO ASIA & WORLD BRAND CONGRESS      | PAN PACIFIC HOTEL, SINGAPORE.                 |
| 22             | 17TH AUGUST           | UNIVERSITI TUNKU ABDUL RAHMAN (UTAR) FINANCE & BUSINESS FACULTY (FBF) INFORMATION DAY | UNIVERSITI TUNKU ABDUL RAHMAN (UTAR) | UNIVERSITI TUNKU ABDUL RAHMAN (KAMPAR, PERAK) |
| 23             | 27TH AUGUST           | 5th IMM COUNCIL MEETING   | COUNCIL MEETING/IMM                  | IMM OFFICE                                    |
| SEPTEMBER 2016 |                       |   |                                      |   |
| 24             | 22ND SEPTEMBER        | ASIA MARKETING FEDERATION – AMF ANNUAL BOARD MEETING 2016                             | AMF MEETING                          | SEOUL, KOREA                                  |
| 25             | 24TH & 25TH SEPTEMBER | CERTIFIED PROFESSIONAL MARKETEER – CPM (ASIA) CLASS (MARKETING RESEARCH)              | SEMINAR                              | POLITEKNIK SULTAN SALAHUDDIN ABDUL AZIZ SHAH  |
| OCTOBER 2016   |                       |   |                                      |   |
| 26             | 13TH OCTOBER          | THE BRANDLAUREATE BRAND: ICON LEADERSHIP AWARDS 2016                                  | EVENT                                | THE MAJESTIC HOTEL, K.L.                      |
| 27             | 15TH OCTOBER          | CERTIFIED PROFESSIONAL MARKETEER – CPM (ASIA) REVISION-BASED CLASS BY EDMUND LEE      | SEMINAR                              | PAUM  |
| 28             | 22ND OCTOBER          | CERTIFIED PROFESSIONAL MARKETEER – CPM (ASIA) GRADUATION CEREMONY CLASS 1/2016        | EVENT                                | IMPIANA KLCC HOTEL, K.L.                      |
| 29             | 25TH OCTOBER          | CERTIFIED PROFESSIONAL MARKETEER – CPM (ASIA) EXAM (ASIA BUSINESS)                    | SEMINAR/EXAM                         | IMM OFFICE                                    |
| 31             | 26TH OCTOBER          | CERTIFIED PROFESSIONAL MARKETEER – CPM (ASIA) EXAM (ASIA MARKETING MANAGEMENT)        | SEMINAR/EXAM                         | IMM OFFICE                                    |
| NOVEMBER 2016  |                       |   |                                      |   |
| 32             | 3RD NOVEMBER          | IMM HI-TEA WITH HRH SULTANAH PAHANG   | EVENT                                | SERENITY, K.L.                                |
| 33             | 17TH & 18TH NOVEMBER  | EXCELLENCE CUSTOMER SERVICE FOR HOSPITALITY INDUSTRY                                  | TRAINING                             | ALPRO, SEREMBAN                               |
| 34             | 24TH & 25TH NOVEMBER  | STRATEGIC BRAND MANAGEMENT: WHAT IT IS TO YOU AND YOUR BUSINESS                       | TRAINING                             | ALPRO, SEREMBAN                               |
| 35             | 28TH NOVEMBER         | WOMAN POWER TALK – “EFFECTIVE NETWORKING: THE WAY FORWARD”                            | EVENT                                | SERI PACIFIC HOTEL                            |
| DECEMBER 2016  |                       |   |                                      |   |
| 39             | 17TH DECEMBER         | 6th IMM COUNCIL MEETING   | COUNCIL MEETING                      | IMM OFFICE                                    |





# BRANDING TO THE TOP OF THE WORLD

## BY IRFAN KHAIRI & PETER GOULD

10 & 11 MARCH 2015 - MEGA VIEW DECK, MENARA KUALA LUMPUR.







