

# CIO Forum

- World of Enterprise data -

24 & 25 February 2014 | Seri Pacific Hotel, Kuala Lumpur

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## Overview:

Now a days Enterprise Data Management is a challenge for organizations because it requires alignment among multiple departments (including IT, operations, finance, strategy and marketing) and relates to an area (creation and use of common data) that has not traditionally had a clear "owner." IT is just a custodian of EDM not the owner.

The challenges associated with quantification of Enterprise Data Management for a CIO benefits IT and translate into challenges with the positioning of EDM as a must do thing on list of CEO. Achieving organizational alignment on the importance of data management is the domain of data governance

Data quality, master data management, metadata management, data warehousing architecture and data integration: These are all pieces of the data management puzzle, but rare is the enterprise that has assembled these pieces into a cohesive and coherent picture. Get it right and you can count on clean and consistent data from transaction systems.

This CIO forum will emphasizes data precision, granularity, and meaning and is concerned with how content is integrated into business applications as well as how it is passed along from one business process to another.

Strategies discuss in this forum will help you define and deliver quality data, ensuring consistency, and sufficient granularity to power business processes and empower decision makers.



## Who should attend:

- Chief Information Officers,
- Chief Data Officers
- Chief Technology Officers,
- Corporate Planners
- IT Managers,
- IT analyst
- Project Managers,
- Enterprise Architects
- BPR Analysts,
- BPM Analysts
- Business and Systems Analysts
- Systems Developers,
- Software engineers
- Enterprise Architects
- Data Managers
- IT Security Managers
- Data warehouse Managers

## Confirmed Speakers:

Stan Singh-JIT  
Council Member  
**PIKOM, Malaysia**

Leon Jackson  
Chief Information Officer  
**UM Specialist Center, Malaysia**

Andy Khoo  
Country Manager  
**Hewlett Packard, Malaysia**

Thillai Raj T Ramanathan  
Chief Technology Officer  
**MIMOS, Malaysia**

Lee Kee Siang  
CIO  
**National Library Board, Singapore**

Fermin Fautsch  
Vice President of ICT Services  
**VADS (Telekom Malaysia), Malaysia**

Mohamed Shaharudin  
CIO  
**UMW Corporation Malaysia**

Lim May-Ann  
Executive Director  
**Asia Cloud Computing Association, Singapore**

Prof. Ahmad Zaki bin Abu Bakar  
President  
**Malaysian National Computer Confederation (MNCC) Malaysia**

Dr Mubbashir Iftikhar  
CIO  
**KPJ Healthcare;**

Pelle Aardewerk  
Project Assurance Manager – Top Projects  
**Shell Malaysia**

Kannan Govindasamy  
Senior Risk and Control Analyst  
**Shell Malaysia**

Ramesh Narayanaswamy  
Group Chief Information Officer  
**Singapore Post**

John Atherton  
Business Vice President  
**Schneider Electric IT Malaysia Sdn Bhd**

