

# the Asia HRD Congress™ 2010

The Learning Platform: Global Vision, Asian Insights

Conference & Exhibition

## Innovations in Human Capital Development

Facing Challenges • Organising Talent • Shaping Futures

6 - 8 July 2010 | Borneo Convention Centre, Kuching, Sarawak



### Highlights

- **The 9th ASIA HRD Congress** incorporating the 32<sup>nd</sup> Trainers-Meet-Trainers
- **Attend** the largest learning and meeting congress of HRD and HRM professionals in Asia
- **Learn** from over 50 sessions led by International Experts to provide you the competitive edge to succeed in 2010 and beyond
- **Preview** 50+ exhibitors showcasing the current products and services to equip you for success
- **Network** with 500+ peers from 30+ countries and learn the best practices
- **Gain** the most valuable learning experience from Asia HRD Congress with over 30 years track record and 25,000 participants from 30 countries
- **Celebrate** with outstanding achievers from the profession at the Gala Dinner

#### Outstanding Speakers :



Dr. Karen Lawson



Dr. Sivasailam (Thiagi) Thiagarajan



Debra Fine



Jim "Mr Energy" Smith Jr.



Scott McKain



Scott Friedman



For registration please contact

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Jennifer : +6082 625 166 or email at [jenn@cmm.com.my](mailto:jenn@cmm.com.my)

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[www.hrdcongress.com](http://www.hrdcongress.com)

# Welcome to Malaysia Truly Asia



**Dr. R. Palan**  
Founder Asia HRD Congress  
SMR HR Group  
Malaysia



**Dr. Sabariah Putit**  
Chief Executive Officer,  
Centre Modern Management  
Malaysia

**T**he 2010 Asia HRD Congress™ will be held in the Land of the Hornbills, Kuching, the capital of Sarawak. Kuching is a city that goes by the nickname Cat City; it is vibrant and the cleanest city in Borneo. One of the most attractive features of Sarawak and one which sets it aside from the other Malaysian states is its cultural diversity. With the 27 distinct indigenous ethnic groups that speak at least 45 different languages and dialects, Sarawak is indeed a colourful state with a variety of traditions, practices and religions. Aside from joining us at the Congress, your visit will coincide with The Rainforest World Music Festival, a not-to-be-missed musical event, which will take place right after the Asia HRD Congress™ 2010.

The Asia HRD Congress™ is a leading platform and initiative promoted by Asia HRD Congress Sdn Bhd. The 2010 event is jointly organised by SMR HR Group & Centre for Modern Management, supported by the Chief Minister's Department of Sarawak, the Sarawak Convention Bureau and the Sarawak Tourism Board. One of Asia's largest events for human capital professionals – the Asia HRD Congress™ 2010 with a track record of 30 years will welcome over 500 delegates and 50 exhibitors from 30+ countries.

At the Congress, respected international, regional and local experts will address an audience of industry leaders, business heads, HRD practitioners and consultants. Delegates will hear from prominent speakers such as Dr Sivasailam "Thiagi" Thiagarajan, Jim "Mr Energy" Smith Jr, President and CEO of JIMPACT Enterprise and Dr Karen Lawson, Founder and President of Lawson Consulting Group Inc. It will truly be a platform for participants to "Learn, Network, Share, and Shape."

The Asia HRD Congress™ theme, "Innovations in Human Capital Development – Facing Challenges, Organising Talent, Shaping Futures" focuses on an extremely important topic in a world that is changing in an unprecedented way. Participants will learn pertinent lessons – supporting their endeavours to meet immediate challenges and prepare their organisations in promoting, measuring and assessing innovations in human capital development.

Aside from being a Learning platform, the Asia HRD Congress™ 2010 will also be recognising and honouring extraordinary HRD professionals who have made a lasting impact on the human capital development.

As a pioneer of the gathering of human capital professionals, Asia HRD Congress™ continues to enrich people developers and shapers with insights and strategies enabling them to propel their organisational growth and talent development.

We look forward to welcoming you at the Asia HRD Congress™ 2010, Kuching, Sarawak.