INSTITUTE OF MARKETING MALAYSIA



## CEO TALK BY TAN SRI DATUK WIRA DR. HJ. MOHD SHUKOR BIN HAJI MAHFAR

DIRECTOR GENERAL &amp; CEO INLAND REVENUE BOARD OF MALAYSIA (IRBM)

30 MARCH 2015, MALAYSIA TAX ACADEMY BANGI.







INSTITUTE OF MARKETING MALAYSIA



## CEO TALK BY PROFESSOR EMERITUS TAN SRI ANUWAR ALI

PRESIDENT/VICE-CHANCELLOR OPEN UNIVERSITY MALAYSIA (OUM)

9 JUNE 2015, SERI PACIFIC HOTEL, KUALA LUMPUR.



***"Excellence in Higher Education: The Importance of Quality & Innovation"***







INSTITUTE OF MARKETING MALAYSIA

# IMM 26TH ANNUAL GENERAL MEETING

13 JUNE 2015, BEST WESTERN HOTEL, PETALING JAYA, SELANGOR







# CEO TALK BY TAN SRI SITI SA'DIAH SHEIKH BAKIR

DIRECTOR KPJ HEALTHCARE BERHAD

CHAIRMAN & PRO-CHANCELLOR KPJ HEALTHCARE UNIVERSITY COLLEGE

9 SEPTEMBER 2015, MENARA 238, KUALA LUMPUR







# SOCIAL SELLING BY TOM ABBOTT

15 OCTOBER 2015, MEGA VIEW DECK, MENARA KUALA LUMPUR







# IMM BOWLING TOURNAMENT 2015

5 DECEMBER 2015, U-BOWL @ ONE-UTAMA SHOPPING CENTRE.







INSTITUTE OF MARKETING MALAYSIA



**CEO TALK BY DATO' DZULKIFLI MAHMUD**  
**CHIEF EXECUTIVE OFFICER MALAYSIA EXTERNAL TRADE**  
**DEVELOPMENT CORPORATION (MATRADE)**  
 17 MARCH 2016, MATRADE HALL, KUALA LUMPUR







## CEO TALK BY DATO' CM VIGNAESVARAN A/L JEYANDRAN CHIEF EXECUTIVE - HUMAN RESOURCES DEVELOPMENT FUND (HRDF)

12 APRIL 2016, WISMA HRDF, KUALA LUMPUR.



**"Up-Skilling of the Nation's Workforce via the HRDF 30% Pool Fund"**







INSTITUTE OF MARKETING MALAYSIA

# IMM FELLOWSHIP AWARD NITE 2016

23 APRIL 2016, HOTEL ISTANA, KUALA LUMPUR.







# MAJLIS MESRA AIDILFITRI 2016

17 JULY 2016, BUKIT KIARA EQUESTRIAN & COUNTRY RESORT, K.L.







INSTITUTE OF MARKETING MALAYSIA

# CERTIFIED PROFESSIONAL MARKETEER – CPM (ASIA) GRADUATION CEREMONY CLASS 1/2016

22 OCTOBER 2016 IMPIANA KLCC HOTEL, KUALA LUMPUR







INSTITUTE OF MARKETING MALAYSIA

# ROYAL HI-TEA

## HI-TEA WITH HER ROYAL HIGHNESS SULTANAH PAHANG SULTANAH HAJJAH KALSOM

3 NOVEMBER 2016 - SERENITY, KUALA LUMPUR.







INSTITUTE OF MARKETING MALAYSIA

# WOMAN POWER TALK – KUALA LUMPUR “EFFECTIVE NETWORKING: THE WAY FORWARD”

28 NOVEMBER 2016 - SERI PACIFIC HOTEL

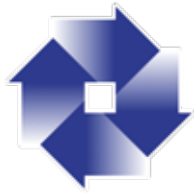






# AWARDS 2016



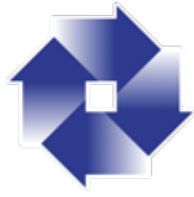


**INSTITUTE OF MARKETING MALAYSIA**

# **HONORARY TREASURER'S REPORT 2014-2015**







**INSTITUTE OF MARKETING MALAYSIA**  
Incorporated in Malaysia

**ACCOUNTS**

**31 DECEMBER 2014**





**ACCOUNTS FOR THE YEAR ENDED**  
**Ended 31st December 2014**

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**DECLARATION**

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Sarah Tan Mee Loo being the President, Honorary Secretary and Assistant Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, correct for the year ended 31st December 2014.

