

**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>(PENDING CONFIRMATION)</u></p> <p>0900 Discussions with UMNO Secretary General Dato' Seri Tengku Adnan bin Tengku Mansor</p> <p>1200 Lunch Discussions with Dato' Tengku Azman on behalf of Barisan Nasional Strategic Director</p>	<p><i>Objective</i> <i>SCL Elections</i></p> <p><i>Objective</i> <i>SCL Elections</i></p>	
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	<p><u>1700 (Mandarin Oriental/Aseana Café KLCC) Tea</u> FMCG industry advertising account managers</p> <p>Guests would be account General Managers for Fast Moving Consumer Goods companies which include Nestle Malaysia, and CocaCola Malaysia.</p> <p><u>2030 (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 To explore how SCL Commercial may add value to their existing services</p> <p>Objective To explore how SCL Commercial may add value to their existing services</p>	
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	<p>11 OCT</p> <p><u>MORNING</u> FREE AND EASY BUSINESS MODEL DISCUSSIONS AZRIN & DR NOR</p> <p><u>1200 (TBC) Lunch</u> The Hon Budiman Mohd Zohdi MP for Sungai Besar</p> <p><u>1700 (Mandarin Oriental) Media Interview</u> The New Straits Times Subject: Communications for Malaysian Leaders – Candidate Branding – How Behavioral Dynamics is applied around the world</p> <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>Objective Discussion and Strategize how best to move forward in the Southeast Asia region.</p> <p>Objective 1. Interview arranged by the UNIRAZAK Graduate School of Business ahead of the program on Oct 12th 2. To promote SCL's range of services (I have been advised it will be full page spread)</p> <p>Objectives 1. To discussion program on Oct 12th 2. To explore a franchise professional programme for Communications Warfare at UNIRAZAK</p>	
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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>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"> ▪ General Manager and above from Corporates and Malaysian Government Link Companies in the B2C sector ▪ invitation includes Petronas, UMW, Proton, 	<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><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>	
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