Sincerely



Dr R Palan



Dr Sabariah Putit

# Conference History

THE ASIA HRD CONGRESS™ started off as half day Trainers-Meet-Trainers (TMT)™ sessions in the late seventies on a complimentary basis. Due to popular demand, the programme evolved into a 2-day TMT™ conference in 1994 attended by over 600 participants. In 1997, the TMT™ Conference attracted more than 1,000 participants from Malaysia and abroad. The TMT™ Conference was last held in 2001 as Trainers-Meet-Trainers™ Asia before it expanded in scope and evolved into The Asia HRD Congress™ in 2002 when TMT™ entered its 25th Silver Jubilee Year. For the first time in 2006 The Asia HRD Congress™ was held on a large scale outside the country i.e. in Jakarta, Indonesia. The Asia HRD Congress™ aims to attract delegates from all the Asian countries and making it a congregation of Asian talents; sharing and learning towards advancement in knowledge and skills. The event has now been held in Jakarta, Brunei, Chennai, Bahrain and Kuala Lumpur.



## Who Should Attend

This congress has been tailored to address top decision makers such as CEO, Presidents, Managing Directors, Directors, Vice Presidents, Heads, Managers, Advisors, HR Gurus, Industry Leaders, Consultants and Specialists of the following departments/ sectors:

- Human Resources
- Policy Planning
- People Management
- Recruitment and Retention
- Compensations and Benefits
- Human Capital
- Strategic Planning
- Talent Management
- Workforce Management
- Corporate Management
- Corporate Resources
- Learning and Development
- Employee Relations

### Relevant Industries

Across all industries engaging in HR activities such as:

- FMCG
- Banks
- Hospitality
- Government
- Retail
- Food and Beverage
- Financial Institutions
- Telecommunications
- Education
- Utilities
- Manufacturing
- Aviation
- Automobile
- Consultancy

# Theme

## Innovations in Human Capital Development

Facing Challenges • Organising Talent • Shaping Futures

Organisations need a comprehensive, coherent and timely strategy on promoting, measuring and assessing innovations in human capital development. This is particularly important in challenging times like now. The need to change, innovate and respond appropriately is no longer a luxury. It is a necessity for survival and relevance. The role of Human Capital is important and significant because of the positive correlation to economic growth and societal development.

Transforming our Human Capital from what it is today into a more productive one requires resonant leadership. The impact of technology on Human Capital has been revolutionary. Technology is no longer an add on; it is part of the social fabric of the employee. Blogs, social networking, iPhones and software as a service have changed the way we work and live. Competencies required to succeed and add value to organisations in this era is different. As practitioners driving the development of Human Capital, HR specialists need to stay relevant by adopting the positive learning culture.

The Asia HRD Congress™ 2010 will feature respected international, regional and local experts to address the 2010 theme and learning tracks in a relevant and practical way. You will learn strategies, tools and tips on how to add value to your organisations.

### CALL TO REGISTER

Zaid : +603 2279 9199 or email  
zaid@smrhrgroup.com

Jennifer : +6082 625 166 or email  
jenn@cmm.com.my

# Learning Track

## 1 Transformation

HR transformation is about building Human Resources from the outside in. As Dave Ulrich pointed out, HR professionals need to focus on outcomes rather than activities. The rules that reflect the outcomes are far more strategic than usually envisaged. This track will explore new frameworks to address the issue of HR transformation.

## 2 Leadership

Leadership plays a central part in developing an organisation's talent pool. In fact, leaders are the ones who provide a winning difference to the organisation. They are in a unique position to enable employees to think beyond their environment. As often stated leadership is not the private reserve of a few charismatic men and women but a process ordinary people use when they bring forth the best from themselves to others. Leadership is simply a relationship between leaders and followers and the one that can be learned. This track will explore successful global practices and models with particular relevance to Asia.

## 3 Technology

Fast moving organisations use the elements of technology, people & e-work places to meet changing business requirements. The world of HR Technology will always continue to develop and innovate. The current economy demands new thinking about everything, including HR and technology strategies by using technology to invent new business processes, to re-align organisational structures, and to implement new management practices. This track will explore initiatives to accelerate people development.

## 4 Competency and Performance

Competency & Performance are the heart of human resource management. Developing competency is a continuous effort that leads to human capital development. Unfortunately not many organisations have their competencies and performance management systems in place. How do we institutionalise competencies? What kind of performance management systems would suit the organisation? How do we measure the return of investment on these initiatives? This track explores the best practices pioneered by successful organisations.

## 5 Practitioner's Skills

Today's HR professional must be able to express ideas and perspectives in a variety of sophisticated contexts. They should also have a business understanding in order to be able to influence their organisation. To be at the business table, HR Practitioners need to continuously learn new ideas and check themselves to be relevant. This track explores the skills required of HR practitioners.