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

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

SARAH TAN MEE LOO  
(NRIC: 631225 – 14 - 5018)  
ASST. HONORARY TREASURER





INSTITUTE OF MARKETING MALAYSIA

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**BALANCE SHEET AS AT 31 DECEMBER 2014**

|                                  | Notes | <b>YEAR 2014</b><br><b>RM</b> | <b>YEAR 2013</b><br><b>RM</b> |
|----------------------------------|-------|-------------------------------|-------------------------------|
| PROPERTY, PLANT AND EQUIPMENT    | 3     | 12,791                        | 9,505                         |
| <b>CURRENT ASSETS</b>            |       |                               |                               |
| Cash and Bank Balances           | 4     | 205,307                       | 113,720                       |
| Other Receivables and Deposit    | 5     | 33,550                        | 189,454                       |
|                                  |       | <u>238,857</u>                | <u>303,174</u>                |
| <b>CURRENT LIABILITIES</b>       |       |                               |                               |
| Other Creditors and Accruals     |       | <u>32,560</u>                 | <u>25,586</u>                 |
|                                  |       | <u>32,560</u>                 | <u>25,586</u>                 |
| <b>NET CURRENT ASSETS</b>        |       | 206,297                       | 277,588                       |
|                                  |       | <u><b>219,088</b></u>         | <u><b>287,093</b></u>         |
| <b>REPRESENTED BY :</b>          |       |                               |                               |
| <b>ACCUMULATED FUND</b>          |       |                               |                               |
| BALANCE B/F                      |       | 287,093                       | 180,591                       |
| SURPLUS / (DEFICIT) FOR THE YEAR |       | -68,005                       | 106,502                       |
| BALANCE C/F                      |       | <u><b>219,088</b></u>         | <u><b>287,093</b></u>         |



