

FREQUENTLY ASKED QUESTIONS

**SSM INTERNATIONAL CONFERENCE 2009
"MALAYSIA – DISCOVERING NEW BUSINESS FRONTIER"
11 & 12 August 2009
Shangri-la Hotel, Kuala Lumpur**

ABOUT THE CONFERENCE

1. *What is this Conference about?*

It is a platform to promote the spirit of entrepreneurship and innovation where business ideas are exchanged amongst leaders of diverse industries, geographies and cultures with a view to better understand how successful businesses were built and to gain insights on the wide array of new business ventures that are available in Malaysia.

2. *When and where is the Conference going to be held?*

11 & 12 August 2009, at Shangri-La Hotel, Kuala Lumpur.

3. *Who is the organizer of this Conference?*

Suruhanjaya Syarikat Malaysia (Companies Commission of Malaysia) via Companies Commission of Malaysia Training Academy (COMTRAC)

4. *Who is delivering the Keynote Address?*

We are honoured to have the Honourable Dato' Sri Mohd Najib bin Tun Abdul Razak, Prime Minister of Malaysia to deliver the Keynote Address and officiate the Conference.

5. *Who are the Conference speakers?*

Our distinguished speakers are:

- i. Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group, India.
- ii. Dato' Sabri bin Ahmad, Chairman, Malaysian Palm Oil Board, Malaysia.
- iii. Prof. Dr. Morakot Tanticharoen, Senior Advisor for National Centre for Genetic Engineering and Biotechnology, Thailand and Vice President of National Science and Technology Development Agency, Thailand.

- iv. Mr. Tharuma Rajah, Regional Director, Hay Group Asia, Malaysia.
- v. Mr. Mansoor Dailami, Manager, International Finance, Development Economics Vice Presidency, World Bank, USA.
- vi. Tan Sri Dato' Muhammad Ali bin Hashim, Group Chief Executive, Johor Corporation, Malaysia.
- vii. Tan Sri Rainer Althoff, President & CEO Siemens Malaysia Sdn. Bhd., Malaysia.
- viii. Dato' Seri Che Khalib bin Mohd Noh, CEO, Tenaga Nasional Berhad, Malaysia.
- ix. Mr. Hideshi Kozawa, Executive Director, Japan Aerospace Exploration Agency, Japan.
- x. Dr. David Williams, Director General, British National Space Centre, United Kingdom.

6. *What are the key benefits of attending this Conference?*

- i. Discover new frontiers in business ventures in Malaysia
- ii. Be inspired by the local and International business community in exploring the business potential in Malaysia and their success stories
- iii. Gain insights into specific business areas with national agendas
- iv. Embrace the power and potential of emerging new businesses
- v. Understand key strategies of Malaysia's internal trade activities
- vi. Respond effectively to challenges of the economic crisis, globalization, environmental crisis and changes in social trends
- vii. Lead your organization towards a stellar reputation through ethical business conduct and good corporate governance
- viii. Learn about risk management and prudent business management
- ix. Tap on this unique opportunity to network with potential business partners and fellow entrepreneurs
- x. Learn to incorporate innovative ideas and take proactive steps to propel your organization to greater heights

7. *Who should attend this Conference?*

- i. Chief Executives Officers
- ii. Company Directors
- iii. Business Development Directors
- iv. Division Heads / General Managers / Senior Managers
- v. Company Secretaries
- vi. Auditors
- vii. Accountants
- viii. Lawyers
- ix. Corporate Professionals
- x. Government Representatives
- xi. Private Equity Investors

8. Where and how can I get a copy of the brochure?

- i. Download from www.ssm.com.my.
- ii. Pick up from SSM Kuala Lumpur and at any of the SSM state offices nationwide.
- iii. Get a copy by calling us at +(603) 4047 9659 (Mohd Faiz) / 6251 (COMTRAC) / 9681 (Farah) and 6018 (Zalina).

9. Are exhibition booths available during the Conference?

Yes, there are exhibition booths available during the Conference. For more details, please contact +(603) 4047 9657 (En Shahreen) / 9644 (Cik Suzana).

10. What time does the Conference start and end on Day 1 and Day 2?

Both days commence at 9.00am. On Day 1, the Conference will end at 5.30 p.m. while on Day 2, it will end at 5.15 p.m.

CONFERENCE FEES

1. What is my investment?

Regular Fee (Payment after 13 July 2009)	RM1600 / USD480
Early Bird Fee (If registration and payment are received by 13 July 2009)	RM1400 / USD420
Group Discount Fee - Enjoy Group Discount of 12.5% for three or more delegates registered at the same time, from the same organization an of same billing source.	RM1400 / USD420

2. How do I pay?

You may pay your Conference Fee by cheque/bank draft and made payable to '**SSM – Akaun Pelaburan**' or transfer/deposit fee into the following designated bank account:

Name of Account: SSM – Akaun Pelaburan

Bank Name: Malayan Banking Berhad

Address: Kuala Lumpur Main Office, Menara Maybank,100
Jalan Tun Perak 50050 Kuala Lumpur, Malaysia

Account Number: 564016-105748

Swift Code: MBBEMYKL

Note: For payment by Government Departments / Agencies, early bird fee will only apply upon receipt of Local Purchase Order (LPO) by 13 July 2009.

3. What do the fees include?

The fees are inclusive of Conference documentation, certificate of attendance, refreshments and lunch for both days.