# Speaker Highlights



**Y.B Datuk Amar Mohamad Morshidi bin Abdul Ghani**  
State Secretary of Sarawak Malaysia



**Dr. Sivasailam "Thiagi" Thiagarajan**  
Resident Mad Scientist Workshops by Thiagi Inc. U.S.A.



**Jim "Mr. Energy" Smith, Jr.**  
President & Chief Executive Officer JIMPACT Enterprise U.S.A.



**Dr. Karen Lawson**  
Founder & President Lawson Consulting Group Inc. U.S.A.



**Dr. R. Palan**  
Founder Asia HRD Congress SMR HR Group Malaysia



**Dato' Sri Edmund Santhara**  
Group Chief Executive Officer Masterskill University College of Health Sciences (MUCH) Malaysia



**Scott McKain**  
Business Thinker, Best Selling Author & Platform Original McKain Performance Group U.S.A.



**Hamidah Naziaddin**  
Director, Group Human Resource CIMB Bank Berhad Malaysia



**Robert Yeo**  
Executive Director & CEO Singapore Training And Development Association (STADA) Singapore



**Dr. Abdulhai M. Megdad**  
CEO Mega Consult Saudi Arabia



**Debra Fine**  
Communication Guru and Author Debra Fine & Associates U.S.A.



**DK Bakshi**  
VP, Global Human Resources Indorama Group Thailand



**Mike Long**  
Managing Partner Mike Long Associates United Kingdom



**Prof. Dr. Sheikh Ghazali**  
Group Head Education Sime Darby Berhad (Sime Darby Business School) Malaysia



**Sujaya Banerjee**  
Chief Learning Officer Essar Group India



**Hassan Rizwan**  
VP, Sales Hire Labs Pakistan



**Chris Brooks**  
Director of Sales and Talent Development Philip Morris International Hong Kong



**Dr. Mahmoud Khan**  
HR & OD Consultant Saudi Arabia



**Nora Manaf**  
Director of Group Human Resource Maybank Berhad Malaysia



**Jonathan Low**  
Consultant PowerUp Success Malaysia



**Putri Juliani binti Johari**  
Principal (Learning Facilitator) PERMATA Malaysia

# Day 1

## Pre-Conference **WORKSHOP**

Tuesday | July 6, 2010 | 9.00am - 6.30pm

8.00am – 9.00am  
Registration & Welcome  
Coffee

9.00am – 10.00am  
**VIP ADDRESS 1**  
**Opening Ceremony**  
by  
Yang Berhormat  
Dato' Seri Mohamed Khaled  
bin Nordin  
Minister of Higher Education,  
Malaysia

10.00am – 10.15am  
Coffee Break & Networking

10.15am – 1.00pm  
**PRE-CONFERENCE  
WORKSHOPS STARTS**  
A choice of 5 one-day  
workshops

1.00pm – 2.00pm  
Lunch & Networking

2.00pm – 3.30pm  
**WORKSHOPS CONTINUE**

3.30pm – 3.45pm  
Tea break & Networking

3.45pm – 6.30pm  
**PRE-CONFERENCE  
WORKSHOPS  
ENDS**

8.00pm  
Speakers Welcome Dinner

### IMPORTANT

Please choose the workshop that you would like to attend. Tick only **ONE** in the registration form. You can only attend one workshop as all five are run concurrently.



**Diederick Stoel**  
Managing Director  
Profitwise  
Netherlands

### 1 Training Meets the Dragons

In this workshop you will experience what happens if your training budget is slashed to zero. Gone Overnight. But you can get it back. And if you do it right, you will even get more than you expected.

A group of multi-millionaire investors, also known as the Dragons, have taken over your organization. They are turning it into a highly competitive and sustainable business. To make it all happen, highly competent staff and strong leaders are needed. Innovations in human capital development are wanted and they need to come from you.

This is your call. This is the time to deliver the unmistakable value of training. Can you help your new organization to move the business beyond 2010? Are you ready to lead it into the next decade?

Learning Track: **PRACTITIONER'S SKILLS**



**Dr. Karen Lawson**  
Founder & President  
Lawson Consulting  
Group Inc.  
U.S.A

### 2 Leadership Accountability

"It's not my fault!" This is a mantra heard across corporations on a daily basis. The practice of finger-pointing and complaining is increasing at an alarming rate. The result: lower productivity and profits. This "blame game" epidemic can be stopped. It's up to you as a leader to take action by holding people (including yourself) accountable for their actions. Greater accountability and ownership at all levels lead to higher productivity and better organizational results

In this session participants will learn how to create a culture of personal accountability at every level of the organization, starting at the top. You with just that. "Outstanding Leaders Produce Outstanding Results"

Learning Track: **LEADERSHIP**



**Dr. Tay Chor Ter**  
Chairman of  
Singapore E Learning  
Chapter  
Singapore

### 3 Innovative and New Technologies for Learning

Just as the tidal wave of globalization has accelerated the advances of ICT, it has also drastically changed the competitive landscape of businesses and industries. Companies are depending on work-related training to help employees gain and apply new knowledge and skills to meet the challenges of ever-growing competitions. Training needs in many corporate and government organizations are increasing at a faster rate than training budgets.

