

MICPA-
BURSA
MALAYSIA
Business Forum
.....2013

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REGIONAL BUSINESS OUTLOOK:

WHAT'S
NEXT

TUESDAY
19 NOVEMBER 2013
HILTON HOTEL KUALA LUMPUR

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PROGRAMME

Regional Business Outlook: What's Next?

TUESDAY, 19 NOVEMBER 2013
HILTON HOTEL KUALA LUMPUR

▶ **08:30 a.m. – 09:00 a.m.**
REGISTRATION AND WELCOME COFFEE

▶ **09:00 a.m. – 09:15 a.m.**
KEYNOTE ADDRESS
YBhg Dato' Tajuddin Atan
Chief Executive Officer, Bursa Malaysia Berhad

▶ **09:15 a.m. – 9.45 a.m.**
SPECIAL ADDRESS
YB Senator Datuk Paul Low Seng Kuan
Minister in Prime Minister's Department

▶ **09:45 a.m. – 10.45 a.m.**
SESSION 1:
INTEGRITY AS A DRIVER FOR REGIONAL BUSINESS GROWTH

- Institutional Integrity as a Driver of Growth
- Governance Outlook of Malaysian Capital Markets

MODERATOR:
Mr Stephen Hagger
Head of Equities and Country Head, Malaysia, Credit Suisse Securities (Malaysia) Sdn Bhd

PANELLISTS:
YBhg Dato' Akhbar Satar
President, Transparency International Malaysia

Representative from Bursa Malaysia Berhad

▶ **10:45 a.m. – 11:15 a.m.**
COFFEE BREAK

▶ **11:15 a.m. – 01:00 p.m.**
SESSION 2:
ASEAN ECONOMIC COMMUNITY 2015

- Three Pillars of the AEC
- Understanding AEC as a Single Market and Production Base
- Impact, Opportunities, Threats

SPEAKERS:
YBhg Tan Sri Dato' Dr Lin See-Yan
President, Harvard Club of Malaysia and Economic Adviser, Associated Chinese Chamber of Commerce and Industry in Malaysia

YBhg Datuk Dr Rebecca Fatima Sta Maria
Secretary-General, Ministry of International Trade and Industry

▶ **01:00 p.m. – 02:30 p.m.**
LUNCHEON TALK:
AN OVERVIEW OF THE TRANS-PACIFIC PARTNERSHIP NEGOTIATIONS

SPEAKER:
Mr J. Jayasiri
Senior Director, Strategy and Monitoring, Ministry of International Trade and Industry

▶ **02:30 p.m. – 03:30 p.m.**
SESSION 3:
SEIZING REGIONAL BUSINESS OPPORTUNITIES

- Strategic Positioning and Critical Success Factors

MODERATOR:
En. Suhaimi Sulaiman
Managing Editor, Astro Awani

SPEAKERS:
En. Johan Mahmood Merican
Chief Executive Officer, Talent Corporation Malaysia Berhad
Mr Kenny Kim
Group Chief Financial Officer, CIMB Group Holdings Berhad
Mr Henry Tan Poh Hock
Chief Operating Officer, Astro Malaysia Holdings Berhad

▶ **03:30 p.m. – 04:00 p.m.**
COFFEE BREAK

▶ **04:00 p.m. – 04:45 p.m.**
SESSION 3:
SEIZING REGIONAL BUSINESS OPPORTUNITIES (CONT'D)

▶ **04:45 p.m. – 05.00 p.m.**
CLOSING REMARKS by
En. Mohamed Raslan Abdul Rahman
Chairman, MICPA-Bursa Malaysia Business Forum 2013 Organising Committee



MICPA-BURSA MALAYSIA BUSINESS FORUM 2013

REGIONAL BUSINESS OUTLOOK : WHAT'S NEXT?

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JOINTLY ORGANISED BY



ABOUT BURSA MALAYSIA BERHAD

Bursa Malaysia Berhad ("the Exchange") is an approved exchange holding company under Section 15 of the Capital Markets and Services Act 2007. A public company limited by shares under the Companies Act 1965, Bursa Malaysia Berhad operates a fully-integrated exchange, offering equities, derivatives, offshore, bonds as well as Islamic products, and provides a diverse range of investment choices globally. With more than 900 companies across 60 economic activities, companies from the economic sectors are listed either on the Main Market for large-cap established companies, or on the ACE Market for emerging companies of all sizes on the Exchange. The Exchange adopts the FTSE Bursa Malaysia KLCI values as its main index.

For more information on Bursa Malaysia, visit the website www.bursamalaysia.com

ABOUT MICPA

The Malaysian Institute of Certified Public Accountants (MICPA) has been developing the accounting profession in Malaysia by providing accounting graduates with an avenue to become a Certified Public Accountant, or better known as CPA since 1958. Today, MICPA remains the only local body in Malaysia which conducts a professional accountancy examination, which is recognized under the Accountants Act 1967.

MICPA has been a cornerstone in the setting of accounting standards and has played a technical advisory role for Malaysian regulatory bodies responsible for carving out the business and financial landscape of this nation since its formation. MICPA has more than 3,100 members and over 500 registered students.

