

## Updates and Developments of the National Automotive Policy for the Rubber Industry

13 APRIL 2022  
9.45 AM - 12.00 PM  
VIA MICROSOFT TEAMS  
FREE FOR MRC MEMBERS



### *Warm Greetings from the Malaysian Rubber Council (MRC)!*

The automotive industry is undergoing an immense transformation globally. The National Automotive Policy 2020 aims to enhance the automotive industry in the era of digital industrial transformation by primarily focusing on Next-Generation Vehicles, Industrial Revolution 4.0, and Mobility-as-a-Service to make Malaysia a regional leader in manufacturing, engineering, and technology. The NAP 2020 is an enhancement of the NAP 2014 that focused on developing Malaysia as the hub for Energy Efficient Vehicles through development of research and capabilities for right-hand drive vehicles and related technologies such as fuel efficiency, light material, telematics, tooling, and component design.

### *About the Industry Briefing*

The NAP 2020 will continue to promote participation of local companies in the domestic and global supply chain, encourage research & development and engineering activities focusing mainly on making vehicles more intelligent, safer, and environmentally friendly, build capabilities and capacity of local workforce, support national car projects as well as enhancing exports, investments and local production volume. MRC has invited esteemed speakers from Malaysian Automotive Association and SIRIM Group to provide insights on updates and developments of the NAP 2020. Come and join us as the briefing is **FREE** for members of the rubber and rubber products industry registered with MRC and industry members from MAA, MRPMA and MRPA.

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## Programme of the Day

9.45am Welcoming Remarks by En Nor Hizwan Ahmad  
Chief Executive Office,  
Malaysian Rubber Council



10.00am Presentation by Datuk Aishah Ahmad  
President,  
Malaysian Automotive Association  
Q&A Session



11.00am Presentation by Dr Norshidah Baharuddin  
Director, Industrial Research Management Centre,  
SIRIM Berhad  
Q&A Session



12.00pm Photography Session  
End of Programme

### How to Register

Please log on to [www.myrubbercouncil.com](http://www.myrubbercouncil.com) and register online [HERE](#).  
For more details or any query, you may contact us at 03-2782 2100 or email to  
Nurhaiza ([nurhaiza@myrubbercouncil.com](mailto:nurhaiza@myrubbercouncil.com))  
Muhammad Alif ([alif@myrubbercouncil.com](mailto:alif@myrubbercouncil.com))