Advances in ICT and internet, technology-assisted learning of work-related programs is one method that companies would want to capitalize on to achieve the desired training outcomes at reduced costs.

Learning Track: **TECHNOLOGY**



**Dr. Sivasailam  
'Thiagi'  
Thiagarajan**  
Resident Mad Scientist



**Tracy Tagliati**  
The Thiagi Group  
U.S.A

### 4 Faster, Cheaper, Better: Really Rapid (and Different) Instructional Design

Are you still using your grandparents' instructional-design model?

Fifteen years ago, Thiagi and Tracy stopped using the ADDIE model and started using a continuous, concurrent, creative, co-design approach. Thiagi's associates and hundreds of trainees around the world have used this approach to design corporate training materials faster, cheaper, and better. In this walk-the-talk workshop learn when, why, and how to apply principles from chaos, creativity, and improv to develop instruction for the next generation.

Learning Track: **PRACTITIONER'S SKILLS**



**Jim 'Mr Energy'  
Smith Jr.**  
President & C.E.O  
JIMPACT Enterprises  
U.S.A.

### 5 OUCH! Eliminating the Mistakes that Kill Audience Engagement, Retention and Motivation

Great facilitators are a wonder to watch. They keep a meeting or training event lively and productive even as they effortlessly fend off efforts from participants to take over the meeting, derail the positive mood, or otherwise disrupt a successful event. You may have thought to yourself, "How do they do this? I am actually enjoying this workshop!" This workshop will reveal a number of the most common mistakes that most experienced trainers and facilitators would agree could sink any workshop or event no matter how well it is going.

The training areas of focus will be motivation, facilitation, handling difficult participants, visual aid use and development and story telling. Participants will get an opportunity to assess their blind spots and reasons/excuses for the mistakes.