**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED  
31 DECEMBER 2014**

|  |   | <b>YEAR 2014<br/>RM</b> | <b>YEAR 2013<br/>RM</b> |
|--|---|-------------------------|-------------------------|
| <b>INCOME</b>                                      |   |                         |                         |
|  | ADVERTISEMENT                           | 18,498                  | 3,998                   |
|  | RESEARCH SERVICES                       | 0                       | 10,500                  |
|  | SEMINAR, TRAINING & EVENTS              | 990,679                 | 514,877                 |
|  | BOWLING TOURNAMENT                      | 0                       | 11,400                  |
|  | TREASURE HUNT                           | 17,300                  | 0                       |
|  | RENTAL                                  | 0                       | 10,000                  |
|  | BOOK SALES                              | 0                       | 660                     |
|  |   | <hr/>                   | <hr/>                   |
|  |   | 1,026,477               | 551,435                 |
|  | ANNUAL SUBSCRIPTION / ENTRANCE FEES :-  |                         |                         |
|  | -NEW ORDINARY MEMBER (NOM)              | 13,080                  | 7,135                   |
|  | -LIFE MEMBERSHIP FEE                    | 2,000                   | 2,000                   |
|  | -NEW STUDENT MEMBERSHIP (NSM)           | 50                      | 100                     |
|  | -NEW CORPORATE MEMBERSHIP (NCM)         | 9,000                   | 19,500                  |
|  | -ORDINARY MEMBER RENEWAL (OMR)          | 8,360                   | 5,630                   |
|  | -CORPORATE MEMBER RENEWAL (CMR)         | 87,500                  | 76,000                  |
| <b>OTHER INCOME</b>                                |   |                         |                         |
|  | GRANT                                   | 50,000                  | 131,160                 |
| <b>TOTAL INCOME</b>                                |   | <hr/>                   | <hr/>                   |
|  |   | 1,196,467               | 792,960                 |
| <b>EXPENDITURE</b>                                 |   |                         |                         |
|  | ACCOUNTING FEES                         | 3,500                   | 10,000                  |
|  | DEPRECIATION                            | 3,014                   | 2,384                   |
|  | BANK CHARGES                            | 475                     | 91                      |
|  | IMM DOMAIN & WEBSITE                    | 574                     | 766                     |
|  | MARKETEER MAGAZINE                      | 33,794                  | 34,208                  |
|  | MEETING EXPENSES                        | 6,198                   | 12,678                  |
|  | TRANSPORTATION, PETROL & PARKING        | 3,475                   | 2,789                   |
|  | MEMBERSHIP FEE                          | 36                      | 0                       |
|  | PHOTOGRAPHY FEE                         | 4,636                   | 5,450                   |
|  | BOOKS                                   | 806                     | 0                       |
|  | NEWSPAPER & PERIODICALS                 | 434                     | 423                     |
|  | IMM SOUVENIR ITEMS, GIFTS & DONATION    | 22,924                  | 15,926                  |
|  | MEALS & REFRESHMENT                     | 2,749                   | 1,886                   |
|  | PRINTING & STATIONERY                   | 14,589                  | 14,381                  |
|  | SUBSCRIPTION TO HARVARD BUSINESS REVIEW | 12,600                  | 15,225                  |
|  | BOWLING TOURNAMENT                      | 0                       | 11,236                  |
|  | TREASURE HUNT                           | 17,827                  | 0                       |
|  | SEMINAR, TRAINING & EVENTS              | 923,805                 | 361,346                 |
|  | LICENSE FEE                             | 0                       | 1,300                   |
|  | OFFICE & EQUIPMENT MAINTENANCE          | 10,000                  | 7,419                   |
|  | RENTAL OF PREMISES                      | 33,600                  | 33,852                  |
|  | SALARIES, WAGES & ALLOWANCES            | 144,593                 | 140,726                 |
|  | POSTAGE & COURIER                       | 7,684                   | 2,315                   |
|  | TELEPHONE & MULTIMEDIA                  | 3,791                   | 3,347                   |
|  | ELECTRICITY & WATER                     | 7,516                   | 5,086                   |
|  | BROCHURES, BANNERS & POP-UP SYSTEMS     | 5,853                   | 1,410                   |
| <b>TOTAL EXPENDITURE</b>                           |   | <hr/>                   | <hr/>                   |
|  |   | 1,264,472               | 686,458                 |
| <b>SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE</b> |   | (68,005)                | 106,502                 |





INSTITUTE OF MARKETING MALAYSIA

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**NOTES ON THE FINANCIAL STATEMENTS**  
**For the Year Ended 31st December 2014**

**1 PRINCIPAL ACTIVITY**

The Institute is principally engaged in training and education, publication, social networking, study, facilities visit and other marketing activities.

**2 SIGNIFICANT ACCOUNTING POLICIES****2.1 ACCOUNTING CONVENTION**

The accounts have been prepared under the historical cost convention.

**2.2 FIXED ASSETS AND CONVENTION**

Fixed Assets are depreciated on a straight line basis over the expected useful lives of the assets concerned

The principal annual rates of depreciation used are:

|                      |     |
|----------------------|-----|
| Furniture & Fittings | 10% |
| Office equipment     | 10% |
| Computer             | 20% |