William Tan  
Country Leader - Enterprise  
**Dell Global B.V. (Malaysia)**

Harmeet Malhotra  
Director - Storage Business  
**Dell Global B.V.**

# Programme

## Day One

24 February 2014

- 09:00 am **Opening remark by Chairperson**
- 09:15 am **Session One**  
**Strategies & Challenges In Implementing IT Data Governance At Enterprise Level**
- How will this benefit the Organisation or the Organisation Eco-System
  - Who is responsible to initiate & implement such initiatives in the company
  - What makes it certain that we have successfully implemented IT Data Governance
- 10:00 am **Session Two**  
**Changing the Economics of Flash Storage**  
Trends such as server virtualization and the proliferation of multi-core processors are increasing the requirement for high I/O performance with ultra-fast response times. Flash storage is the leading technology that enables IT to turbocharge I/O intensive applications and deliver the low latencies and ultra-fast response times that they need. Workloads such as OLTP, Data Warehousing and Virtual Desktop in particular can reap the benefits of flash storage, delivering impressive results in operations such as on-line queries, batch processing, retail transactions, business analytics, peak-time VDI logins, and many others. But until now, flash storage has been too expensive for most customers to deploy on a large scale, and was mostly used for the select, high priority workloads. With the introduction of Dell Compellent flash-optimized solutions, Dell changed the economics of flash storage and broke the current pricing boundaries. By offering solutions that can provide performance at the capacity and price of a rotating disk, Dell is making flash storage affordable and accessible to a broader segment of the market.
- 10:45 am **Morning refreshments / Network break**
- 11:00 am **Session Three**  
**Designing Enterprise data landscape – a perfect design is perfect planning not an accident – from Healthcare industry perspective**
- What ingredients you require to build a perfect EDM game plan and where to find them
  - Learn how to effectively communicate a game plan to your team building your projects
  - Involving your CFO while devising EDM strategy and what points you must share to justify the cost
- 11:45 am **Session Four**  
**Result oriented steps to build upon a successful Enterprise Information Management program**
- Learn how to develop a starting framework for Enterprise Information Management and defining what EIM means to your organization
  - Overview of some practical approaches for identifying business opportunities for EIM adoption
  - Best available methods for assessing whether your organization is ready to adopt EIM
- 12:30 pm **Networking lunch**
- 01:30 pm **Session Five**  
**Trends and Opportunities in the Enterprise Cloud Space.**
- Highlight disruptive trends in the industry; and the drivers of public and private cloud growth
  - Discover the challenges and opportunities to accelerate the potential usage of enterprise cloud platforms
  - Examining the approaches and practices for a successful early adoption of enterprise cloud
- 02:15 pm **Session Six**  
**Case Study: Breaking down the obstacles to Data Governance Success: Lessons Learned**  
Many data governance programs aren't able to cope up with barriers that prevent adoption and measurable business impact from managing data as an enterprise asset. This case study will focus on a successful program
- 03:00 pm **Afternoon break / refreshment**
- 03:15 pm **Session Seven**  
**How to integrate big data analytics into your enterprise**
- What are the types of relevant big data and Practical techniques of how to use BIG data analytics.
  - Examine how new Big Data platforms can be integrated into existing analytical environments.
  - How to manage veracity in a voluminous data environment
- 04:00 pm **Session Eight**  
**Open Innovation and Data Sharing**
- An overview of National Library Board Open Innovation Journey
  - Developing a framework for Data & Services Architecture
  - Key elements and areas of Collaboration & Partnership
- 04:45 pm **End of Day One**

## Day Two

25 February 2014

- 09:00 am **Opening remark by Chairperson**
- 09:15 am **Session Nine**  
**TBA**
- 10:00 am **Session Ten**  
**Learning from the Bees and Ants for Data Virtualization Application**
- New developments, new contexts and why data virtualization is important today
  - What can CIOs learn from bees and ants?
  - Applying swarm intelligence and complexity theory for data visualization
- 10:45 am **Morning refreshments / Network break**
- 11:00 am **Session Eleven**  
**Vendor selection and management for enterprise data initiative**
- What should be the selection criterion of vendor who will initiate enterprise data structuring
  - How to identify barriers, look for quick-win opportunities and create enhanced vendor management principles
  - Creating scoring criteria/ performance matrix to facilitate rapid and repeatable vendor evaluations
- 11:45 am **Session Twelve**  
**Case Study on Data Governance Best Practices**  
This case study will highlight how an organization achieved business benefits and IT benefits of Data Governance. What were the key elements of the strategy and how it was developed, communicated and implemented.
- 12:30 pm **Networking lunch**
- 01:30 pm **Session Thirteen**  
**Big Data and Analytics in Healthcare Sector**
- Understanding role of big data in improving patient outcomes
  - How healthcare providers can manage patient care, cost and outcomes
  - What are the top problems that need to be solved in order to get information and analytics to the right people at fast pace – from healthcare perspectives
- 02:15 pm **Session Fourteen**  
**Make Energy Part of Your IT Strategy Document**  
CIOs are no longer confined to just developing enterprise resource planning when it comes to structuring their IT strategy plan. What has tended to get less attention in IT strategy documents is energy consumption and management. With the explosive growth in Big Data and energy tariffs. It has become ever more crucial that CIO start addressing energy management in their working document.
- To fulfill corporate social responsibility as part of a sustainability development
  - To lower operating cost through reduced energy consumption
  - To improve IT equipment lifespan
- 03:00 pm **Afternoon break / refreshment**
- 03:15 pm **Session Fifteen**  
**Assuring Data Privacy and Security in a Dynamic Environment**
- Recent risks and cyber threats data is exposed to
  - Some of successful data security strategies to protect data assets
  - How to select and focus in Business Critical Data
- 04:00 pm **Session Sixteen**  
**From Good Enterprise Data Management (EDM) to Best EDM**
- What you should know about data security, safety and stability
  - Prioritising data sovereignty issues which are key to EDM related activities
  - Visualising a more globally secure future: what you should know about EDM and data sovereignty
- 04:45 pm **End of day Two**