Learning Track: **PRACTITIONER'S SKILLS**

# Day 2

## Conference **OPENING DAY**

Wednesday | July 7, 2010 | 9.00am - 5.00pm

8.00am – 9.00am	Registration & Welcome Coffee		
9.00am – 9.45am	<b>MEGA SESSION 1 ( A CHOICE OF 3)</b>		
	<p><b>People Transformation in Delivering Business Results - A Case Study</b>  <i>Nora Manaf</i>            Director of Group Human Resource            Maybank Berhad            Malaysia</p>	<p><b>The Challenges of Managing Talent</b>   <i>Chris Brooks</i>            Director Sales and Talent Development            Philip Morris International            Hong Kong</p>	<p><b>Building Leaders at All Levels</b>   <i>Sujaya Banerjee</i>            Chief Learning Officer            Essar Group            India</p>
9.45am – 10.30am	<b>PLENARY SESSION 1</b>		
	<p><b>RESET: Developing Powerful Habits to Break through Greater Performance</b>  <i>Jim 'Mr Energy' Smith Jr.</i>            President &amp; C.E.O, JIMPACT Enterprises, U.S.A.</p>		
10.30am – 11.00am	COFFEE BREAK, NETWORKING & EXHIBITION		
11.00am – 11.45am	<b>PLENARY SESSION 2</b>		
	<p><b>Facing Dilemmas, Reconciling Differences, and Creating Synergies</b>  <i>Dr. Sivasailam 'Thiagi' Thiagarajan</i>            Resident Mad Scientist, The Thiagi Group, U.S.A</p>		
11.45am – 12.30pm	<b>MEGA SESSION 2 (A CHOICE OF 2)</b>		
	<p><b>The Competency Performance Jigsaw Puzzle</b>   <i>A. Subramanian</i>            Chief Business Operations Officer / Consultant            SMR HR Group, Malaysia</p>	<p><b>Achieving Competitive Advantage Through Training Profiling HRD's Cicak Men &amp; Women</b>  <i>Diederick Stoel</i>            Managing Director            Profitwise , Netherlands</p>	
12.30pm – 2.00pm	LUNCH, NETWORKING & EXHIBITION		
2.00pm – 2.45pm	<b>PLENARY SESSION 3</b>		
	<p><b>Strategy in Human Capital Development for High Income Growth</b>  <i>Y.B Datuk Amar Mohamad Morshidi bin Abdul Ghani</i>            State Secretary of Sarawak, Malaysia</p>		
2.45pm – 3.30pm	<b>PLENARY SESSION 4</b>		
	<p><b>The Puzzle of Motivating Employees</b>  <i>Dr. R. Palan</i>            Founder Asia HRD Congress, SMR HR Group, Malaysia</p>		
3.30pm – 4.00pm	TEA BREAK, NETWORKING & EXHIBITION		
4.00pm – 5.00pm	<b>CONCURRENT SESSION 1 (A CHOICE OF 7)</b>		
	<p><b>Quality in Learning &amp; Development</b>  <i>Mike Long, Managing Partner, Mike Long Associates, United Kingdom</i></p>		
	<p><b>Changing Attitudes of Gen Y Managers - Perspectives from a Fast Growing Economy</b>  <i>Dr. Khuram Shariff, Business Advisor, Dr. Abdulhai M. Megdad, CEO, Mega Consult, Saudi Arabia</i></p>		
	<p><b>Transformation in an Ever Changing Landscape - STADA's Journey</b>  <i>Robert Yeo, Executive Director &amp; CEO, Singapore Training And Development Association, (STADA), Singapore</i></p>		
	<p><b>Impact Of Language Competency On Vocational Training &amp; Pre-Employment Programmes</b>  <i>Putri Juliani binti Johari, Principal (Learning Facilitation) PERMATA &amp; Wan Nor Hazlina Learning Facilitator PERMATA, Malaysia</i></p>		
	<p><b>Leadership Development: Best Practices</b>  <i>Risa Praptino, Director, Asian Training Hub, Indonesia</i></p>		
	<p><b>Management Lessons through Movies: Innovative Approach to Training</b>  <i>Dr. R.Karthikeyan, Director, Gemba Management Consulting, India</i></p>		
	<p><b>"The Power of the R Factor"</b> Relationship Matters! The Keys to Growing your Human Capital &amp; Talents Potential by Deepening the People's Experience &amp; Engagements  <i>Jonathan Low, Consultant, PowerUp Success, Malaysia</i></p>		
5.00pm	PROGRAMME ENDS		

# Day 3

## Conference **FINAL DAY**

Thursday | July 8, 2010 | 9.00am - 4.30pm

8.00am – 9.00am	Welcome Coffee & Networking		
9.00am – 9.45am	<b>MEGA SESSION 4 ( A CHOICE OF 3)</b>		
	<b>“Leadership &amp; Motivation from a Muslim’s Perspective”</b>  <i>Assoc. Prof. Dr. Khaliq Ahmad</i> <i>Dean, Economics and Management Sciences Faculty/International Islamic University, Malaysia</i>	<b>The Fine Art of Small Talk</b>  <i>Debra Fine</i> <i>Communication Guru &amp; Author</i> <i>Debra Fine &amp; Associates</i> <i>U.S.A</i>	<b>Implementing and Managing an Effective Performance Management System</b> <i>Hamidah Naziaddin</i> <i>Director, Group Human Resource</i> <i>CIMB Bank Berhad</i> <i>Malaysia</i>
9.45am – 10.30am	<b>PLENARY SESSION 5</b>		
	<b>Creating an Entrepreneurial Culture</b> <i>Dato’ Sri Edmund Santhara</i> <i>Masterskill Group Education Berhad, Malaysia</i>		
10.30am – 11.00am	COFFEE BREAK, NETWORKING & EXHIBITION		
11.00am – 11.45am	<b>MEGA SESSION 5 ( A CHOICE OF 2)</b>		
	<b>Implementing Training Evaluation: Lessons Learned</b>  <i>Lt Col Thani bin Al Shamsi &amp; Major Abdullah</i> <i>Abu Dhabi Police</i> <i>Abu Dhabi</i>	<b>Growing Greatness: How to Cultivate the Truly Outstanding Leader in You</b>  <i>Dr. Karen Lawson</i> <i>Founder &amp; President</i> <i>Lawson Consulting Group Inc.</i> <i>U.S.A</i>	
11.45am – 12.45pm	<b>PLENARY SESSION 6</b>		
	<b>So You Think You’re Funny?</b> <b>Sure-fire Tips in Using Humour to Engage your Audience</b> <i>Scott Friedman</i> <i>Motivational Humorist, Scott Friedman &amp; Associates</i> <i>President of The National Speakers Association, USA (2004-2005), U.S.A</i>		
12.45pm – 2.00pm	LUNCH, NETWORKING & EXHIBITION		
2.00pm – 3.00pm	<b>CONCURRENT SESSION 2 (A CHOICE OF 8)</b>		
	<b>Training With Zero Budget</b> <i>Sarah Newell, Head of Training, Learning and Development, Qatar Foundation, Qatar</i>		
	<b>Transforming Organisation through Learning &amp; Development</b> <i>Prof Dr. Sheikh Ghazali, Group Head Education, Sime Darby Berhad (Sime Darby Business School) Malaysia</i>		
	<b>OccupationDNA</b> <i>Hassan Rizwan, VP Sales, Hire Labs, Pakistan</i>		
	<b>Competency for Leaders</b> <i>Dr. Mahmoud Khan, HR &amp; OD Consultant, Saudi Arabia</i>		
	<b>Competency Led Career Development</b> <i>R. Panneer Chelvam, General Manager HR, India Cements Limited</i>		
	<b>Emerging Trends and Issues Shaping the Workplace Training Today</b> <i>Dr. Tay Chor Ter, Chairman of Singapore E Learning Chapter, Singapore</i>		
	<b>Web Learning: Improving Human Qualities &amp; Shaping Futures Through Web Learning Based Education</b> <i>Sushant Pati, Director, Asian Training Hub, India</i>		
	<b>Change : A Way of Life</b> <i>DK Bakshi, VP, Global Human Resources, Indorama Group, Thailand</i>		
3.00pm – 3.30pm	TEA BREAK, NETWORKING & EXHIBITION		
3.30pm – 4.30pm	<b>PLENARY SESSION 7 / CLOSING CEREMONY</b>		
	<b>“Stand Out and Move UP!”</b> <i>Scott McKain</i> <i>Business Thinker, Best Selling Author &amp; Platform Original, McKain Performance Group</i>		
4.30pm	PROGRAMME ENDS		
8.00pm	<b>ASIA HRD CONGRESS™ AWARDS GALA DINNER 2010</b>		

