



Asian Strategy & Leadership Institute

*Dedicated To Creating A Better Society*

Special Keynote Address by

**Y.B. Dato' Mukhriz Tun Mahathir**

Deputy Minister of Trade, Ministry of International Trade and Industry

*Creating positive business values  
in the manufacturing industry  
through best manufacturing  
methodologies and heading  
towards increased productivity,  
improved quality & reduced costs*

STRATEGIC  
**MANUFACTURING  
EXCELLENCE**  
FORUM

JULY 13 & 14 2009 • ISTANA HOTEL KUALA LUMPUR

**HRDF**  
claimable

# STRATEGIC MANUFACTURING EXCELLENCE FORUM

The global manufacturing industry today is facing many business challenges in the current global financial crisis. Due to this unforeseen circumstance, most manufacturers today are going through high demands to ensure cost-effective production without jeopardising innovation & quality. Organisations are therefore always looking forward to infuse efficiencies to sustain large-scale growth and are on constant look out for advanced techniques in improving production techniques.

This year's Strategic Manufacturing Excellence Forum will provide participants with in-depth knowledge, up to date information and valuable discussion sessions on best world class manufacturing practices. The forum would highlight the opportunities that can be gained through manufacturing methodologies such as lean manufacturing & six sigma by improving the implementation of these manufacturing techniques to ensure improved quality and reduced waste. Some of the areas being discussed in this forum would be on:

- Factors to consider in deciding your manufacturing strategies
- Meeting demands, challenges & opportunities in developing an industry/business focusing on quality manufacturing in the region
- Balancing product quality and efficient flow of material through continuous breakthroughs of Lean Six Sigma strategies
- Understanding the importance of continuous improvements in a lean based culture
- Reducing costs and creating capital wealth through good manufacturing practices

This is surely an opportunity manufacturers would not want to miss!

## ATTENDEES PROFILE

This 2-day forum should be attended by the following individuals from all manufacturing related sectors:

Vice Presidents, Directors, General Managers, Senior Managers, Managers, Chief Engineers, Heads, Master Black Belts, Black Belts, Green Belts and Specialists of:

- Manufacturing
- Operations
- Procurement
- Production
- Plant
- Six Sigma
- Factory
- Quality control
- Quality assurance
- Engineering
- Plant development & maintenance

## CONFIRMED ROLE-PLAYERS

### **Umang Sharma**

Director & CEO, Bry-Air Malaysia Sdn Bhd

### **Satish Lele**

Vice President Industrial Technology, Frost & Sullivan

### **YBhg Dato' Kamaruddin Ismail**

Deputy Secretary General (Industry), Ministry of International Trade & Industry (MITI)

### **YBhg Datuk Jalilah Baba**

Director General, Malaysian Industrial Development Authority (MIDA)

### **Bill Pala**

Group Manager - Quality, Environment & Safety, InteriorCo Pty Ltd

### **Andrew Cheah**

Director Asia Pacific, Lean Advisors Inc

### **Alex Olimpo**

Six Sigma Master Black Belt, Vetco Gray Singapore

### **Sunil Chandiramani**

Director Lean Six Sigma, Merck Sharp & Dohme (Singapore) Limited

### **Dr Hasan Akpolat**

Senior Lecturer, Faculty of Engineering and IT, University of Technology, Sydney

### **Jamaludin Elis**

Senior General Manager, Pharamaniaga Manufacturing Berhad

# DAY ONE

JULY 13, 2009 (MONDAY)

08.00 am Arrival and Registration of Participants

09.15 am **WELCOMING REMARKS BY**  
**YBhg. Dato' Dr. Michael Yeoh**  
Chief Executive Officer  
Asian Strategy & Leadership Institute (ASLI)

09.30 am **PANEL SESSION 1**  
Assessing current developments in the manufacturing industry considering the current economic scenario and positioning Malaysia as a major world manufacturer

- An outlook of the industry in 2009 and understanding the Malaysian manufacturing industry scenario
- Understanding the current changes & challenges in the industry and preparing for the future
- Steering towards world class manufacturing standards
- Meeting demands, challenges & opportunities in developing an industry/ business focusing on quality manufacturing in the region
- Discussing developments in information technology (IT) to further enhance developments & process implementations in the manufacturing sector

11.00 am Morning Refreshments

11.30 am **CASE STUDY & DISCUSSION SESSION 1**  
Recognising various manufacturing school of thought and choosing the right manufacturing system for your business

- Discussing various manufacturing school of thought such as Kaizen, the 5Ss', Poka Yoke, Lean Manufacturing & the Toyota Production System
- Managing various risks and preparing for long term decision making process
- Factors to consider in deciding your manufacturing strategies
- Identifying potential loopholes of implementation
- Benchmarking chosen systems and achieving high manufacturing standards

01.00 pm Networking Luncheon

02.00 pm **CASE STUDY & DISCUSSION SESSION 2**  
Improving productivity & reducing waste & costs through building a lean based cultured organisation

- Identifying how would a lean culture can effectively assist in improving quality while reducing waste
- Adapting ideas from successful companies in practical lean implementation tools
- Involving employees in lean implementations programmes
- Understanding the importance of continuous improvements in a lean based culture
- Achieving competitive advantage through sustainability in lean manufacturing
- Deploying lean supply chain optimisation in achieving manufacturing excellence and improved supply chain activities

03.30 pm Afternoon Refreshments

04.00 pm **CASE STUDY & DISCUSSION SESSION 3**  
Deploying lean manufacturing policies for improved efficiency while maintaining quality

