



CEO FORUM

Business Transformation Through Innovation

Date : 21st February 2012 (Tuesday)

Time : 8.00 a.m. - 2.00 p.m.

Venue: Hilton Hotel, Petaling Jaya

Participation: RM300 per person inclusive of forum materials, refreshments and networking lunch.

About the Forum

The CEO Forum on Business Transformation is an initiative of MPC to address the issues of innovation for business processes and transformation. Business transformation is a key executive management initiative that attempts to align organizational initiatives relating to people, process and technology with its business strategy and vision. The initiative aims to support and help innovate new business strategies and to meet long-term objectives. This forum will provide a platform for CEO's to discuss issues related to business innovation and implement real process and system changes.

Benefits of attending the forum:

1. Enhance your understanding of the innovation processes and methods to improve productivity;
2. Learn success stories from exemplary organisations in business transformation and innovation; and
3. Establish network with industry leaders and strengthen professional relationships.

Program*

8.00 - 8.45am	Registration & Networking tea
8.45 - 9.00am	Opening Remarks by Tuan Hj. Ahmad Fadzil Mahmud Deputy Director- General 1 Malaysia Productivity Corporation
9.00- 9.40am	Paper 1 by AirAsia
9.40- 10.20am	Paper 2 by Eu Yan Sang Malaysia
10.20- 11.00am	Paper 3 by Tune Talk
11.00- 11.40am	Paper 4 by Bank Kerjasama Rakyat Malaysia Berhad
11.40- 12.15pm	Panel Discussion
12.15- 12.30pm	Closing Ceremony
12.30- 14.00pm	Networking Lunch

* Program is correct as at 011211

Kindly confirm your attendance by filling in the **Registration Form** and **fax** it by **13th February 2012** to **603-79551824.**

Payment can be made via cash / cheque or direct credit to **PERBADANAN PRODUKTIVITI MALAYSIA** at **Maybank account 014169401059**

For enquiries, please contact:

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Hilton Hotel Petaling Jaya

REGISTRATION FORM

Name		
Designation		
Name		
Designation:		
Organisation		
Address		
Telephone		
Fax		
E-mail		
Payment	RM	Cheque no:
	If by direct credit, please advise date and amount of the credit:	

***Kindly fax the Registration Form by 15th December 2011 to 603-79551824.
(Attn to: Norazlina Tun Ibrahim)***

Note:

Payment can be made via cash / cheque or direct credit to PERBADANAN PRODUKTIVITI MALAYSIA at Maybank account 014169401059