# The Asia HRD Congress™ Awards 2010

**Asia HRD Congress™ Awards 2010** aims to honour HRD professionals who have demonstrably enriched and have made a lasting impact on human capital development in the HR community, Organisation, and Society. The Awards Recipients are expected to be role models and thus persons of unquestionable integrity.

Awards will be given out for contribution in the following areas:

## I. HR COMMUNITY

The Awards Recipients shall have made contributions of high value that have been:

- Adopted by HR Practitioners as testimony of their usefulness
- Used by Organisations as they have produced good results
- Adopted as HRD Best Practices for global impact

## II. ORGANISATION

The Awards Recipients shall have brought about changes through:

- Introduction of innovative systems / processes
- Impacting overall employee productivity and bottomline

## III. SOCIETY

The Awards Recipients shall have contributed to the development of society by:

- Contributing ideas in education and training that have been adopted by any community where they have proven to give significant results
- Participating directly in education and learning projects that have impacted the life of any community

## IV. LIFETIME ACHIEVEMENT

This award is conferred to individuals who have made a lifetime contribution to Human Resources Development. They are usually individuals who have either pioneered selflessly to promising the cause of learning or creating a body of knowledge that has impacted the entire Human Resources Development community and their customers in government, private and non-profit sectors.



For more information, please contact  
**Karina at 03 2279 9199**  
or email [karina@smrhrgroup.com](mailto:karina@smrhrgroup.com)

## The Asia HRD Congress™ GALA DINNER ~ 8 July 2010 ~

An excellent opportunity for you to network and be a part of  
The Asia HRD Congress™ Awards Ceremony.

To make a reservation, please call **Zaid at 603 2279 9199** or email  
[zaid@smrhrgroup.com](mailto:zaid@smrhrgroup.com) or **Jennifer at +6082 625 166** or email [jenn@cmm.com.my](mailto:jenn@cmm.com.my).

