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WORLD-CLASS SPEAKERS COMING TO SHARE INSIGHTS ON HOW TO SELL MALAYSIAN HOMEGROWN BRANDS TO THE WORLD

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GLOBAL MARKETING SUMMIT

ORGANISED BY: TERAJU, INSKEN, RHB, SME, APRENTICE ASIA

KUALA LUMPUR CONVENTION CENTRE THURSDAY 16 NOVEMBER 2017



Malaysian entrepreneurs will have the rare opportunity to listen, learn and apply the principles and philosophies of accomplished international brand builders who will share their experiences and insights into creating a globally-successful brand at the Global Marketing Summit: Selling Your Brand to the World organised by Institut Keusahawanan Negara (INSKEN) at the Kuala Lumpur Convention Centre on Nov 16, 2017.

The one-day summit by INSKEN, a flagship under the supervision of Unit Peneraju Agenda Bumiputera (TERAJU) of the Prime Minister's Department, will be led by world-class speakers who include the co-founder of Starbucks Zev Siegl; Manchester United former marketing director Peter Draper; Porsche and BMW, UK, managing director Kevin Gaskell and Apprentice Asia winner Jonathan Yabut.

At a news conference to mark a soft launch, TERAJU chief executive officer Datuk Husni Salleh said, "The inaugural summit is aimed at enabling Malaysian companies, in particular small and medium enterprises, to learn from the very best in the business, providing an inspirational and aspirational platform to encourage them to take their businesses to the highest level."

Husni, who earlier witnessed the soft launch of the summit, welcomed RHB Bank as its Diamond Sponsor.

"Organised specifically for SME, the summit envisions the transformation of Malaysian companies into successful, competitive and recognised international brands," added INSKEN CEO Muhd Firdaus.

The key objectives of the summit will be among others, to identify common mistakes made by businesses and providing an in-depth review into how a business is being conducted and to enhance it. It also aims at identifying workable solutions, particularly learning from the past experiences of successful brands, and teaching SMEs to empower their businesses with the knowledge of global branding and marketing strategies.

Siegl left his job as a history teacher to start a coffee shop with his housemates in 1971. That business grew to become one of the world's most successful franchises of the 90s and in the 21st century with 24,000 outlets in 70 countries known as Starbucks.

Draper, meanwhile, has been the man instrumental in using a clever combination of marketing strategy, public relations, branding, promotions, endorsements and merchandising to turn Manchester United Football Club into one of the most iconic names and brand in international football.

Participants of the summit will also hear about the importance of leadership in business from Gaskell, who turned an auto business on the verge of bankruptcy into one of the most profitable dealerships in the country.

A critical aspect of business that is at often times overlooked is the importance of an attractive business pitch, the power to impress and stand out, and that is what Yabut will bring to the summit.

The summit will be moderated by former chief executive officer of AirAsiaX and iFlux, Azran Osman Rani, who is no stranger to the start-up scene.

Platinum seats for the summit are priced at RM2,000 while Executive seats are at RM1,000. To secure your seats and for a detailed insight, please log onto <http://www.insken.gov.my/institut-keusahawanan-negara/>

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