



BRAND ENTREPRENEURS CONFERENCE 2017

Sailing in Uncharted Waters – Opportunities & Threats in this Ever Changing World

7th Aug 2017, 8:00 a.m. to 5:00 p.m. @ Perdana Hall, Menara MTI, Kuala Lumpur

FOR MORE INFORMATION, PLEASE CONTACT: MB, KOOB +603-5611 7266 +6019-617 0026 Email: secretariat@brandingmalaysia.com

Programme:

8.00am	Registration & Arrival of Guests <i>*Light Refreshments will be served</i>
8.50am	Arrival of the Guest of Honour
9.00am	Corporate Video - Association Partner, CIMB
9.05am	Welcome Speech by Organising Chairman Mr Raymond Chong
9.10am	Speech by President of Branding Association of Malaysia YBhg Datuk Eric Chong
9.20am	Speech by Chairman of MATRADE Y.B. Dato' Dr. Noraini Ahmad
9.30am	Opening Speech by Guest of Honour Y.B. Dato' Sri Mustapa Mohamed, Minister Ministry of International Trade and Industry
9.40am	Memento Presentation to Sponsors New Membership Certificate Presentation Memento Presentation to Guest of Honour
9.55pm	Press Conference
10.00am – 10.30am	Keynote Speech CIMB
10.30am – 11.30am	Topic 1: Innovation – The New Economy Growth Engine Speakers: <ul style="list-style-type: none">• Chan Kok Long, Director of iPay88• Laurence Chooi, Senior Vice President of Aladdin Street.com• Eden Yap, Founder of Apps Design Studio & Linkodes Malaysia• Yeoh Chen Chow, Co-Founder of Fave Moderator: Liew Chew Keat, Founder of Cari.my

11.30pm – 12.30pm

Topic 2: Digitalisation - The Digital Thrust and Branding in an Advance Era

Speakers:

- Arthur Tan, Founder and Chief Visionary of WeStyleAsia
- Joshua Sew, CEO of Jocom MShopping
- Francesca Chia, Co-Founder of GoGet
- Noor Helmi Nong Hadzmi, CEO of IX Telecom

Moderator: Steve Wee, Founder of Brandyourself

12.30pm

Lunch

2.15pm – 3.00pm

Special Presentation

Eason Liu

Country Manager to M'sia, Alibaba.com

3.00pm – 4.00pm

Topic 3: Branding - Building the Right Brand Culture

Speakers:

- Datin Winnie Loo, Director of A Cut Above
- Dato' CC Ngei, CEO of Feruni Ceramiche
- Michelle Hah, Executive Director of Fire Fighter Industry
- Anusia Menon, Sales & Marketing Director of VG Offshore Containers International

Moderator: Jonathan Yabut, the Apprentice Asia Winner MD of JY Consultancy & Ventures

4.00pm – 5.00pm

Topic 4: The Malaysian Landscape - Staying Relevant & Striving for Success

Speakers:

- Datuk Michael Kang, President of SME Association
- Dato' Garry Chua, President of MRCA
- Dato' Tony Looi, President of PUMM
- Datuk Hj Yusra bin Sabar, Chairman of Koperasi CO-OPBANK Persatuan Malaysia

Moderator: Datuk Eric Chong, President of Branding Association of Malaysia

For more information, please contact Ms.Kogi at 03-56117266 / 019-6170026 or email to secretariat@brandingmalaysia.com