## Past Exhibitors

- Asian Institute of Management
- BP Nam Yang Printers & Papers Box Sdn Bhd
- Creative Purpose Sdn. Bhd.
- Cubiks Malaysia Sdn. Bhd.
- D' Jungle People Sdn. Bhd.
- Directive Communication International
- DMS Macsimize Sdn. Bhd.
- EC-Council Academy
- Effective Living Sdn. Bhd.
- ELID Sales & Marketing Sdn. Bhd.
- Flexi Promotion (M) Sdn. Bhd.
- Focus Learning Corporation Sdn. Bhd.
- ICT Zone Sdn. Bhd.
- Institut Bank-Bank Malaysia
- International Centre For Leadership in Finance
- John Wiley & Sons (Asia) Pte Ltd
- Kepner-Tregoe (M) Sdn. Bhd.
- KZen Solutions Bhd.
- Malaysian Institute of Human Resource Management
- Dunville
- Malaysian Psychology Centre
- Management Concepts Asia Pacific (M) Sdn. Bhd.
- Microguard Technologies Sdn. Bhd.
- MHS Inc.
- MRS Management Sdn. Bhd.
- National Productivity Corporation (NPC)
- Outward Bound Indonesia
- Peake And Forester (M) Sdn. Bhd.
- Pembangunan Sumber Manusia Berhad
- PT Binaman Utama ( PPM Assessment )
- PT Dunamis Organization Services
- PT International Test Centre
- PT Masdi Raga Putra
- Pustaka Binaman Pressindo
- Sage Interactive Sdn. Bhd.
- Sarawak Convention Bureau
- Select Appointment Sdn Bhd
- S.F.R. Consultants Sdn Bhd
- Soundview Resources
- SPACE UTM, School of Professional and Continuing Education
- SQ Centre (Malaysia) Sdn. Bhd.
- STAR Publications (M) Berhad
- TopHuman Technology Ltd.
- Universiti Tun Hussein Onn Malaysia
- Vovici Corporation, Singapore Branch
- Webway E Services Sdn. Bhd.



## Exhibition Details

A showcase of HR Products and Services, The Asia HRD Congress 2010 exhibition is an opportunity for HR professionals to shop around and update themselves on the latest in HR products and services, especially in areas of HR software, publications, training and consulting providers.

For service providers, this is an opportunity to market your organisation before the largest gathering of HR decision makers in the region.

### Exhibition Hours

Date : July 7 – 8, 2010

Time : 9.00am – 5.00pm

Venue : Borneo Convention Centre, Kuching, Sarawak

### Exhibition Booth Specifications

- Techform Velcro Booth Systems
- Size :3 X 3 m
- Consists :-
  - Rear & Dividing Velcro Panel
  - 1 Fascia Name & Booth no.
  - 1 Reception Desk
  - 2 Folding Chairs
  - 1 Waste Paper Basket
  - 2 Fluorescent Light
  - 1 Power Point Single Phase 13amp/24v

### FOR EXHIBITION BOOKING



Please call **Angela** at **603 2279 9199**  
or email **angela@smrhrgroup.com**

# Sarawak – A Paradise of Eco-Adventure



Sarawak, the 'Land of the Hornbills' is the Country's largest state forming part of East Malaysia in Borneo. It's characterized by distinctive ethnic groups many of whom still live in riverside settlements.

James Brooke, the first 'white rajah' ruled Sarawak from 1841 after resolving a dispute between Brunei's Sultan and local chieftains. The Legacy of the Brooke Dynasty and the British includes many colonial buildings in Kuching.

Fondly known as 'Cat City', **Kuching**, the capital, is located on the Sarawak River. Its tourist belt is the **waterfront** and **Main Bazaar** which features old shop houses selling local pepper, artifacts, antiques, birds' nests and exotic forest products. The **State Mosque** is perched on the riverbank and nearby markets offers a mind –boggling range of product. At the other end of the main Bazaar, **Tua Pek Kong Temple** built in 1876 is an important place of worship for Chinese.

Kuching lays claim to nine museums, many within walking distance of each other. Visit the **Sarawak Museum** which has one of the region's best ethnographic collections. The city also has several well-preserved colonial buildings. Other interesting spots include Fort Margeritha.

**Damai Beach**, 45 minutes from Kuching, is a pleasant playground of beaches, golf course, resorts and culture. The nearby **Sarawak Cultural Village** is a themed attraction showcasing the diverse lifestyles of the ethnic groups in the state and is host to the annual Rainforest World Music festival.



Enjoy the hospitality of Sarawak's indigenous communities who live in longhouses along the **Lemanak, Rejang, skrang and Batang Ai Rivers**. Access is normally via long motorized boats. In the past, paddling meant arduous journeys but today, small outboards make the task easier.

The largest group is the **Ibans**, once headhunters. **Bidayuhs, Melanaus Orang Ulu (upriver people)**. hosts and watch the community make jungle products, trekking or relax in jungle streams. Women weave back-strap looms.



**Gawal** is a thanksgiving festival held in June at the end of the rice harvest. Traditional delicacies are offered at 'open houses' in longhouses around the state.