**3 PROPERTY, PLANT AND EQUIPMENT**

|                                 | <b>Furniture &amp; Fittings</b> | <b>Office Equipment</b> | <b>Computer</b> | <b>TOTAL</b> |
|---------------------------------|---------------------------------|-------------------------|-----------------|--------------|
| <b>At Cost</b>                  |                                 |                         |                 |              |
|                                 | RM                              | RM                      | RM              |              |
| At 1 January 2014               | 7,661.00                        | 23,839.00               | 28,894.00       | 60,394.00    |
| Additions                       | 0.00                            | 6,300.00                | 0.00            | 6,300.00     |
| At 31 December 2014             | 7,661.00                        | 30,139.00               | 28,894.00       | 66,694.00    |
| <b>Accumulated Depreciation</b> |                                 |                         |                 |              |
| At 1 January 2014               | 7,660.00                        | 14,335.80               | 28,893.00       | 50,888.80    |
| Charge for the year             | 0.00                            | 3,014.00                | 0.00            | 3,014.00     |
| At 31 December 2014             | 7,660.00                        | 17,349.80               | 28,893.00       | 53,902.80    |
| <b>Net Book Value</b>           |                                 |                         |                 |              |
| At 31 December 2014             | 1.00                            | 12,789.20               | 1.00            | 12,791.20    |

**4 CASH & BANK BALANCES**

|                           |                   |
|---------------------------|-------------------|
|                           | RM                |
| RHB BANK (21247900039488) | 29,334.00         |
| RHB BANK (21240600011319) | 60,756.52         |
| CIMB (124800145720)       | 110,106.42        |
| PETTY CASH                | 5,110.04          |
|                           | <b>205,306.98</b> |

**5 OTHER RECEIVABLES & DEPOSIT**

|                            |                  |
|----------------------------|------------------|
| OTHER RECEIVABLES          | 29,050.00        |
| DEPOSIT-RENTAL OF PREMISES | 1,500.00         |
| DEPOSIT-SYABAS             | 500.00           |
| DEPOSIT-TNB                | 2,500.00         |
|                            | <b>33,550.00</b> |



**INSTITUTE OF MARKETING MALAYSIA**  
Incorporated in Malaysia

**ACCOUNTS**

**31 DECEMBER 2015**







INSTITUTE OF MARKETING MALAYSIA

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**ACCOUNTS FOR THE YEAR ENDED**  
**Ended 31st December 2015**

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**DECLARATION**

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Sarah Tan Mee Loo being the President, Honorary Secretary and Assistant Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, correct for the year ended 31st December 2015.

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

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

SARAH TAN MEE LOO  
(NRIC: 631225 – 14 - 5018)  
ASST. HONORARY TREASURER



INSTITUTE OF MARKETING MALAYSIA

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**BALANCE SHEET AS AT 31 DECEMBER 2015**

|                                  |   | <b>YEAR 2015<br/>RM</b> | <b>YEAR 2014<br/>RM</b> |
|----------------------------------|---|-------------------------|-------------------------|
| PROPERTY, PLANT AND EQUIPMENT    | 3 | 16,637                  | 12,791                  |
| <b>CURRENT ASSETS</b>            |   |                         |                         |
| Cash and Bank Balances           | 4 | 19,281                  | 205,307                 |
| Other Receivables and Deposit    | 5 | 191,814                 | 33,550                  |
|                                  |   | <u>211,095</u>          | <u>238,857</u>          |
| <b>CURRENT LIABILITIES</b>       |   |                         |                         |
| Other Creditors and Accruals     |   | 7,382                   | 32,560                  |
|                                  |   | <u>7,382</u>            | <u>32,560</u>           |
| <b>NET CURRENT ASSETS</b>        |   | 203,713                 | 206,297                 |
|                                  |   | <u><b>220,350</b></u>   | <u><b>219,088</b></u>   |
| <b>REPRESENTED BY :</b>          |   |                         |                         |
| <b>ACCUMULATED FUND</b>          |   |                         |                         |
| BALANCE B/F                      |   | 219,088                 | 287,093                 |
| SURPLUS / (DEFICIT) FOR THE YEAR |   | 1,262                   | (68,005)                |
| BALANCE C/F                      |   | <u><b>220,350</b></u>   | <u><b>219,088</b></u>   |





