

BUSINESS FORWARD:

Maximising Sales and Marketing Ethics & Strategies

date & time

29 Nov 2022

9am - 5pm

venue

Aloft Kuala Lumpur Sentral

Over the last few years, there has been a dramatic shift in how businesses operate, which has ushered a new era of business and business education. Modern business needs to adapt to a confluence of factors and continue to earn profit and grow. To remain competitive in this highly challenging environment, developing your sales team is essential. By having the right business ethics and skills on how to treat customers, investors and other stakeholders for the services or products offered, companies can stay ahead of the game.

This seminar will provide valuable knowledge for business owners to understand and engage with customers better through easy marketing method and approach, how to map customers' journey and requirements for appropriate business communications and conduct cost-effective marketing campaigns and promotions. A well-trained sales team can develop effective sales strategy and achieve targets, open doors of opportunities, and ultimately close the deals.

Business relationships can either strengthen ties or damage business relationships. The role of business leaders and managers have evolved tremendously with factors of sustainability, technology advancement, environmental impact, and pandemic era that call for the deployment of good business marketing ethics and strategy.

Join us and we will explore ways to increase your sales with great business ethics and marketing strategies!

Registration Fee per Pax:

MRC Member: RM 60

Non-Cess Company: RM 200

How to Register

Please log on to www.myrubbercouncil.com and register online.

For more details or any query, you may contact us at 03-2782 2100 or email to: **Nurhaiza** (nurhaiza@myrubbercouncil.com) or **Muhammad Alif** (alif@myrubbercouncil.com)



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DR HEZRI ADNAN

**Executive Director of
Malaysian Institute of Economic
Research (MIER)**

**Title: The Story of How Revolutionizing
the Malaysian Rubber Industry Impacting
the Malaysian Economy**

Executive Director of the Malaysian Institute of Economic Research (MIER). With a PhD in Public Policy from the Australian National University, he specialises in sustainable development solutions with work spanning areas such green economy and natural resources governance. From 2015 to 2018, Hezri served as a Member of the United Nations' International Resource Panel (IRP), an UN Environment Programme expert body that focuses on strategic issues of resource scarcity and efficiency. Has consulted for UNDP, UNESCAP, UNICEF, UNRISD and the World Bank, on issues related to development and environmental challenges in the developing world. His past and current advisory roles include Clerared Advisor for MITI and a Member of the Advisory Council for WWF Malaysia. He is an elected Fellow of the Academy of Sciences Malaysia under the Science & Technology Development and Industry discipline. DR Hezri is also a former CEO of the Langkawi Development Authority, a statutory body under MOF.

Business Operations Director, Cheng & Co. Group (China-Malaysia)

Title: Adapt Your Marketing Strategy for COVID-19

A Business Operation Director at Cheng & Co Group, has PhD in Business Administration in 2018, Master of Science in Finance in 2011 and Bachelor in Accounting in 2008 from UIAM. Has an impressive and strong background and expertise in building strategies for financial and operational plannings, creative thinking, work relationships and effective leadership to transform employees into highly productive teams. He has received Inbound Certified, Frictionless Sales Certified and SEO Certified from HubSpot Academy and received ACCA Fundamental Level certification from ACCA Malaysia.

DR MA YUE



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DR TIMOTHY LAW

**Chief Business Enabler & Performance
Catalyst of Transformational Innovative
Maverick Sdn Bhd (TIM Sdn Bhd)**

Title: What Is Business Ethics?

A Project Director and Master Trainer, has contributed his expertise in various fields focusing on Sales and Performance Management, HR and Business Management, Blue Ocean Strategy Implementation Skills and Professional Workforce Development for over 25 years. Graduated in Diploma in Management from the Malaysian Institute of Management (1999), and an MBA holder specialize in Organization Behavior from the University of Newcastle, Australia, he later obtained his PhD in Organization Learning of academic background and corporate experiences, made him the top notch facilitator and speaker in the industry.

Founder and Chief Strategy Officer, Chimera Sdn Bhd

**Title: Is Your Brand Resilient Enough to
Recover and Rebound Post Covid?**

Joe has been in the business of creativity for over 40 years. An award-winning writer, creative director, strategist and an entrepreneur, Joe is deeply passionate about creativity and business, with a particular interest in brand building, creative thinking, and business innovation. He has extensive global experience in the creative industries and have helped develop innovative brand, design, and business communication solutions for a wide spectrum of clients in Europe, USA, Middle East, Australia and Asia. He is the founder of an independent Branding, Design & Business Communications consultancy that has consulted for and worked with Royal Selangor Pewter, Malaysian Timber Council, Malaysian Palm Oil Council, Crabtree & Evelyn Worldwide, LIBFC, Economic Planning Unit Malaysia, and Securities Commission Malaysia, among many others, and has worked with many of Malaysia's leading property companies such as E&O, MRCB, BRDB, SDB, Gamuda Land and others.

JOSEPH LAM



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Programme

8.00 am	Arrival and Registration of Participants (Welcoming refreshments will be served)
9.00 am	Opening Remarks by MRC
9.15 am	Presentation on The Story of How Revolutionizing the Malaysian Rubber Industry Impacting the Malaysian Economy
10.45 am	Morning Coffee/Tea Break
11.15 am	Presentation on Adapt your Marketing Strategy for COVID-19
12.45 pm	Lunch at Nook Restaurant, Level 1
1.45 pm	Presentation on What is Business Ethics?
3.15 pm	Afternoon Coffee/Tea Break
3.30 pm	Presentation on Is your brand resilient enough to recover and rebound post Covid?
5.00 pm	End of Event