

**ITINERY FOR MALAYSIA
OCTOBER 9-12, 2016**

DATE	ITINERY	REMARKS	ARRANGEMENTS
9 -11 OCT	<p>9 OCT</p> <p><u>2030 (Mandarin Oriental) Dinner</u> with Mr Nordin Abdullah Chairman of Malaysia Australia Business Council,</p> <p>Earlier this year for the first time in history the Malaysia Australia Business Council took over the chairmanship of the grouping of 17 Australian Business Chambers in Asia known as Australian Business Asia, in conjunction with the chairmanship a regional conference will be hosted.</p> <p><i>TRADING UP 'Accessing Opportunities for Australian Business in Asia' will be held from the 9th to 11th November in the Kuala Lumpur Convention Centre.</i></p> <p>The conference will represent the largest convergence of Australian business chambers and businesses in Asia. This will provide all participants with access to a wide range of</p>	<p><i>Objective of Dinner</i></p> <ol style="list-style-type: none"> 1. Explore a collaboration with the event 2. Secure and speaker and roundtable session during the event 	<p>MT to arrive at KLIA 9 OCT. Check in at Mandarin Oriental at 1400</p> <p>Azrin will pick from KLIA to all event location and ground travel Azrin to be based at Mandarin Oriental with MT for the duration.</p> <p>Where applicable, meetings will be held at Mandarin Oriental or KLCC</p>

	<p>business contacts, policy makers and government officials in one convenient location.</p> <p>The conference will cater to 5 key audiences:</p> <ul style="list-style-type: none"> • Leading Australian Companies already in established in Asia • Australian Companies in the early stages of expanding into Asia • Asian Companies with linkages with Australia or doing business with Australia • Government Officials from Australia and Asia (Malaysia) at the Federal, State & Local levels • Policy makers and Industry representatives in fields of mutual collaboration between Asia & Australia <p>10 OCT</p> <p><u>0900 (Mandarin Oriental) Breakfast discussions</u> Dato' Hazali Abu Hassan UMNO Youth National Exco on behalf of Khairy Jamaluddin, UMNO Youth Chief, Minister for Youth and Sports, UMNO Vice President</p>	<p><i>Objective</i> <i>SCL Elections – attending on behalf of the UMNO Youth Chief to bring recommendations to UMNO Youth Exco Meeting</i></p>	
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	<p><u>1200 (Mandarin Oriental) Lunch Discussions</u> with Dato' Tengku Azman on behalf of Barisan Nasional Strategic Director , Minister at Prime Minister's Department (Economic Planning Unit)</p> <p><u>1500 (Mandarin Oriental/Aseana Café KLCC) Tea</u> Dato' Suffian Awang, CEO of Barisan Nasional War Room</p> <p><u>2000 (Mandarin Oriental) Dinner</u> Yusri Ibrahim Baharain Managing Director Perfect Track Consultancy Sdn Bhd</p> <p>PTCSB is an advertising agency which hold branding accounts for Pamoga & Qu Puteh (Dato Seri Vida) and Dato Seri Aliff Syukri (D'Herbs). They have also been awarded concession for smart advertising on all Rapid KL busses and KTMB for all railway coaches.</p>	<p>Objective <i>SCL Elections – attending on behalf of the Barisan National Strategic Director</i></p> <p>Objective <i>SCL Elections – to explore how we may add value to war room</i></p> <p>Objective <i>To explore how SCL Commercial may add value to their existing services</i></p>	
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	<p><u>2030 (Mandarin Oriental) Dinner</u> Dato' Sri Ahmad Zabid <i>Unirazak President & Vice Chancellor ,</i> Dr Johari Mat <i>Dean of Graduate School of Business,</i> Mr Suji Nordin Mr Hisham Kassim (PM's nephew) <i>Societal Research Foundation</i></p>	<p>Objectives</p> <ol style="list-style-type: none"> 1. To discussion program on Oct 12th 2. To explore a franchise professional programme for Communications Warfare at UNIRAZAK 	
12 OCT	<p>0900-1700 UNIRAZAK ASEAN Business Discourse Series – Making Global Profits via behavioral microtargeting and big data analytics Organized by UNIRAZAK Graduate School of Business</p> <p>0915 Welcoming Remarks Dato' Seri Ahmad Zabid President & Vice Chancellor of Unirazak</p> <p>0930 POLITICAL AND BUSINESS COMMUNICATIONS, THE CASE FOR SOUTHEAST ASIA Mark Turnbull</p> <p>1130 Coffee Break</p>	<p>Objective A broadbrush to introduce SCL and CA to Malaysian Government Linked companies. Expecting to be able to identify corporates which have the appetite for our services.</p> <p><u>Morning Session</u> Single Speaker on stage aided with multimedia presentation</p> <p>Presentations and keynotes would be similar to LEAD Singapore</p> <p><u>Afternoon Session</u> Azrin can join on stage for a panel to assist with Q&A</p>	

	<p>1145 INSIGHTS AND COMMUNICATION STRATEGIES: WHY BUSINESS LEADERS BEHAVE THE WAY THEY DO</p> <p>1345 Lunch and Discourse ends</p> <p><i>Audience (approx 100 pax)</i></p> <ul style="list-style-type: none"> ▪ <i>General Manager and above from Corporates and Malaysian Government Link Companies in the B2C sector</i> ▪ <i>invitation includes Petronas, UMW, Proton, Perodua, Telekom, Maxis, Celcom/Axiata,Digi, Pos Malaysia, Bank Rakyat, CIMB, Maybank.</i> 	<p><u>Audience</u> Corporate leaders from the Malaysian Government Link Companies. Very Conversant in English. <i>(I have just been advised that UNIRAZAK is working on securing the attendance of Nazir Razak, Chairman of CIMB Malaysia.)</i></p> <p><u>Flow Suggestion</u> Feel free to use proper Queen's english and be British</p> <p><u>Note</u> A Commercial event targeting corporates that wish to expand their business in the ASEAN and Southeast Asia region and perhaps to a larger audience, taking advantage of the Trans Pacific Partnership Agreement which Malaysia is a signatory to.</p>	<p>Late check out from Mandarin Oriental 1500</p> <p>Flight out to Heathrow BA 034 2305 from KLIA</p>
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