4. When do I pay the fee?

Please pay your fees when you register. Fees must be paid by closing date which is 29 July 2009.

5. When will I receive my receipt for my fee?

Receipt will be given to delegates on the Conference days.

REGISTRATION

1. How do I sign up for the Conference?

Please send the registration form to us at COMTRAC at facsimile no (+603) 40476334 / 6052. Registration form can be downloaded from SSM's website at www.ssm.com.my. The registration form can also be found in the conference brochure.

2. *Is my registration deemed confirmed when I fax over my registration form?*

No. Registration is confirmed upon receipt of full payment. If you pay by telegraph transfer/direct debit, you must fax a copy of the bank in slip / telegraphic transfer /bank draft to COMTRAC at (+603) 40476334/6052 for verification and record purposes.

3. *When is the closing date for registration?*

29 July 2009

4. *Can I cancel my registration and transfer the fee to other programmes?*

Transfer of registration to other programmes of SSM is not allowed. Cancellation of registrations must be made in writing. However, no refund is allowed for cancellation received after 29 July 2009 or for non-attendance.

5. *When do I get the conference materials?*

You will get the conference materials upon registration.

6. *Can I send my substitute if I am unable to attend of one of the Conference day?*

Yes, you can send a substitute delegate. The name and the designation of the substitute delegate must be provided in writing at least two (2) weeks before the conference. Only one set of Conference materials will be given to the delegate who registers on Day 1. No second set is available for the substitute delegate.

7. *Where and how can I get a copy of the registration form?*

- i. Download from www.ssm.com.my.
- ii. Pick up from SSM Kuala Lumpur and at any of the SSM state offices nationwide.
- iii. Get a copy by calling us at +(603) 4047 9659 (Mohd Faiz) / 6251 (COMTRAC) / 9681 (Farah) and 6018 (Zalina).

HOTEL AND ROOM BOOKING

1. *How do I reach the Conference venue?*

The Conference venue is at Shangri-la Hotel, Kuala Lumpur. There are several ways to get to the venue. There are:

- i. Limousine transfer
It takes approximately 45 minutes from Kuala Lumpur International Airport to the Shangri-la Hotel, Kuala Lumpur. Limousine transfer to the hotel can be arranged at any of the registered limousine counters at the airport.
- ii. Budget Taxi
Budget taxis that require purchase of a coupon are also available. Coupons can be purchased at any budget taxi registered counter in the airport arrival hall.
- iii. KLIA Express Train
You may also ride on the KLIA Express train. The non-stop journey between KL Sentral and KLIA takes only 28 minutes. KLIA Express departs from both terminals every 15 minutes, on the hour and every quarter of an hour, seven days a week. A one-way ticket on KLIA Express is approximately RM35.00. From KL Sentral it is a 20 minute taxi ride to the hotel. Taxi coupons are available at any registered counter at the arrival hall of KL Sentral.

Alternatively, you may take the Monorail KL from KL Sentral to reach to the Hotel. Proceed to Monorail KL Sentral station (located outside of the KL Sentral Station). It will only take 7 minutes to reach to the station. There are two Monorail stations which stop near the Hotel. The nearest station would be the *Raja Chulan* station where its 5 minutes walk from the Hotel. The second is the *Bukit Nanas* station where its 7 minutes walk from the Hotel. For easy reference please visit www.malaxi.com/Map_transit.htm for the KL Monorail map.

2. Which are other hotels within the vicinity of the Conference venue?

- Concorde Hotel (4 stars)
- Istana Hotel (4 stars)
- Crowne Plaza Hotel (5 stars)
- Sheraton Imperial Hotel Kuala Lumpur (5 stars)
- Equatorial Hotel (4 stars)

3. Will the organizer book accommodation on behalf of the delegates?

Hotel room reservation and travel arrangements are the responsibilities of the registrants. Accommodation and travelling cost are not included in the Conference fee.

4. How do I book my accommodation?

Participants are to contact the hotel of their choice directly.

5. What are the special rates at Shangri-la Kuala Lumpur?

Guests are invited to book the accommodation for SSM's International Conference 2009 with the Shangri - La Hotel, Kuala Lumpur before 27 July 2009 to enjoy the special rates stated below. The accommodation arrangements made after this date will be based on space availability and at the prevailing Select Rate. Please state "SSM's International Conference 2009" to enjoy special discounted rates at Shangri-la Hotel. Hotel bills are to be settled by delegates directly with the hotel.

Shangri-la Hotel, Kuala Lumpur Room Rate before 27 July 2009

Room Category	Daily Room Rates	
	Single Occupancy	Double Occupancy
Executive Room	RM 535.00++	RM 585.00++
Horizon Executive Room	RM 800.00++	RM 850.00++

The room rates quoted above are subject to 10% service charge and 5% government tax and inclusive of daily breakfast.

CONFERENCE SECRETARIAT

1. May I have the Conference Secretariat's contact?

**Conference Secretariat
COMTRAC**

Companies Commission of Malaysia
Level 11, Putra Place, 100 Jalan Putra
50622 Kuala Lumpur

Tel for **Registration**: 03- 4047 9681 (Farah)/ 6018 (Zalina)
Tel for **Enquiries**: 03- 4047 9659 (Mohd Faiz) / 6251 (COMTRAC)
Fax : 03- 4047 6334/ 6052
Email: comtrac@ssm.com.my
Website: www.ssm.com.my