



ASEAN BUSINESS FORUM 2015

**12 MARCH 2015 (THURSDAY),
LEVEL 3, MENARA MATRADE, KUALA LUMPUR**

PROGRAMME

- 09.00 am** **Registration**
- 10.00 am** **Arrival of YB Dato' Sri Mustapa Mohamed
Minister of International Trade and Industry (MITI)**
- National Anthem 'Negara Ku'
Doa Recital**
- 10.10 am** **Remarks by MATRADE Chairman**
- 10.15 am** **Speech by YB Minister**
- 10.40 am** **AEC: Staying Ahead
Panel Discussion with Malaysian Business Councils in ASEAN**

Session I

- **Mr Edward Ling**, Past President, Malaysian Association in the Philippines
- **Mr Yeap Swee Chuan**, Chairman, Malaysia-Thailand Chamber of Commerce
- **Mr Chin Hon**, Past President, Malaysia Club Jakarta
- **Singapore (TBC)**

Session II

- **Mr Teh Sing**, President, Malaysian Business Council Cambodia
- **Dato' Theng Bee Han**, President, Malaysia Business Chamber in Vietnam
- **Mr Joseph Lopez**, Committee Member, Malaysian Association in Myanmar
- **Dr. Muhammad Firuz Hamidun**, Vice President, Malaysian Business Chambers Laos

- 01.00 – 02.00 pm** **Break**
- 02.00 – 5.00 pm** **Briefing & Consultation Sessions**

BRIEFING & CONSULTATION SESSION**02.00 – 05.00 pm**

TIME / VENUE	DUBAI 1 <u>AEC Updates</u>	MIAMI 2 Business Opportunities in ASEAN	DUBAI 3 MATRADE: What's New
2.00 – 2.30 pm	“Capitalising on the AEC” MITI	“Doing Business in ASEAN” Raja Badrulnizam Raja Kamalzaman MATRADE	Trade Promotion Programme 2015 “Tapping Opportunities in the International Market” Puspawati Omar MATRADE
2.30 – 3.00 pm	“ASEAN at the Crossroads” McKinsey & Company	“Business Opportunities in Thailand” Niqman Rafeae Mohd Sahar MATRADE Bangkok	MyExport: Business Opportunities at your Fingertips” Raja Nor Zihan Raja Mohsin MATRADE
3.00 – 3.30 pm	“ASEAN Business Outlook” Chris Daniel Wong ASEAN Retail-Chains & Franchise Federation	“Alliances for Business Growth in Myanmar” Jonathan Andrew Rao James MATRADE Yangon	eTRADE: Accelerating Export via e-Marketplaces” Nurdiana Abdullah MATRADE
3.30 – 4.00 pm	“GST: Impact on Malaysian Exporters” Royal Malaysian Customs	“Vietnam :Market Access” Ahmad Shanizam Ab Ghani MATRADE	“Business Information Centre (BIC) : Source for Business Enrichment” - Rosyidah Muhalim - Nor Arina Zahari MATRADE
4.00 – 4.30 pm	“Electronic Certificate of Origin” Dagang Net	“Market expansion in the Philippines” Har Man Ahmad MATRADE	“GoEx: Creating Globally Competitive SMEs” Omar Mohd Salleh MATRADE
4.30 – 5.00 pm	“AEC: Implications of Regional Integration” Cedric Chehab Business Monitor International (BMI)	“Growing Your Business in Indonesia” Naim Abdul Rahman MATRADE Jakarta	Mid-Tier Development Programme:Helping you Grow and Succeed Internationally” Yuslinawati Mohd Yusof MATRADE

PANELIST FOR ASEAN BUSINESS FORUM 2015:

CAMBODIA

- **Mr Teh Sing**, President, Malaysian Business Council Cambodia

THAILAND

- **Mr Yeap Swee Chuan**, Chairman, Malaysia-Thailand Chamber of Commerce

MYANMAR

- **Mr Joseph Lopez**, Committee Member, Malaysian Association in Myanmar

INDONESIA

- **Mr Chin Hon**, Past President, Malaysia Club Jakarta

PHILIPPINES

- **Mr Edward Ling**, Past President, Malaysian Association in the Philippines

VIETNAM

- **Dato' Theng Bee Han**, President, Malaysia Business Chamber in Vietnam

LAOS

- **Dr. Muhammad Firuz Hamidun**, Vice President, Malaysian Business Chambers
Laos

SINGAPORE

- TBC