# Speakers' Profile



**Stan Singh-JIT**  
Council Member  
**PIKOM, Malaysia**

Stan Singh holds a Bachelor of Computer Science degree from UK and he has attended various series of Management Strategic courses over the last 20 years. He has 33 years experience in IT Management, and 23 years in business at the operations and management levels.

Mr. Singh also has valuable experience as a global business manager, having worked in many countries including the UK, USA, Australia, Hong Kong, Singapore, Indonesia, Thailand, India, and Malaysia.

Currently he is also a member of British Institute of Management, a Councilor member of PIKOM (The National ICT Association of Malaysia), serving in various committees and was last employed as the Managing Director of Wincor Nixdorf Retail Solutions, and equally was responsible for the growth of the Retail Business in Malaysia & Thailand.

He also sits in the technical committee at SIRIM responsible to develop the Malaysia Standard for Business Continuity Management



**Leon Jackson**  
Chief Information Officer  
**UM Specialist Center, Malaysia**

Leon Jackson is the Head of Healthcare IT for UM Specialist Centre (UMSC), a private tertiary care delivery organization owned by the University of Malaya. He is a subject matter expert on Healthcare IT, with 13 years of experience in software engineering and 6 years of experience in the healthcare industry.

He heads the IT team responsible for the transformation of UMSC from paper based medical records and processes to a information enabled delivery of care, leveraging the power of IT to improve operations and clinical outcomes – while improving the bottom line.

He is also an active evangelist for the adoption of cloud computing in healthcare, to enable collaboration between various care providers, continuity of care for patients as they move between providers and addressing new markets & opportunities that emerge from these connections.



**Mohamed Shaharuddin**  
Chief Information Officer  
**UMW Corporation**

Mohamed Shaharuddin is the Chief Information Officer for UMW Corporation. In his capacity, he strategically envisions and provides technical leadership and IT business needs for all UMW subsidiaries of differing vertical markets and geographical locations. He is responsible to align IT with UMW strategic business directions. He holds a BSc in Industrial Engineering (IE) from Texas, USA. In addition, he is also a certified IE practitioner from London. Later, he obtained his MSc in IT Project Management. He began his technology career as an engineer and subsequently in the field of IT at UMW since 1995. During his career, he has accumulated vast experiences in setting up manufacturing plant from ground zero, turning around an IT company and establishing IT organization ranging from Data Centre Management to IT Enterprise Architecture and Project Management as well as Consultancy practices.



**Dr. Mubbashir Iftikhar**  
Chief Information Officer  
**KPJ Healthcare, Malaysia**

As CIO of KPJ Healthcare, leading private healthcare provider in Malaysia, Dr Mubbashir has a gigantic task of keeping pace with the fast changing landscape of healthcare and business on the dint of technology.

Dr Mubbashir, a medical doctor, joined KPJ Healthcare Bhd in 2011 and started enhancing the very important goal of improving patient safety and further improving clinical outcomes with the help of technology, in the fast changing and connected world of consumer driven healthcare. Moving ahead the concentration is to leverage on performance based models through the use of IT for both, in house services of IT and for patients and customers at KPJ Healthcare.



**Harmeet Malhotra**  
Director - Storage Business  
**Dell Global B.V.**

Harmeet is a part of Dell's APJ Enterprise Storage Business Leadership and is based out of Singapore. He has extensive experience leading teams helping customers design end-to-end data management solutions for large & complex environments.

