



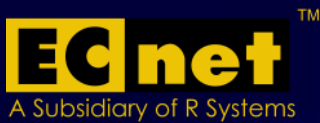
# FMM SMI CONFERENCE

## ASEAN ECONOMIC COMMUNITY (AEC)

### Impact & Opportunities for SMI

29 September 2015 • 9:00am - 5:00pm  
Wisma FMM, Kuala Lumpur

Event Sponsors:



With a market of over 600 million consumers and combined GDP of nearly US\$3 trillion, ASEAN is vibrant and growing. ASEAN is set to be the third pillar of growth in Asia, alongside China and India.

The AEC is uniquely a South East Asian commitment to transform into an economic region with free movement of goods, services, investment, skilled labour and free flow of capital.

#### BENEFITS



Obtain a better understanding of the AEC, its impact and opportunities for SMIs in regional trade and investment



Enhance SMIs capabilities and internationalisation of SMIs



Exchange best practices and knowledge sharing of success stories



Network and exchange views with speakers and participants

#### FEATURED SPEAKERS

- **Syed Nabil Fauwaz Aljeffri**, Secretary-General, ASEAN Business Advisory Council
- **Teoh Kok Lin**, Founder and Chief Investment Officer, Singular Asset Management
- **A B Teoh**, EXIM Consultant
- **Dr Helena Eian**, Managing Director, Accel Graphic System Sdn Bhd
- **Michelle Hah**, Managing Director, Fire Fighter Industry Sdn Bhd

#### WHO SHOULD ATTEND

Chief Executive Officers, Directors, Managing Directors, General Managers, Human Resources Industrial Relations Managers, Executives

**This programme is HRDF SBL Scheme claimable!**

## PROGRAMME—FMM SMI CONFERENCE

- 0845 **Registration / Welcome Coffee**
- 0915 **Welcome Remarks**  
by YBhg Dato' Dr Ir Andy Seo, FMM Vice President & Chairman, FMM SMIs Working Committee

### Session 1: ASEAN Economic Community (AEC) - An Overview, Challenges & Opportunities to SMIs

- 0920 **AEC: Opportunities & Challenges**  
by Syed Nabil Fauwaz Aljeffri, Secretary-General ASEAN Business Advisory Council
- 0950 **SMI as an Economic Power in the AEC**  
by Teoh Kok Lin, Founder & Chief Investment Officer Singular Asset Management Sdn Bhd
- 1020 Question & Answer
- 1040 Networking Coffee
- 1100 **Opening Remarks**  
by YBhg Datuk Seri Saw Choo Boon, FMM President
- 1110 **Keynote Address**  
by YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry

### Session 2: Connecting Malaysian SMIs to ASEAN Market Through Technology

- 1130 **Government Initiatives to Boost e-Commerce in the country**  
by Nurezali Osman, Head, e-Commerce Division Multimedia Development Corporation (MDeC)
- 1200 **Equipping SMIs with Innovative Tools in Changing ASEAN Market Conditions**  
by Vincent Tey, Regional Sales & Marketing Director, South East Asia, ECNet (M) Sdn Bhd
- 1230 Question & Answer
- 1300 Lunch

### Session 3: Financing Across Border for SMIs

- 1400 **Cross Border Banking in ASEAN**  
by United Overseas Bank (M) Berhad
- 1430 **Advantages of Financial Integration of AEC for SMIs**  
by Export-Import Bank of Malaysia Berhad
- 1500 Question & Answer
- 1515 Networking Tea Break

### Session 4: Market Access - Knowledge Sharing of Success Stories

- 1530 **Panel Discussion: Growing Across Borders – The Success Stories & Pitfalls to Avoid**
  - Michelle Hah (Fire Fighter Industry Sdn Bhd)
  - Dr Helena Eian (Accel Graphic System Sdn Bhd)
  - A B Teoh (EXIM Consultant)
- 1630 **Optimising Effectiveness of Trade Fairs & Trade Mission Participation: Do's and Don'ts**  
by YBhg Tan Sri Soong Siew Hoong, FMM Council Member
- 1700 **Closing Remarks / End of Programme**  
by YBhg Dato' Dr Ir Andy Seo, Chairman FMM SMI Working Committee

*Programme as at September 7, 2015 & is subjected to change.*

#### ENQUIRY?

Contact Lily Hee or Natalie Ng

**Tel:** 03—6286 7200 or

**E-mail:** lily@fmm.org.my / natalie@fmm.org.my

	Fee per pax (RM)	GST (RM)	Total (RM)
Member	150	9	159
Non-Member	200	12	212

**Full payment should be made before/on 29 Sept 2015**  
**Cheque Payable: Federation of Malaysian Manufacturers**  
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**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. Participants who do not turn up at the event are liable for the full fee. Cancellation must be in writing to FMM. If cancellation is received: More than 14 days - Full refund, Between 7 to 14 days - 50% refund, Less than 7 days - No refund.

#### REGISTRATION (Closing Date: 15 Sept 2015)

Attn: Lily Hee (lily@fmm.org.my) Fax: 03 – 62741266

Please register the following participants:  
(Attach separate list if space is insufficient)

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: \_\_\_\_\_

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**Payment:** Enclosed cheque no. \_\_\_\_\_

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