- Examining the nature and scope of lean manufacturing in the manufacturing industry
- Analysing concepts, analytical methods, and descriptive information about lean manufacturing deployment.
- Familiarising the Kanban system in lean manufacturing implementations

05.30 pm Closing remarks and end of Day 1

# DAY TWO

JULY 14, 2009 (TUESDAY)

08.00 am Arrival and Registration of Participants

09.00 am **WELCOMING REMARKS FOR DAY 2**  
**YBhg. Dato' Dr. Michael Yeoh**  
Chief Executive Officer  
Asian Strategy & Leadership Institute (ASLI)

09.05 am **SPECIAL KEYNOTE ADDRESS BY**  
**Y.B. Dato' Mukhriz Tun Mahathir**  
Deputy Minister of Trade  
Ministry of International Trade and Industry

09.30 am **CASE STUDY & DISCUSSION SESSION 1**  
Heading towards zero defects in production through the principle of six sigma

- Understanding the significance of six sigma principles and its links to TQM and Kaizen
- The definition & characteristics of successful six sigma deployment
- The role of technology & how it enables effective six sigma implementations
- Investing in the right & necessary technologies in six sigma deployment
- Using six sigma to increase reliability in product development

11.00 am Morning Refreshments

11.30 am **CASE STUDY & DISCUSSION SESSION 2**  
Harnessing the benefits of Six Sigma methodologies for improved efficiency while maintaining high manufacturing quality

- Answering the question: "How much will it cost my company for six sigma deployments?"
- Raising the competencies of engineers and other related staffs in deployment of six sigma
- Learning how six sigma deployment can assist in achieving continuous improvements
- Utilizing the DMAIC methodologies and identifying causes of flaws in your manufacturing process
- Improving consumer satisfaction through innovation by successfully applying DMADV methodologies
- Developing our people is the foundation for delivering results through deployment of six sigma

01.00 pm Networking Luncheon

02.00 pm **CASE STUDY & DISCUSSION SESSION 3**  
Mastering & unlocking the true power of "Lean Six Sigma"

- Discussing the relevance of lean six sigma in Malaysian/ Asian businesses
- Deploying lean and/or six sigma in small & medium sized companies
- Integrating lean six sigma to improve speed and efficiency in costs, quality, and time by focusing on process performance
- Reviewing lean six sigma models/ tools which are used in achieving high levels of productivity
- Improving supply chain activities through the combination of these two forces
- Balancing product quality and efficient flow of material through continuous breakthroughs of Lean Six Sigma strategies
- Carefully selecting lean six sigma projects
- Sustaining the culture of lean six sigma in business

03.30 pm Afternoon Refreshments

04.00 pm **CASE STUDY & DISCUSSION SESSION 4**  
Reducing costs and creating capital wealth through good manufacturing practices

- Recognising areas for effective cost reduction
- Successfully eliminating defects and other related manufacturing costs
- Reducing unnecessary actions in the production flow that may not create value from a customer point of view
- Identifying value added opportunities in improving business performance
- Benchmarking operation performance through the year

05.30 pm Closing remarks and end of Day 2

## NOTES

- The Organisers reserves the right to amend the programme in the best interest of the forum.
- Updated on 8 January 2009

# STRATEGIC MANUFACTURING EXCELLENCE FORUM

If undelivered please return to:

**STRATEGIC MANUFACTURING  
EXCELLENCE FORUM**  
13 & 14 JULY 2009

**ASIAN STRATEGY & LEADERSHIP  
INSTITUTE (ASLI)**  
1718, Jalan Ledang, Off Jalan Duta,  
50480 Kuala Lumpur  
Tel: 2093 5393 Fax: 2093 3078  
Toll-free: 1 800 88 3096  
www.asli.com.my

## REGISTRATION FORM

**1st Delegate**

Dr/Mr/Ms

Position

Tel  Fax

E-mail

**2nd Delegate**

Dr/Mr/Ms

Position

Tel  Fax

E-mail

Organisation's Name

Mailing Address

Approving Manager's Name

Position

E-mail

Human Resource/  
Training Manager

Tel  Fax

E-mail

Bankdraft/Cheque No.

Bank  Amount

Please indicate the nature of your business

Natural Resources  Construction/Engineering  
 Manufacturing  Communications & IT  Properties  
 Service & Retail  Consultancy  Insurance/Healthcare  
 Education  
 Others, please specify

No, I cannot attend this conference but please keep me updated  
by sending me additional information as it becomes available on the following topics:-

Marketing  Manufacturing  Service  IT  
 Finance  Personnel  Management  
 Others, Please specify

## REGISTRATION INFORMATION

### REGISTRATION FEES:

<b>Full Registration Fee</b>	<b>RM1650.00 per person</b>
<b>Early Bird Registration</b> (Before 22 June)	<b>RM1550.00 per person</b>
<b>Special Group Discount</b> (NOTE: For a group of 3 persons or more)	<b>RM1500.00 per person</b>
<b>Government Officials</b>	<b>RM1500.00 per person</b>

Note: All fees are inclusive of luncheons, refreshments and conference materials  
Registration fee is HRDF SBL Claimable (subject to approval by HRDF)

### VENUE:

Istana Hotel, Kuala Lumpur

### PAYMENT:

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space availability' basis. Cheques and bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

### FOR PRIVATE SECTOR:

The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees prior to the event date.

### FOR GOVERNMENT OFFICIALS:

A Local Order (LO) or letter of approval to participate must be presented before the event.

### SUBSTITUTION/CANCELLATION:

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in **WRITING** by **29th June 2009**. No refund will be made for cancellation received after **29th June 2009**.

### REGISTRATION

Send/fax this entire form (or a photocopy) to:

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