His focus is on Green datacentre solutions that will fuel growth into the next decade, without the legacy baggage of the past. He has experience working with customers across Asia Pacific and Japan, in developed as well as developing markets.

With has over 22 years of experience in the IT Industry, Harmeet and has been with Dell since early 2001. Prior to joining Dell, he has worked at Compaq Computers, Acer Inc & P.C.L. He has worked in various roles, from Tech Support to Pre-sales solutions design, Product Development, Product Marketing and sales.

He holds a Degree in Electrical Engineering.



**Andy Khoo**  
Country Manager  
**Hewlett Packard, Malaysia**

Andy Khoo has been in the I.T. industry for almost 30 years. He began his career in I.T. hardware and was involved in sales for the original IBM PC, PC XT and PC AT. After nearly four years of handling IBM hardware, Andy moved into I.T. services and software development. He joined Andersen Consulting (known as Accenture today) and worked on projects primarily in the Banking and Oil & Gas industries.

Five years later, Andy moved from I.T. services to the software industry. He joined Microsoft Corporation in 1993 where he spent the next ten years running regional sales, marketing and later product development. During his tenure with Microsoft, Andy was based in Malaysia, Indonesia, Hong Kong and the USA, at various times. His last role at Microsoft was as APAC Regional Director for Product Development in cutting-edge technology areas such as cellular applications (Windows Mobile) and interactive TV (WebTV).



**Lee Kee Siang**  
CIO  
**National Library Board, Singapore**

Kee Siang is the Chief Information Officer of the Singapore National Library Board (NLB). He oversees the Technology and Innovation Division and is responsible for mapping out the IT Strategic Planning and innovative use of IT in NLB. Prior to joining

NLB, he was with PricewaterhouseCoopers, Jurong Town Corporation and the National Computer Board of Singapore. He is certified in the Governance of Enterprise IT and holds other certifications in Project Management, IT Business Continuity Management and Outsourcing Manager of IT. He is a member of the National Cloud Computing Advisory Council and also sits in various other external IT Committees. He participates actively in many public speaking engagements to share NLB's thought leadership and experiences in the use of IT.



**Lim May-Ann**  
Executive Director  
**Asia Cloud Computing Association**

Currently the Executive Director of the Asia Cloud Computing Association, May-Ann has over a decade of experience in development, tech policy and communications across the Asia Pacific, working with organisations on thought leadership, government relations and stakeholder outreach efforts

Her career has spanned a number of regional and global institutions, including the World Bank, the Singapore Institute of International Affairs (SIIA), and the Singapore Internet Project.

She is an active member of a number of trade associations and civil society groups. Through the ACCA, she has worked in multiple markets lobbying for the acceleration of ICT and cloud industries, and other Internet adoption policies. She is also active in the Internet Society (ISOC), and recently having been appointed as an ISOC Ambassador to the Internet Governance Forum (IGF) in Oct 2013.

Based in Singapore, May-Ann also lectures on Internet and ICT Policy in the National University of Singapore (NUS). Her research interests include telecommunication networks and ICT policy, new media and communications, technology developments and applications, mobile platforms, disaster relief and development work in universal education, and access to finance.



**William Tan**  
Country Leader - Enterprise  
**Dell Global B.V. (Malaysia)**

William is the Enterprise Country Leader for Malaysia. In this role, he has direct responsibility for all Dell Enterprise Businesses across all customer segments (small medium business, large enterprise and government).

Before taking on this role, William spent 4 years driving the storage business in South Asia with the responsibility to build the Compellent, Equallogic and PowerVault storage lines.

Prior to Dell, William has held a number of management and technical positions, including Head of Enterprise Channel at Maxis Malaysia, Pre-sales manager at Sun Microsystems and Network services at IBM.

# Speakers' Profile



**Thillai Raj T Ramanathan**  
Chief Technology Officer  
**MIMOS, Malaysia**

As Chief Technology Officer (CTO) and Head of Information and Communication Technologies (ICT) Division in MIMOS, Thillai Raj is the driver behind software development initiatives and roll-out of proof-of-concept solutions to Malaysia's key economic sectors.

