



MALAYSIAN BRAND DEVELOPMENT WORKSHOP

29 April 2014 (Tuesday) 8:30am – 5:30pm
The Katerina Hotel - Batu Pahat, Johor

Free Registration | Limited Seats, First-come first served basis



Branding To Maximise SMEs Business Potential

The Real & Practical Way –
Simpler | Faster | More Cost Effective

You know that branding is a crucial part of your business but unsure about what you need to do, how to brand and where to get the funds and resources. This MALAYSIAN BRAND DEVELOPMENT WORKSHOP will give you answers to your questions.

Industry experts will be sharing practical insights and have dialogue with you to clarify any doubts. Local case studies relevant to you will be shared including those who obtained the National Mark of Malaysian Brand. Need more clarification to what is National Mark and its financial and non-financial assistance? Wait no more, a dedicated session is set to brief you the in and out on how you can benefit from the program.



PANEL SPEAKERS



Mr. Yap Keng Teck
Bizsphere Brand & Marketing Group
Founder & Managing Consultant

One of the most respected SME Branding Expert in Malaysia who has built and grown many top local award winning brands.



Ms. Norizah Yahaya
SIRIM QAS International
Malaysian Brand Program Head

With 20 years of experience, Norizah is now a Lead Auditor for ISO, GDPMD, and the Malaysian Brand Certification Program.



Ms. Geetha K.
KASS International
Director of Trademarks & Designs Division

A frequent columnist and speaker in IP, Geetha has extensive experience in trademarks both local & foreign countries.



Dialogue Session That You Can't Miss: Invited National Mark Recipients from B2B and B2C Industry To Share Their Branding Journey.

Jointly organized by:



SME MARKETING SUPPORT UNIT



Media Partner:



WHO SHOULD ATTEND

SME Businesses/Brand Owners

Brand & Marketing Managers/Directors

Top Executives wanting to know how National Mark can help their brand

WHY YOU SHOULD ATTEND

1. Be exposed to real, practical and cost effective way to brand.
2. Know the value of certification in global market branding and the fast & cost effective way to get certified.
3. Check if you have protected your trademark correctly and how to get it done fast.
4. Get insights on National Mark of Malaysian Brand – a certification scheme where SMEs will be recognized globally.
5. Learn from real life brand experience - by National Mark Recipients.



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PROGRAMME

- 8:30am Registration
- 9:00am Strategic Branding That Brings Customers To You by Bizsphere
- 10:30am Tea-break
- 11:00am Certification As The Key To International Market by SIRIM QAS
- 11:45am Protect Your Brand Investment by KASS International
- 12:30pm Lunch
- 2:00pm Experts Panel Discussion "Maximising SMEs Brand Potential – What to do and how to do it cost effectively."
- 2:45pm SME Branding Journey - Dialogue with National Mark Recipients
- 3:45pm Tea-break
- 4:15pm National Mark: Your Passport To Worldwide Acceptance by SIRIM QAS
- 4:45pm Q & A Session
- 5:30pm -END-



REGISTRATION FORM

Limited seats available. Registration is based on First-come, First-served basis

Participant 1 Mr/ Mrs/ Ms _____

Designation _____

Email _____ Mobile _____

Meal Requirement Vegetarian Non-Vegetarian

Participant 2 Mr/ Mrs/ Ms _____

Designation _____

Email _____ Mobile _____

Meal Requirement Vegetarian Non-Vegetarian

SUBMITTED BY

Company _____

Contact person _____

Designation _____

Email _____

Tel _____

Fax _____

Address _____

An e-confirmation will be sent via email

RSVP by 22 April 2014 (Tuesday) Managerial level and above will be given priority. Please send this registration form to

1) Mr. Ahmad Faiz Nazarudin tel +603-2775 6354 email ahmadfaiz@smecorp.gov.my

2) Ms. Farah Emielia Riswan tel +603-2775 6063 email farah@smecorp.gov.my

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