



SME Mentoring Programme 2015

The SME Mentoring Programme is aimed at sharing Nestlé's knowledge and best practices in production, sales and marketing & Halal related matters to SMEs (**Food & Beverage Industry**). It is a **2-day Workshop** jointly organised by SME Corp. Malaysia, Nestlé and HDC.

WHAT ARE THE BENEFITS IF YOU PARTICIPATE IN THIS PROGRAMME?

At the end of the workshop, participating SMEs are expected to:

- ✓ enhance knowledge on the Halal Best practices through the sharing of knowledge and best practices by Nestlé;
- ✓ improve business operation.

Participation fee: RM 150 per person *

*** Payment can be made via Cash or Cheque to:
Halal Industry Development Corporation Sdn Bhd
Account No: 5628 – 6110 - 0373 (Maybank)**

WHO SHOULD ATTEND?

- Business owners/Managing Directors
- General Managers/Managers

Seats are based on first come first serve basis.

Registration Slip

Name of Company:

Name of Participant:

Contact Details:

Tel : _____

H/P : _____

Fax : _____

Email: _____

Will Participate Will Not Participate

Please **fax** or **email** the Registration Slip to:
603-2775 6314 or **norhayati@smecorp.gov.my**
Attention to: **Ms. Zahirah / Ms. Norhayati**
@ 603 2775 6184 / 6192

Workshop Programme

Day 1

9.00am – 10.30am	State of the Halal Industry: Current Perspective & Future Growth and Halal Standard by HDC
10.30am - 10.45am	Coffee Break
10.45am - 12.15pm	What is the The Malaysian Food Regulation? by Nestlé
12.15pm - 1.45pm	Lunch Break
1.45pm - 3.00pm	The Best Halal Practices by Nestlé
3.00pm - 4.30pm	Increase Productivity by Nestlé
	Tea & Networking Session

Day 2

9.00am – 10.30am	Nestlé's Sales & Marketing Tips - Nestlé
10.30am - 10.45am	Coffee Break
10.45am - 12.15pm	What it takes to supply to MNCs & Nestlé's Creating Shared Value concept (CSV) by Nestlé
12.15pm - 1.45pm	Lunch Break
1.45pm - 3.15pm	What's available for SMEs? (Programs offered by SME Corp/ HDC)
3.15pm – 5.00pm	Knowledge sharing with Industry expert by Guest Speaker.

Which sessions that you would like to participate? (please ✓):

Completed	22 & 23 April 2015 State: Yayasan Pembangunan Usahawan Terengganu, Kuala Terengganu, Terengganu
Completed	9 & 10 June 2015 State: Grand Alora Hotel, Alor Setar, Kedah
Completed	25 & 26 August 2015 State: Horizon Hotel, Kota Kinabalu, Sabah
	21 & 22 October 2015 State: SME Corp. Malaysia, Kuala Lumpur