For more information on MICPA, visit the website www.micpa.com.my

ABOUT THE MICPA-BURSA MALAYSIA BUSINESS FORUM 2013

The ASEAN Economic Blueprint for realising the ASEAN Economic Community (AEC) by 2015 was adopted and signed by the Leaders of ASEAN in November 2007. According to the ASEAN Economic Blueprint, 'The AEC will transform ASEAN into a single market and production base, a highly competitive economic region, a region of equitable economic development and a region fully integrated into the global economy.' The AEC will serve as a platform for growth and prosperity in the South-east Asian region with free movement of goods, services, investment, skilled labour and freer flow of capital.

ASEAN, a dynamic economic grouping within South-east Asia, accounted for 27.3% share of Malaysia's total trade and exports to ASEAN accounted for 26.8% of Malaysia's total exports. Moving forward, greater integration among ASEAN economies through the AEC will see the region's share of Malaysia's total trade grow further. Malaysian businesses with an existing foothold in the priority integration sectors of the AEC must position themselves strategically to capitalise on the regional opportunities generated from the AEC. Businesses must continue to innovate in order to achieve sustainable growth and emerge as a frontrunner in their respective sectors. Institutional integrity and clarity in the regulation of economic activity in the Malaysian capital market can be leveraged as a strategic pull factor to attract businesses to Malaysia.

These topics will be discussed during the MICPA-Bursa Malaysia Business Forum 2013 by distinguished panellists comprising prominent corporate leaders, business professionals, economists and capital market leaders. Our target participants for the Business Forum are CEOs, company directors, senior government officers, fund managers, investment advisors and business professionals.

TOPICS

- ▶ **SESSION 1**
INTEGRITY AS A DRIVER FOR REGIONAL BUSINESS GROWTH
- ▶ **SESSION 2**
ASEAN ECONOMIC COMMUNITY 2015
- ▶ **LUNCHEON TALK**
AN OVERVIEW OF THE TRANS-PACIFIC PARTNERSHIP NEGOTIATIONS
- ▶ **SESSION 3**
SEIZING REGIONAL BUSINESS OPPORTUNITIES

CATEGORY

- MICPA/ICAA Members
- Members of Supporting Organisations
- Others

REGISTRATION FEE

- RM900.00
- RM1,000.00
- RM1,100.00

Group discount is applicable for three (3) participants and above from the same organisation at 10% off the registration fee.

CPE HOURS/POINTS

- MICPA : 8 CPD HOURS
- MIA : 8 CPE HOURS
- SIDC CPE ACCREDITED : 10 CPE POINTS

Note on Cancellation:

All cancellations must be notified in writing. An administrative charge of 20% of the registration fee will be levied for cancellations received before the closing date for registration.

There will be no refund of the registration fee if cancellation is received after the closing date for registration. However, should a participant be unable to attend, a replacement may be sent. Any difference in fee payment will be charged or refunded accordingly.

CLOSING DATE FOR REGISTRATION**WEDNESDAY, 13 NOVEMBER 2013****Disclaimer:**

The Organisers reserve the right to make any amendments to the programme, venue, speaker replacements, topics or cancellation of the event if warranted by circumstances beyond its control.

WHO SHOULD ATTEND?

- ▶ Chairmen & Vice-Chairmen
- ▶ Directors & Managing Directors
- ▶ Chief Executive Officers & Chief Financial Officers
- ▶ Entrepreneurs
- ▶ Audit Committee Members & Auditors
- ▶ Financial Controllers & Business Advisors
- ▶ Fund Managers & Investment Analysts
- ▶ Senior Government Officers
- ▶ Heads of Business Unit
- ▶ Senior Managers
- ▶ Academicians
- ▶ Business Professionals

For further information, please contact :

The CPD Department

The Malaysian Institute of Certified Public Accountants, No.15, Jalan Medan Tuanku, 50300 Kuala Lumpur

Tel: 03-2698 9622**Fax:** 03-2698 9403**Email:** bizforum@micpa.com.my**Web:** www.micpa.com.my**PLATINUM SPONSOR****GOLD SPONSOR****SUPPORTING ORGANISATIONS**

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MICPA-BURSA MALAYSIA BUSINESS FORUM 2013

REGISTRATION FORM

REGIONAL BUSINESS OUTLOOK : WHAT`S NEXT?

TUESDAY, 19 NOVEMBER 2013 • HILTON HOTEL KUALA LUMPUR

1. NAME : _____

POSITION : _____

MEMBER OF : MICPA MIA ICAA

2. NAME : _____

POSITION : _____

MEMBER OF : MICPA MIA ICAA

3. NAME : _____

POSITION : _____

MEMBER OF : MICPA MIA ICAA

CONTACT PERSON : _____

NAME OF ORGANISATION : _____

ADDRESS : _____

TEL NO. : _____ FAX NO. : _____ Email : _____

Confirmation of registration is on first-come first-serve basis.
You may photocopy the registration form if additional copies are required.

Payment by:

Cheque : Enclosed is a crossed cheque No.: _____ for RM _____
made payable to "MICPA" being payment of the registration fee for the MICPA-Bursa Malaysia Business Forum 2013.

Credit Card : Please charge my credit card : VISA MASTERCARD JCB for RM _____
Issuing Bank : _____ Credit Card No. : _____ Exp. Date : _____

Cardholder's Name : _____ Signature (as per card) : _____

Closing Date for Registration : WEDNESDAY, 13 NOVEMBER 2013

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