Other groups include the **Ibans**. Visitors can stay with their families and join in cultural dances, go on treks and see traditional pua cloth on old

of bountiful rice harvest. traditional delicacies are offered at 'open houses' in

Sarawak is an eco-adventure destination for trekking, caving, mountain climbing, kayaking, biking, rafting, and diving. There are many national parks and wildlife reserves such as **Bako National Park**, close to Kuching which contains many plant species endemic to Borneo.

**Kubah National Park, Matang Wildlife Centre** and **Semenggoh Orang Utan Rehabilitation Centre** provide rehabilitation for endangered animals like Orang Utans.

For information on Spouse Programme please visit  
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## Registration Form

(Please photocopy for additional participants)

Date of Registration \_\_\_\_\_

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### CONTACT PERSON DETAILS

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) \_\_\_\_\_  
 Telephone \_\_\_\_\_ Ext \_\_\_\_\_  
 Fax \_\_\_\_\_ Mobile \_\_\_\_\_  
 E-mail \_\_\_\_\_

### DELEGATE INFORMATION (Please complete details)

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) \_\_\_\_\_  
 Position \_\_\_\_\_ Department \_\_\_\_\_  
 Telephone \_\_\_\_\_ Ext \_\_\_\_\_  
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 Meal Option [ ] Vegetarian [ ] Non-Vegetarian [ ] Non-Seafood (please tick)

### FEE PACKAGES please tick (✓)

No	Item	Regular
<b>Conference</b>		
1	<b>Diamond Package Single</b> • 1 Day Pre-Conference Workshop • 2 Days Conference • Awards Gala Dinner • 5 Days 4 Nights (Single)	[ ] RM 4,000 [ ] USD 1,200
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5	<b>Pre-Conference Workshop Only</b>	[ ] RM 1,000 [ ] USD 280
6	<b>Conference Only</b>	[ ] RM 1,800 [ ] USD 500
7	<b>Awards Gala Dinner</b>	[ ] RM 300 [ ] USD 85
<b>Accommodation</b>		
	<b>Comfort Single</b>	<b>Comfort Twin</b>
1	<b>Four Points by Sheraton</b> Single : inclusive of 1 breakfast Twin : inclusive of 2 breakfast	[ ] RM 300 / USD 85 nett per room per night x _____ nights
		[ ] RM 190 / USD 55 nett per person per night x _____ nights
<b>Exhibition</b>		
1	<b>Corner Booth</b>	[ ] RM 3,500 [ ] USD 975
2	<b>Intermediate Booth</b>	[ ] RM 3,000 [ ] USD 850

### FOR GROUP BOOKING



Please call **Zaid** at **603 2279 9199** or email him at **zaid@smrhrgroup.com** or **Jennifer** at **+6082 625 166** or email her at **jenn@cmm.com.my**.

### Pre-Conference Workshop (Please select one)

- [ 1 ] **Training Meets the Dragons Demonstrating the ROI of Training in Three Minutes**  
Diederick Stoel  
Managing Director, Profitwise, Netherlands
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Dr. Karen Lawson  
Founder & President, Lawson Consulting Group Inc., U.S.A
- [ 3 ] **Innovative and New Technologies for Learning**  
Dr. Tay Chor Ter  
E2 Learn Pte Ltd, Singapore
- [ 4 ] **Faster, Cheaper, Better: Really Rapid (and different) Instructional Design**  
Dr. Sivasailam 'Thiagi' Thiagarajan & Tracy Tagliati  
Resident Mad Scientist, The Thiagi Group, U.S.A
- [ 5 ] **OUCH! Eliminating the Mistakes that Kill Audience Engagement, Retention and Motivation**  
Jim 'Mr Energy' Smith Jr.  
President & C.E.O, JIMPACT Enterprises, U.S.A.

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- Registration and payment must be made on or before due date to enjoy the discounts.
- If the nominated delegate is not able to attend, the registration can be transferred to a new delegate. However, to avoid confusion, please ensure the name of the substitute delegate is forwarded to us at least 5 working days prior to the event.
- For guaranteed seats, full payment is required before the event.
- The management and staff of SMR HR Group Sdn Bhd and Centre of Modern Management (CMM), its partners and staff will not be held responsible should seats registered be unavailable due to payments not received.
- Onsite registration with payment is subjected to availability of space.
- Brochure reflects programme at the time of printing. We reserve the right to change any speakers, sessions or programme in the event of unavoidable circumstances.

### Conference & Exhibition Cancellation

- 60 days before event : NO refund, but substitutes are welcome