Prior to joining MIMOS, Thillai Raj was Director of Systems Engineering Group in Motorola and Senior Director of Global Engineering in Flextronics. In MIMOS, he has been tasked to pioneer the company's technology roadmap where he leads the ICT Division

Under his leadership and guidance, Thillai Raj has led Motorola and MIMOS in achieving CMMI Level 5. He holds a Six Sigma Black Belt and has seven patents to his name.



**Pelle Aardewerk**  
Project Assurance Manager – top projects  
**Shell Malaysia**

Pelle has over 13 years of experience in IT (project) assurance and risk management. In the last 4 years, as IT Audit Manager – Asia-Pacific, IT infrastructure, Process Control Domain (PCD) Security and Corporate Security, Pelle managed global IT /PCD security audits across Shell in conjunction with the rapid technology changes. Pelle has visited over 25 major capital projects/Assets in Shell and understands the local challenges versus the IT globalization and security aspects. He currently reviews forwards looking top IT projects to ensure success delivery.

Pelle has MSc. degrees in Total Quality Management, Business Management in Technology and post graduate Electronic Data Processing auditing. He has gained CISA, CISM, CRISC, CGEIT, PMP, BCM, ITIL certifications. Pelle is also a regular speaker in international conferences and roundtables on the IT / PCD Security topics.



**Kannan Govindsamy**  
Senior Risk and control Analyst  
**Shell Malaysia**

Kannan has over 12 years of experience in IT security, Audit, Assurance and Risk Management. In last 4 years, performed IT auditing and Risk Consultancy across a complex and diverse geographical area (North America, Europe, Middle East, Africa and Asia-Pacific). He is currently performing risk consultancy to ensure that Shell information assets are properly secured by assessing risks and selecting proper control.

Kannan has Degree in Computer Science (Hons) and also gained CISSP, CISA, CISM, CRISC and PMP certifications. Kannan is also a regular speaker in international conferences and ISACA Chapters for IT / PCD Security topics.



**Ramesh Narayanaswamy**  
Group Chief Information Officer  
**Singapore Post**

Ramesh Narayanaswamy is currently the Group Chief Information officer for Singapore post where he is responsible for strategy, execution and support for all the technology needs for Group Singapore Post businesses.

The businesses include Traditional mail, Retail and Financial services, Digital services, Warehousing and logistics and ecommerce. Ramesh Joined Singapore Post from Standard chartered bank where he was the Group Head of Technology solution delivery for retail banking which included credit cards, core banking, mortgage and personal loans, Credit risk and fraud systems. Before standard chartered Ramesh was involved in various banking projects in Citibank. Ramesh is a seasoned technology expert in strategizing, building and supporting systems to create superior value for businesses. Ramesh is an expert in the field of payments and credit cards and in the last year has added significant experience in the e-commerce logistics space. Ramesh has executed number of projects which has transformed businesses through technology and he is very passionate about innovation in delivery models. Along with the technology expertise, Ramesh also spends a significant time in creating next generation leaders which helps in sustaining the transformation of businesses. Ramesh Holds a bachelor in Engineering and Masters in Science from India's prestigious BITS Pilani Rajasthan and MBA in Strategy from Nanyang Business School. Ramesh currently lives in Singapore with his family



**Fermin Fautsch**  
Vice President of ICT Services  
**VADS (Telekom Malaysia), Malaysia**

Fermin Fautsch was recently appointed Vice-President, Information, Communication and Technology (ICT) Services of VADS in March 2013. Fermin is currently a Board Director and Chairman of the EU Malaysia Chamber of Commerce and Industry,

Chairman of the Oil & Gas Committee and is also a Council Member of the EU ASEAN Business Council representing Malaysia. He holds an MBA with honours from the Wharton School of the University of Pennsylvania.

Before coming to Asia, Fermin was the CEO of Logica in South America and prior to that, he was the Managing Director of the company, overseeing the Telecommunications and Energy markets of Portugal, Spain, Italy, Africa and Hong Kong / Macau. He was also an Executive Board Member and Chief Information Officer of PT Prime, the corporate telecom services provider of Portugal Telecom.



