

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

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 uncertainty economic outlook.



FEATURED SPEAKERS

WHO SHOULD ATTEND

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

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

Productivity-Led Growth

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

Chief Executive Officers, Directors,

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

EVENT SPONSORS:















SMEs Marketing in Industry 4.0

- **New Market Strategies**
- **Digital Marketing**
- Financing in Technologies for Marketing

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



FMM SME Conference 2016 : 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 Coffee Break (Press Conference with Minister) 0930 0950 **Town Hall Session** Beyond Economic Growth: SMEs Meeting Global Challenges - Post Budget 2017 Impact and SME **Corp Survey Findings** Moderator: YBhq Dato' Dr Ir Andy Seo, FMM Vice-**President & SMIs Working Committee Chairman** • YBha Datuk (Dr) Hafsah Hashim, CEO SME Corp Malavsia • YBhg Tan Sri Saw Choo Boon, FMM President • YBha Datuk Dr AT Kumararaja, CEO - Secretariat for Empowerment of Indian Entrepreneurs (invited) • YB Datuk Seri Ir Dr Wee Ka Siong, Minister in the Prime Minister's Department [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 (invited) **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 **New Market Strategies** YBhg Datuk J Jayasiri, Secretary General, Ministry of International Trade and Industry (invited) **Digital Marketing** 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 (invited) 1630 The Way Forward: Resolutions & Action Items YBhg Tan Sri Saw Choo Boon, FMM President **Networking Coffee Break / End of Programme**

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)
FMM Membe	er 100	6	106
Others	150	9	159

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:

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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