



# FMM SME CONFERENCE 2016

in collaboration with SME Corporation Malaysia



## Beyond Economic Growth: SMEs Meeting Global Challenges

16 November 2016, Wednesday

Dewan Perdana, Level 1, Menara MITI, Jalan Sultan  
Haji Ahmad Shah, 50480 Kuala Lumpur

**M**oving SMEs forward, the Budget 2017 emphasized numerous programmes and incentives on the development of SMEs. The Budget looks into safeguarding the long-term growth of SMEs and to elevate short-term concerns in cushioning the impact of current economic challenges.

Find out how Budget 2017 affect the SMEs in taxation, financing and credit facilities, human capital empowerment and discover the new opportunities amid the uncertain economic outlook.

### FEATURED SPEAKERS

- YBhg Dato' Mohd Razali, Director General, Malaysian Productivity Corporation
- Mr Peter Lam, Business Growth Strategists & Team Alignment Coach, Pelican Concepts
- Mr Tiong Khe Hock, Managing Director, Omron Electronics Sdn Bhd

### WHO SHOULD ATTEND

Chief Executive Officers, Directors, Managing Directors, General Managers, Human Resource/Industrial Relations Managers and Executives



**Town Hall meeting:  
2017 Budget  
Incentives for SMEs**

#### Productivity-Led Growth

- Productivity Linked Wage System
- Low Cost Automation
- Lean Manufacturing

#### SMEs Marketing in Industry 4.0

- Driving Business Growth with Google AdWords
- Digital Marketing Demystified
- Financing in Technologies for Marketing

**The Way Forward:  
Resolutions &  
Action Plan**

#### EVENT SPONSORS:



# FMM SME Conference 2016

Date : Wednesday, November 16, 2016  
 Time : 8.00am - 5.00pm  
 Venue : Dewan Perdana, Level 1, Menara MITI  
 Jalan Sultan Haji Ahmad Shah, 50480 K Lumpur  
**(FREE Parking)**

## Programme

- 0800 **Registration and Networking Breakfast**
- 0900 **Welcome Address**  
by YBhg Tan Sri Saw Choo Boon, FMM President
- 0910 **Keynote Address**  
by YB Dato' Seri Ong Ka Chuan,  
Minister of International Trade & Industry II
- 0930 **Coffee Break (Press Conference with Minister)**
- 0950 **Town Hall Session**  
**Beyond Economic Growth: SMEs Meeting Global Challenges - Post Budget 2017 Impact and SME Corp Survey Findings**  
**Moderator: YBhg Dato' Dr Ir Andy Seo, FMM Vice-President & SMIs Working Committee Chairman**
  - YBhg Datuk (Dr) Hafsah Hashim, CEO SME Corp Malaysia
  - YBhg Tan Sri Saw Choo Boon, FMM President
  - YBhg Datuk Dr AT Kumararaja, CEO - Secretariat for Empowerment of Indian Entrepreneurs
  - Representative - Secretariat for the Advancement of Malaysian Entrepreneurs *(invited)*

- 1120 **Panel 1: Productivity-Led Growth**  
**Moderator: Mr Davies Danavaindran, FMM Vice-President & HR Management Committee Chairman**
  - **Productivity Linked Wage Systems**  
YBhg Dato' Palaniappan Joseph  
Managing Director, Satake Technologies Sdn Bhd
  - **Low Cost Automation**  
Mr Tiong Khe Hock, Managing Director  
Omron Electronics Sdn Bhd
  - **Lean Manufacturing**  
YBhg Dato' Mohd Razali, Director General  
Malaysian Productivity Corporation

- 1250 **Lunch**
- 1345 **Power Luncheon Talk (Q&A Session)**  
Microsoft (Malaysia) Sdn Bhd *(invited)*

- 1430 **Panel 2: SMEs Marketing in Industry 4.0**  
**Moderator: Mr John Lee, FMM Council Member & International Business Committee Chairman**
  - **Driving Business Growth with Google AdWords**  
Mr Bryan Tan, Marketing Manager @ Locus-T Online Sdn Bhd
  - **Digital Marketing Demystified - How to Embrace Digital Marketing Successfully in Your Business**  
Mr Peter Lam, Business Growth Strategist & Team Alignment Coach, Pelican Concepts
  - **Financing for SMEs Initiatives in Technology for Marketing**  
Mr Fadzlan bin Abu Bakar, Head, Marketing & Product Development, MIDF

- 1630 **The Way Forward: Resolutions & Action Items**
  - YBhg Tan Sri Saw Choo Boon, FMM President**Networking Coffee Break / End of Programme**

Programme as at November 8, 2016 & is subject to change

### ENQUIRY?

Contact Lily Hee or Natalie Ng  
**Tel:** 03 6286 7200 **Fax:** 03 6274 1266  
**E-mail:** membership\_smi@fmm.org.my

This conference is HRDF claimable under the SBL scheme

	Fee per pax (RM)	GST (RM)	Total (RM)
<b>FMM Member</b>	<b>100</b>	<b>6</b>	<b>106</b>
<b>Others</b>	<b>150</b>	<b>9</b>	<b>159</b>

**Full payment should be made before/on November 9, 2016**  
**Cheque Payable to: Federation of Malaysian Manufacturers**  
**E-Payment:** Malayan Banking Berhad  
 A/C Number: 514208330768 (Swift Code: MBBEMYKL)  
**NOTE: FMM GST Number is 001714290688**

**REPLACEMENT / CANCELLATION / NO SHOW / REFUND:**  
 Replacement at no additional cost. FMM reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. If FMM decides to cancel or postpone the seminar, FMM will not be responsible for covering airfare, hotel or other travel costs incurred by participants.

Cancellation must be in writing to FMM. Cancellation received:  
 More than 14 days prior to event - full refund (before Nov 2, 2016)  
 Between 7 to 14 days - 50% refund (Nov 2 - 15, 2016)  
 Less than 7 days - no refund (Nov 9 - 15, 2016)

Participants who do not turn up at the event are liable for the full fee.

### REGISTRATION (Closing Date: November 9, 2016)

Attn: Lily Hee (lily@fmm.org.my) Fax: 03 - 62741266  
 Please register the following participants:

1. Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 E- mail : \_\_\_\_\_  
 Vegetarian : Y / N
2. Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 E- mail : \_\_\_\_\_  
 Vegetarian : Y / N
3. Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 E- mail : \_\_\_\_\_  
 Vegetarian : Y / N

### Submitted by:

- Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Company : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 E-mail : \_\_\_\_\_  
 Tel : \_\_\_\_\_  
 Membership No : \_\_\_\_\_

GST No:

**Payment:** Enclosed cheque no. \_\_\_\_\_  
 for RM \_\_\_\_\_ mailed on \_\_\_\_\_