**Prof. Ahmad Zaki bin Abu Bakar**  
President  
**Malaysian National Computer Confederation (MNCC) Malaysia**

Prof. Dr. Ahmad Zaki bin Abu Bakar is the President of the Malaysian National Computer Confederation (MNCC) since June 2012 and member of the South East Asia Regional Confederation

(SEARCC). He is currently a senior professor at the Department of Interactive Media, Faculty of Information and Communication Technology, Universiti Teknikal Malaysia Melaka (UTeM) since Nov 2012.

For his excellence contribution to the field, he was awarded the lifetime achievement National IT Excellence Teacher Award in September 2000.

Prof. Zaki has also vast experiences in management. He was the founding Managing Director of the Malaysian National Institute of Translation and Director of the Malaysian Division of the Joint Research in Multilingual Computer Translation Project between Japan, Malaysia, China, Thailand and Indonesia.

Professor Zaki too has many other interests. Beside being involved in ecotourism he is also a Malaysian Cyber Novelist, with two novels published in 1997 and 2000, which won him the National Literature Award in 2000; and Holder of the Malaysian Book of Records for First Malaysian Cyber Novel in 2001.



**John Atherton**  
Business Vice President  
**Schneider Electric IT Malaysia Sdn Bhd**

John Atherton is the Vice President of Schneider Electric Malaysia, IT Business Unit. In his role as the Country Business Vice President, beginning in January 2011, John leads the Malaysia team to deliver outstanding customer service, further build and support their valued partner network and deliver profitable growth to the business.

His goal is to ensure that APC by Schneider Electric is the premier brand as provider of data centre critical infrastructure solutions and services in Malaysia.

John's primary responsibilities include developing a highly effective and talented team and partner network to ensure that Schneider Electric IT Business brings the best capability, competence and coverage to service the Malaysian market requirement.

Prior to joining the team in Malaysia, John was Head of Services for APC by Schneider Electric in the Pacific region. He brings with him extensive management, engineering, and technology experience, over 14 years of real-world experience in Asia Pacific and Australasia.

Under John's leadership, Schneider Electric IT Business will further solidify its commitment to providing energy efficient IT solutions that help Malaysians "make the most of their energy."

# ABOUT ASLI

The Asian Strategy & Leadership Institute (ASLI) is Malaysia's leading independent private Think Tank which is committed to the development of Asian leadership and strategic thinking. ASLI's mission is to help organizations enhance competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, business councils and CEO peer groups. ASLI provides trusted insights to governments, businesses and the diplomatic community. It also acts as a knowledge channel through interaction and dialogues with thought leaders. ASLI's value propositions are its valuable insights, high-level interaction, thought-leadership and in-depth research studies. ASLI provides insights, ideas, implications and interactions.

ASLI's events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captains of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to governments and businesses. ASLI has, over the years organised high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. ASLI is also the Malaysian Secretariat of various bilateral Business Councils.

## CIO Forum

## REGISTRATION FORM

### 1st Delegate

Dr/Mr/Ms

Position

Tel  Fax

E-mail

### 2nd Delegate

Dr/Mr/Ms

Position

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E-mail

### 3rd 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  Insurance/Healthcare
- Manufacturing  Communications & IT  Properties
- Service & Retail  Consultancy
- 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

24 & 25 February 2014

### REGISTRATION FEES

	Malaysia	International
<b>Normal Registration Fee</b>	<b>MYR 2500</b>	<b>USD 800</b>
<b>Early Bird Special</b>	<b>MYR 2250</b>	<b>USD 700</b>
<b>Special Group Discount (minimum 3 participants)</b>	<b>MYR 2000</b>	<b>USD 650</b>
<b>Government Officials</b>	<b>MYR 1750</b>	<b>USD 550</b>
<b>Student Discount</b>	<b>MYR 1250</b>	<b>USD 400</b>

*10% discount to PIKOM members. Please quote "PIKOM" when booking to claim the discount.*

### PAYMENT METHOD

#### PAYMENT

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

BANK TRANSFER  CASH  CHEQUE

Payee name : Asian Strategy & Leadership Incorporated Sdn Bhd  
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#### 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 SECTOR

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

### VENUE

Seri Pacific Hotel, Kuala Lumpur

### 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 19 February 2014**. No refund will be made for cancellation received after **19 February 2014**.

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

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