INSTITUTE OF MARKETING MALAYSIA

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED  
31 DECEMBER 2015**

|  |   | <b>YEAR 2015<br/>RM</b> | <b>YEAR 2014<br/>RM</b> |
|--|---|-------------------------|-------------------------|
| <b>INCOME</b>                                      |   |                         |                         |
|  | ADVERTISEMENT                           | 6,887                   | 18,498                  |
|  | SEMINAR, TRAINING & EVENTS              | 122,626                 | 990,679                 |
|  | BOWLING TOURNAMENT                      | 7,402                   | 0                       |
|  | TREASURE HUNT                           | 90                      | 17,300                  |
|  | BOOK SALES                              | 1,012                   | 0                       |
|  |   | <hr/>                   | <hr/>                   |
|  |   | 138,017                 | 1,026,477               |
|  | ANNUAL SUBSCRIPTION / ENTRANCE FEES :-  |                         |                         |
|  | -NEW ORDINARY MEMBER (NOM)              | 7,005                   | 13,080                  |
|  | -LIFE MEMBERSHIP FEE                    | 0                       | 2,000                   |
|  | -NEW STUDENT MEMBERSHIP (NSM)           | 150                     | 50                      |
|  | -NEW CORPORATE MEMBERSHIP (NCM)         | 12,000                  | 9,000                   |
|  | -ORDINARY MEMBER RENEWAL (OMR)          | 4,250                   | 8,360                   |
|  | -CORPORATE MEMBER RENEWAL (CMR)         | 95,500                  | 87,500                  |
| <b>OTHER INCOME</b>                                |   |                         |                         |
|  | GRANT                                   | 141,565                 | 50,000                  |
| <b>TOTAL INCOME</b>                                |   | <hr/>                   | <hr/>                   |
|  |   | 398,487                 | 1,196,467               |
| <b>EXPENDITURE</b>                                 |   |                         |                         |
|  | ACCOUNTING FEES                         | 3,000                   | 3,500                   |
|  | DEPRECIATION                            | 7,056                   | 3,014                   |
|  | BANK CHARGES                            | 240                     | 475                     |
|  | IMM DOMAIN & WEBSITE                    | 1,248                   | 574                     |
|  | MARKETEER MAGAZINE                      | 17,384                  | 33,794                  |
|  | MEETING EXPENSES                        | 9,163                   | 6,198                   |
|  | TRANSPORTATION, PETROL & PARKING        | 2,768                   | 3,475                   |
|  | MEMBERSHIP FEE RENEWAL- AMF             | 5,081                   | 36                      |
|  | PHOTOGRAPHY FEE                         | 3,940                   | 4,636                   |
|  | BOOKS                                   | 164                     | 806                     |
|  | NEWSPAPER & PERIODICALS                 | 646                     | 434                     |
|  | IMM SOUVENIR ITEMS, GIFTS & DONATION    | 10,144                  | 22,924                  |
|  | MEALS & REFRESHMENT                     | 2,100                   | 2,749                   |
|  | PRINTING & STATIONERY                   | 16,220                  | 14,589                  |
|  | SUBSCRIPTION TO HARWARD BUSINESS REVIEW | 18,150                  | 12,600                  |
|  | BOWLING TOURNAMENT                      | 9,336                   | 0                       |
|  | TREASURE HUNT                           | 0                       | 17,827                  |
|  | SEMINAR, TRAINING & EVENTS              | 103,793                 | 923,805                 |
|  | LICENSE FEE                             | 1,325                   | 0                       |
|  | OFFICE & EQUIPMENT MAINTENANCE          | 4,170                   | 10,000                  |
|  | RENTAL OF PREMISES                      | 33,442                  | 33,600                  |
|  | SALARIES, WAGES & ALLOWANCES            | 130,552                 | 144,593                 |
|  | POSTAGE & COURIER                       | 7,422                   | 7,684                   |
|  | TELEPHONE & MULTIMEDIA                  | 4,186                   | 3,791                   |
|  | ELECTRICITY & WATER                     | 5,069                   | 7,516                   |
|  | BROCHURES, BANNERS & POP-UP SYSTEMS     | 625                     | 5,853                   |
| <b>TOTAL EXPENDITURE</b>                           |   | <hr/>                   | <hr/>                   |
|  |   | 397,225                 | 1,264,472               |
| <b>SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE</b> |   | 1,262                   | (68,005)                |



