

**LIMITED
SEATING**



FMM Luncheon Talk for

SMEs:

Brand Development and IP Protection



Date : November 22, 2018 (Thursday)
Time : 12.30pm - 4.00pm
Venue : **Accel Graphic System Sdn Bhd**
 Lot 1310, Jalan Sg Pelubung 32/144,
 Seksyen 32, 40460 Shah Alam, Selangor
[GPS: 3.011815, 101.527675]

Over 900,000 business establishments in Malaysia are small and medium enterprises (SMEs), which contribute nearly 36% of the country's GDP. Most SMEs undervalue the importance of branding, which is one of the most important asset of any business, large or small. Brands create value for a business. Brands such as Coca-Cola, Gucci, Apple, Nike and Pepsi are valued in billion of dollars. Brands tell customers, competitors and suppliers what they can expect from your products and services. Brands differentiate your offering from your competitors.

SMEs must strive to use the power of branding to ensure they achieve a prominent position in the marketplace and protect their brand from infringement and enforce their rights vigilantly. The more successful and recognised a brand is in the market, the higher the risks of infringement of Intellectual Property (IP).

Join us in this Luncheon Talk to understand better how brand development and IP protection can assist your business from product development & design to service delivery, marketing, export expansion through licensing or franchising!

OBJECTIVES

- Learn the best practices of branding products globally
- Gain insights on why branding matters for business
- Learn practical ways to protect products from counterfeits
- Attain networking opportunities with speakers and participants.

WHO SHOULD ATTEND?

- Chief Executive Officers / Managing Directors
- General Managers
- Marketing / Brand / Product / Marketing Communication Managers and Executives
- Business Development / Sales Managers and Executives

For more information, please contact FMM Secretariat, Ida / Jess at tel. no: 03 - 6286 7200
 or email ida@fmm.org.my / jess@fmm.org.my

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PARTICIPATION FEE

	Fee Per Pax (RM)
FMM Member	250.00
Non-Member	350.00

- Limited to 40 participants on first-come-first-served basis.
- Fee includes course materials and lunch.

CLOSING DATE

November 15, 2018 (Thursday)

PAYMENT

Payee Name : Federation of Malaysian Manufacturers
Bank Name : MAYBANK
Account No : 5-14208-33076-8

CONTACT DETAILS

FMM Secretariat - Ms Ida Tan / Ms Jess Chong
Tel. : 03 - 6286 7200
Fax. : 03 - 6274 1266 / 7288
Email : ida@fmm.org.my / jess@fmm.org.my

PROGRAMME

12:30	Registration & Networking Lunch
13:30	Welcome Remarks <i>by Dr Helena Eian, Chairman of FMM Branding & IPR Committee</i>
13:35	Best Practices of Branding Your Products Globally <i>by BBDO (M) Sdn Bhd</i>
14:20	Why Branding Matters? <i>by Ms Michelle Hah, Executive Director of Fire Fighter Industry Sdn Bhd</i>
15:00	Protecting Your Products from Counterfeits <i>by Ms Charmayne Ong, Partner of SKRINE</i>
15:30	Question & Answer Session
16:00	<i>End of Programme</i>

TERMS & CONDITIONS

- Cancellation must be in writing to FMM. Replacement is at no additional cost. Registered participants who do not turn up at the event are liable to pay the full fee.
- **Refund policy for cancellation is:**
 - Less than 7 days prior to event: No refund
 - Between 7-14days prior to event: 50% refund
 - More than 14 days' prior to event: Full refund
- FMM reserves the right to alter, cancel or reschedule the programme. All efforts will be taken to inform participants of any changes.

REGISTRATION FORM

To: FMM Secretariat, Wisma FMM, No. 3 Persiaran Dagang, PJU 9, Bandar Sri Damansara, 52200 Kuala Lumpur
Attn: Ms Ida Tan (International Business Division) Email: ida@fmm.org.my Fax: 03-62741266/7288

Please register the following participant(s):

- Name: _____
Designation: _____
Email: _____
Vegetarian*: Yes / No
- Name: _____
Designation: _____
Email: _____
Vegetarian*: Yes / No
- Name: _____
Designation: _____
Email: _____
Vegetarian*: Yes / No

* Kindly circle whichever is applicable.

Submitted by:

Name: _____
Designation: _____
Company: _____
FMM Membership No: _____
Address: _____

Tel No.: _____
Email: _____