

Subject: MATRADE's EXPORTERS TRAINING - BUSINESS SEMINARS TO BE HELD IN SEPTEMBER 2012

No	Title of Events	Scope	Objective of Seminar/Workshop/Conference/Talk	Invited Speakers /Panelists
1.	<p><u>“Business Opportunities in Oil & Gas with HalliburtonMalaysia”</u></p> <p>Date : 6 September 2012 Time : 9.00 am – 1.00 pm Venue : MATRADE Hall, MECC</p>	<u>Sector Specific</u>	<p>To provide opportunities in oil & gas available in Halliburton and Halliburton Malaysia. This is part of preparation for Malaysian Oil & Gas companies prior to provide their services to Halliburton around the globe.</p> <p>A seminar organized by MATRADE in collaboration with <u>Halliburton Malaysia</u>.</p>	<p><input type="checkbox"/> <input type="checkbox"/> Mr. Rao Abdullah Vice President, Halliburton CentralAsia</p> <p><input type="checkbox"/> <input type="checkbox"/> Ms. Beth Gutweiler Halliburton Supply Chain Manager, AsiaPacific Region</p> <p><input type="checkbox"/> <input type="checkbox"/> Ms. Lily Wawolumaja Halliburton Supply Chain Manager, Central andSoutheast Asia</p>
2.	<p><u>Seminar on “Doing ICT Business inManila, ThePhilippines”</u></p> <p>Date : 10 September 2012 Time : 9.00 am – 1.00 pm Venue : Paris Room, MECC</p>	<u>Sector and Market Specific</u>	<p>To provide key information on doing business in Manila,Philippines with the ICT industry being the focal point.</p>	<p><input type="checkbox"/> <input type="checkbox"/> Mr. Zalizan Mohamed Noh Head, Business Development MDEC</p> <p><input type="checkbox"/> <input type="checkbox"/> Mr. Koh Kuan Sing CEO, Push Technologies International Inc. (PTI)</p> <p><input type="checkbox"/> <input type="checkbox"/> Mr. Jeffrey Fok Boon Hung Marketing Director eProtea Asia Sdn.Bhd</p>
3.	<p><u>“Malaysia – Australia GreenBuilding & Sustainable Construction Forum”</u></p> <p>Date : 11 September 2012 Time : 9.00 am – 1.00 pm Venue : MATRADE Hall, MECC</p>	<u>Sector Specific</u>	<p>To open dialogues for bilateral cooperation in addressing current challenges and key priorities and driving the development and integration of Green and Sustainable Construction both in Malaysiaand Australia.</p> <p>A forum jointly organized byMATRADE, CIDB and AUSTRADE.</p>	<p><input type="checkbox"/> <input type="checkbox"/> Australian Trade Commission (AUSTRADE)</p> <p><input type="checkbox"/> <input type="checkbox"/> Construction Industry Development Board (CIDB)</p> <p><input type="checkbox"/> <input type="checkbox"/> GreenTECHMalaysia</p> <p><input type="checkbox"/> <input type="checkbox"/> Malaysia GreenBuildingConfederation (MGBC)</p>

				<input type="checkbox"/> <input type="checkbox"/> Sustainable Energy Development Authority Malaysia (SEDA).
4.	<u>Talk on "Prospects for Fast-Moving Consumer Goods (FMCG) in Singapore"</u> Date : 12 September 2012 Time : 11.00 am – 1.00 pm Venue : Dubai Room, MECC	<u>Market specific</u>	To disseminate information on business opportunities for fast-moving consumer goods in Singapore.	<input type="checkbox"/> <input type="checkbox"/> Mr. Agil Faisal Ahmad Fadzil President, GMB Malaysia <input type="checkbox"/> <input type="checkbox"/> Mr. Eddie Siow CEO & Founder, IM Investment Holdings Pte. Ltd.
5.	<u>"The Best of Global Digital Marketing"</u> Date : 13 September 2012 Time : 9.00 am – 5.00 pm Venue : MATRADE Hall, MECC	<u>Digital Marketing</u>	To empower SMEs how to embrace and create global standard digital marketing solutions for their homegrown brands across all industry. An event organized by MATRADE in collaboration with <u>the International Advertising Association (IAA) Malaysia.</u>	<input type="checkbox"/> <input type="checkbox"/> Mr. Mike Berry Managing Director, Mike Berry Associates, UK <input type="checkbox"/> <input type="checkbox"/> Mr. Sandeep Joseph Digital Consultant and Film Maker <input type="checkbox"/> <input type="checkbox"/> Ms. Khailee Ng. Co-Founder & CEO of SAYS.my and social technology entrepreneur <input type="checkbox"/> <input type="checkbox"/> Datuk Badlisham Ghazali CEO, Multimedia Development Corporation (MDeC)
6.	<u>Seminar on "SASO Certification and Requirements"</u> Date : 19 September 2012 Time : 9.00 am – 1.00 pm Venue : Paris Room, MECC	<u>Standards & Regulations</u>	To update Malaysian exporters on SASO (Saudi Standard, Metrology and Quality Organization) certification and requirements.	<input type="checkbox"/> <input type="checkbox"/> Tn. Hj Basori Selamat Senior General Manager SIRIM Qas International Sdn Bhd <input type="checkbox"/> <input type="checkbox"/> Mr. Nabil Ameen Molla Governor SASO
7.	<u>Seminar on "USFDA Regulatory Requirements"</u> Date : 20 September 2012 Time : 9.00 am – 1.00 pm	<u>Standards & Regulations</u>	To disseminate information on US FDA regulations and the new FDA Food Safety Modernization Act (FSMA).	<input type="checkbox"/> <input type="checkbox"/> Ms. Cornelia B. Rooks Former Division Director US FDA.

	Venue : Theatrette, MECC			
8.	<p><u>Seminar on "Business Opportunities in Qatar"</u></p> <p>Date : 25 September 2012 Time : 9.00 am – 1.00 pm Venue : Theatrette, MECC</p>	<p><u>Market Specific</u></p>	<p>To update Malaysian companies on business opportunities available in Qatar.</p> <p>A seminar organized by MATRADE in collaboration with <u>Standard Chartered.</u></p>	<p><input type="checkbox"/> <input type="checkbox"/> Mr. Vijey Ananda Head Transaction Banking Standard Chartered Bank Malaysia Berhad</p>
9.	<p><u>Luncheon Talk on "Opportunities in Licensing & Merchandising for the Animation Industry in the Middle East"</u></p> <p>Date : 26 September 2012 Time : 11.00 am – 1.00 pm Venue : Dubai Room, MECC</p>	<p><u>Sector and Market Specific</u></p>	<p>To provide information on opportunities in licensing and merchandising for animation industry in the Middle East.</p>	<p><input type="checkbox"/> <input type="checkbox"/> Ms. Sharifah Hendon Al Yahya Chief Executive Officer Spacatoon Media Hub Sdn. Bhd.</p>