INSTITUTE OF MARKETING MALAYSIA

**INSTITUTE OF MARKETING MALAYSIA**  
(Incorporated in Malaysia)

**NOTES ON THE FINANCIAL STATEMENTS**  
**For the Year Ended 31st December 2015**

**1 PRINCIPAL ACTIVITY**

The Institute is principally engaged in training and education, publication, social networking, study, facilities visit and other marketing activities.

**2 SIGNIFICANT ACCOUNTING POLICIES****2.1 ACCOUNTING CONVENTION**

The accounts have been prepared under the historical cost convention

**2.2 FIXED ASSETS AND CONVENTION**

Fixed Assets are depreciated on a straight line basis over the expected useful lives of the assets concerned

The principal annual rates of depreciation used are:

|                      |     |
|----------------------|-----|
| Furniture & Fittings | 10% |
| Office equipment     | 10% |
| Computer             | 20% |

**3 PROPERTY, PLANT AND EQUIPMENT**

| <b>At Cost</b>                  | Furniture &<br>Fittings<br>RM | Office<br>equipment<br>RM | Computer<br>RM | TOTAL            |
|---------------------------------|-------------------------------|---------------------------|----------------|------------------|
| At 1 January 2015               | 7,661.00                      | 30,139.00                 | 28,894.00      | 66,694.00        |
| Additions                       | 0.00                          | 7,623.15                  | 3,279.00       | 10,902.15        |
| At 31 December 2015             | 7,661.00                      | 37,762.15                 | 32,173.00      | 77,596.15        |
| <b>Accumulated Depreciation</b> |                               |                           |                |                  |
| At 1 January 2015               | 7,660.00                      | 17,349.80                 | 28,893.00      | 53,902.80        |
| Charge for the year             | 0.00                          | 3,776.00                  | 3,280.00       | 7,056.00         |
| At 31 December 2015             | 7,660.00                      | 21,125.80                 | 32,173.00      | 60,958.80        |
| <b>Net Book Value</b>           |                               |                           |                |                  |
| At 31 December 2015             | <b>1.00</b>                   | <b>16,636.35</b>          | <b>0.00</b>    | <b>16,637.35</b> |

**4 CASH & BANK BALANCES**

|                           | RM               |
|---------------------------|------------------|
| RHB BANK (21247900039488) | 6.54             |
| RHB BANK (21240600011319) | 7,314.59         |
| CIMB (124800145720)       | 1,095.74         |
| PETTY CASH                | 10,864.15        |
|                           | <b>19,281.02</b> |

**5 OTHER RECEIVABLES & DEPOSIT**

|                            |                   |
|----------------------------|-------------------|
| OTHER RECEIVABLES          | 186,942.90        |
| GST RECEIVABLE             | 370.82            |
| DEPOSIT-RENTAL OF PREMISES | 1,500.00          |
| DEPOSIT-SYABAS             | 500.00            |
| DEPOSIT-TNB                | 2,500.00          |
|                            | <b>191,813.72</b> |





## OUR CORPORATE MEMBERS





## OUR CORPORATE MEMBERS







## OUR CORPORATE MEMBERS

(for the period January 2015 – June 2017)

