

FMM MARKETING & BRANDING CONFERENCE 2017

Green Marketing: Strategies for Sustainability Brands

August 10, 2017 (Thursday)
The Royale Chulan Damansara Hotel, Petaling Jaya

PROGRAMME *

8:00 am Registration of Participants
Company Exhibition Visits
Networking Breakfast

8:50 am Welcome Remarks

Ms Michelle Hah

FMM Council Member and Chairwoman of FMM Branding & Intellectual Property Committee

The State of Green Business

9:00 am **MyHIJAU Mark: Malaysia's Recognition for Certified Green Products and Services**

En Abd. Malik Atan

Manager, Greenpreneur Services

GreenTech Catalyst Sdn Bhd

(GreenTech Malaysia Group)

9:40 am **Understanding Consumer Perceptions on Sustainability and Trust**

Ms Ho Su Chan

Director

Ipsos Malaysia Sdn Bhd

10:20 am Networking Coffee Break
Company Exhibition Visits

10:45 am **Every Generation is Green: Far-reaching Business Opportunities**

Mr Praveen Rajan

Chief Digital Officer

Digi Telecommunications Sdn Bhd

11:25 am **Driving Success with Innovation Inspired by Nature**

En Ashran Dato' Ghani

Chief Executive Officer

Malaysian Global Innovation & Creativity Centre (MaGIC)

12:05 pm **Question & Answer Session**

Moderator:

YBhg Datuk Noraini bt Soltan

FMM Vice-President and Chairman of Women in Business Committee

Speakers:

- *En Abd. Malik Atan, Manager, Greenpreneur Services, GreenTech Catalyst Sdn Bhd (GreenTech Malaysia Group)*
- *Ms Ho Su Chan, Director, Ipsos Malaysia Sdn Bhd*
- *Mr Praveen Rajan, Chief Digital Officer, Digi Telecommunications Sdn Bhd*
- *En Ashran Dato' Ghani, Chief Executive Officer, Malaysian Global Innovation & Creativity Centre (MaGIC)*

12:30 pm Networking Lunch
Company Exhibition Visits

Green Marketing Strategies

1:30 pm **Expanding Sustainable Products Beyond the Loyal 15%**

Ms Callie Tai

Chief Executive Officer

Justlife Group Sdn Bhd

2:10 pm **Why Meaningful Brands Are More Profitable?**

Mr Andreas Vogiatzakis

Chief Executive Officer

Havas Media Group Malaysia

2:50 pm **Green Claims and Labels – How Companies Can Avoid Greenwashing**

- *Ms Julia Chong*
Chief Executive Officer
The Truly Loving Company Sdn Bhd

- *Cik Azlina Shariff*
Brand Manager
The Truly Loving Company Sdn Bhd

3:30 pm Networking Coffee Break
Company Exhibition Visits

3.55 pm **Movement Making for Lasting Engagement – Partnership with Nonprofits**

Ms Prabha Sundram

Director of External Relations

Teach For Malaysia

4:35 pm **Question & Answer Session**

Moderator:
FMM

Speakers:

- *Ms Callie Tai, Chief Executive Officer, Justlife Group Sdn Bhd*
- *Mr Andreas Vogiatzakis, Chief Executive Officer, Havas Media Group Malaysia*
- *Ms Julia Chong, Chief Executive Officer, The Truly Loving Company Sdn Bhd*
- *Cik Azlina Shariff, Brand Manager, The Truly Loving Company Sdn Bhd*
- *Ms Prabha Sundram, Director of External Relations, Teach For Malaysia*

5:00 pm **Conference Concludes**

* Invited speakers and tentative presentation topics. The organiser reserves the right to alter the content and timing of the programme in the best interest of the Conference.