ABC Mediaworks Sdn Bhd  
Agensi Inovasi Malaysia (AIM)  
Asia E University (AEU)  
Asia Lab (Malaysia) Sdn Bhd  
AIMST University  
Astro Malaysia Holdings Berhad  
Asturi Metal Builders (M) Sdn Bhd  
Bank Islam Malaysia Berhad (BIMB)  
Bank Kerjasama Rakyat (BKR)  
Bank Simpanan Nasional (BSN)  
Curtin University Sarawak  
Erican College Sdn Bhd  
Education Malaysia Global Services  
FlyFirefly Sdn Bhd  
Inland Revenue Board of Malaysia  
Kolej Poly-Tech MARA Sdn Bhd  
KPJ Healthcare Berhad  
Kumpulan Media Karangkraf  
Malaysia Airports Holdings Berhad  
Malaysia Productivity Corporation (MPC)  
Malaysia External Trade Development Corporation (MATRADE)  
Media Prima Berhad  
Menara Kuala Lumpur Sdn Bhd  
MH Global Sdn Bhd  
Multimedia College Sdn Bhd  
Northport (Malaysia) Berhad  
Open University Malaysia (OUM)

Othman Yeop Abdullah Graduate School of Business - UUM  
Pembangunan Sumber Manusia Berhad  
Pertubuhan Berita Nasional Malaysia (BERNAMA)  
Projek Lebuhraya Usahasama Berhad  
Prestige Communications Sdn Bhd  
Projek Lintasan Kota Holdings Sdn Bhd (PROLINTAS)  
Puncak Niaga Holdings Berhad  
Putra Business School (PBS)  
Quest International University Perak  
Ramsay Sime Darby Healthcare College  
SEGi University Sdn Bhd  
Siemens Malaysia Sdn Bhd  
SME Corporation Malaysia  
Telekom Malaysia Berhad  
Tenaga Nasional Berhad  
UCSI Education Sdn Bhd  
UDA Holdings Berhad  
Universiti Kebangsaan Malaysia (UKM)  
Universiti Kuala Lumpur (UniKL)  
Universiti Malaysia Kelantan (UMK)  
Universiti Putra Malaysia (UPM)  
Universiti Tun Abdul Razak (UNIRAZAK)  
Universiti Tunku Abdul Rahman (UTAR)  
Universiti Utara Malaysia (UUM)  
Utusan Melayu (Malaysia) Berhad





# APPRECIATION

The 26th Council wishes to express our gratitude and appreciation to the following for their invaluable support and contribution to the Institute:

## PATRON

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

## ADVISORS

**YBhg. Dato' Lawrence Chan**  
Founder & Executive Chairman  
PDL Management Corporation

**Puan Hamidah Karim**  
Managing Director  
Prestige Communications

## PARTNERS

Pembangunan Sumber Manusia Berhad (PSMB)  
SME Corporation Malaysia (SMECORP)

## IMM MEMBERS

### INTERNATIONAL AFFILIATES

ASIA MARKETING FEDERATION (AMF)

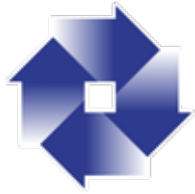
### COUNTRY MEMBERS

CCPIJT Commercial Sub-Committee, CCOIC Commercial Chamber of Commerce (CHINA)

|   |  |
|---|--|
| Hong Kong Institute of Marketing (HKIM) | Marketing Institute of Singapore (MIS)       |
| Indonesian Marketing Association (IMA)  | Marketing Society of Bangladesh (MSB)        |
| Japan Marketing Association (JMA)       | Mongolian Marketing Association (MMA)        |
| Korean Marketing Association (KMA)      | Philippines Marketing Association (PMA)      |
| Marketing Association of Cambodia (MAC) | Sri Lanka Institute of Marketing (SLIM)      |
| Marketing Association of Myanmar (MAM)  | Taiwan Institute of Marketing Science (TIMS) |
| Marketing Association of Thailand (MAT) | Vietnam Marketing Association (VMA)          |

## WORLD MARKETING ASSOCIATION (WMA)





## **INSTITUTE OF MARKETING MALAYSIA**

1G-1st Floor, Bangunan SKPPK  
Jalan SS 9A/17, 47300 Petaling Jaya  
Selangor Darul Ehsan  
Tel: 03-78743089 / 78746726  
Fax: 03 - 78763726

Email : [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com)

Website : [www.imm.org.my](http://www.imm.org.my)

Facebook : <https://facebook.com/instituteofmarketingmalaysia>

