

MPC

ANNUAL PRODUCTIVITY AND INNOVATION CONFERENCE & EXPOSITION
(APIC 2011)

PRODUCTIVITY in the era of INNOVATION



- National ICC Convention
- National QE Convention
- Productivity Conference

19 & 20 October 2011
Sunway Pyramid Convention Centre

SUBJECT TO
HRDF
APPROVAL

EVENTS HIGHLIGHT

Productivity in the Era of Innovation is the theme for the national productivity and quality event. This event brings together Innovative and Creative Circle Presentations, Quality Environment Convention and Productivity Conference. National Convention on Innovative and Creative Circle is a key event where employees will showcase their breakthrough in products innovation, improvement in products and services, reduce cycle and turnaround time and increased in work efficiency. The event will also provide opportunity for Quality Environment practitioners to demonstrate their achievements through the Quality Environment system in inculcating excellence work culture. The Productivity Conference will feature a group of distinguished keynote speakers, involving CEO of best practices organisations and productivity experts from all sectors of industry. These high-profile industry leaders will share their success stories that could inspire managers of organisations in achieving excellence by leading through innovation.

PRODUCTIVITY CONFERENCE

GEARING COMPANIES TOWARDS COMPETITIVENESS AND LONG TERM PRODUCTIVITY GROWTH...

WHAT are your company's management practices in driving innovation?

HOW to facilitate organisational transformation for competitiveness?

WHAT are the key determinants to survive and succeed in current competitive business?

IT Innovation and
Competitive
Human Capital

Regulation to
Improve
Productivity and
Competitiveness

Work-Life
Balance

Sustainable
Wealth-Creating
Enterprises

Who Should Attend

Companies and individuals who would like to gain insights on productivity and competitiveness from industry and enterprise perspectives.

Chief Executive Officers

Middle-Management Executives

Operational Directors and Managers

HR/Personnel Directors

Benefits of Attending

- Learn from best practise organisations on practical applications.
- Network with industry leaders.

KEYNOTE SPEAKERS



YB. Dato' Mukhriz Tun Mahathir is the Deputy Minister (Trade), Ministry of International Trade and Industry. A graduate of Sophia University, Tokyo and Boston University, YB Dato' Mukhriz Tun Mahathir gained a significant business experience of over 10 years with the Bank of Tokyo-Mitsubishi before establishing his own telecommunications company OPCOM Sdn Bhd. Its a joint venture with Ericsson Cables AB of Sweden which is the largest manufacturer of fibre optic cables in Malaysia. Dato' Mukhriz also has extensive experience in the travel, advertising and biotech industries and has long been an active supporter of diverse sporting and humanitarian organisations.



Y. Bhg. Prof. Tan Sri Dato' Wira Dr. Sharifah Hapsah Syed Hasan Shahabudin is the Vice-Chancellor of Universiti Kebangsaan Malaysia. Her main fields of specialisation include medicine, medical education, distance and continuing education, higher education policy and management, quality assurance and education. As Professor of Medical Education, she is recognised internationally and is frequently invited by the World Health Organisation, other UN agencies and foreign medical institutions as an expert for various workshops, seminars and consultancies. Among her many achievements and awards are the "Fred Katz Medal" for the development of medical education in developing countries, was conferred by the Australian and New Zealand Association for Medical Education, and the "Special Award of Excellence for Innovation" by the Commonwealth of Learning and International Council for Distance Education.



Thierry Geiger is an Economist and Associate Director with the Centre for Global Competitiveness and Performance and an alumnus of the Global Leadership Fellow Programme at the World Economic Forum. His responsibilities include the development and computation of a wide range of composite indicators as well as analysis for regional and topical projects. His areas of expertise are benchmarking, applied economics, data visualisation, and international trade, while his geographical focus is Asia. He is the co-author of *The Global Competitiveness Report*, *The Global Information Technology Report*, and *The Global Enabling Trade Report*. Mr. Geiger holds a BA in Economics from the University of Geneva with a specialisation in monetary and financial economics, and an MA in Economics from the University of British Columbia.



Kim Sbarcea is an independent consultant/advisor and a frequent speaker and workshop facilitator at both Australian and overseas conferences. Ms. Sbarcea areas of specialisation are knowledge and information management, intellectual capital, intellectual property, communities of practice, social media and leadership. She is a consultant to a number of State and Federal Government agencies, specifically helping to establish organisational communities of practice and learning environments. Prior to her consulting work, she was a Chief Knowledge Officer for Ernst & Young, Australia working with the Global Chief Knowledge Officer to establish the global knowledge management approach. She holds qualifications in law, education, information management, and chaos and complexity science.

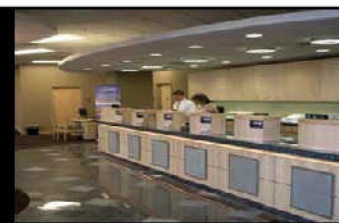
PLENARY SESSION: SHARING SESSION ON BEST PRACTICES



Utility Sector



Healthcare Sector



Finance/Banking Sector

CONFERENCE AGENDA

Wednesday, 19 October		Thursday, 20 October	
08:00 -09:00 Registration		08:00 -09:00 Registration	
09:00 -09:45 Opening Ceremony		09:00-11:00 Morning Plenary Session	
09:45 -10:00 Networking Tea Break		Keynote 3: Growing with Services and Solution: Shifting Strategy and Mindset by Y. Bhg. Prof. Tan Sri Dato' Wira Dr. Sharifah Hapsah Syed Hasan Shahabudin, Vice-Chancellor of Universiti Kebangsaan Malaysia	
10:00-12:30 Morning Plenary Session Keynote 1: Competing in the Global Economy: Leading through Productivity by YB. Dato' Mukhriz Tun Mahathir, Deputy Minister (Trade), Ministry of International Trade and Industry Keynote 2: Malaysia's Readiness Towards Innovation-Driven Economy by Thierry Geiger, Global Leadership Fellow, World Economic Forum Q & A		Keynote 4: Knowledge Productivity and Innovation Excellence Practices by Kim Sbarcea, Consultant/Advisor on Knowledge and Information Management	
12:30 -14:00 Lunch		11:00 -11:15 Networking Tea Break	
14:00 -17:00 Afternoon Streams		11:15-12:30 Morning Plenary Session	
Stream A: Enhancing Productivity Through IT Innovation and Competitive Human Capital Turning KPI from a Cumbersome Burden to Handsome Results by Y. Bhg. Prof. Dato' Dr. Sheikh Omar Abdul Rahman, Principal Consultant of SOAR Consultings Sdn. Bhd. Measuring and Rewarding Achievement Through Performance Measurement System by Mr. Palaniappan Joseph, General Manager of Panasonic HA Air Conditioning (M) Sdn. Bhd. It's Not Just a Tagline, It's How We do It by En. Malik Murad Ali, IT Manager of Mydin Mohamed Holdings Berhad Knowledge Management Beyond Border: Lessons from Abroad by Prof. Dr. Peter Woods, Head of Knowledge Management Centre, Multimedia University	Stream B: Better Regulation to Improve Productivity and Competitiveness Simplifying Regulation Towards Ease of Doing Business – Australia Experience by Mr. Adrian Chippindale, Australia From Red Tape to Smart Tape : Administrative Simplification to Improve Malaysia's Competitiveness – Case Study on Setting Up a Petrol Kiosk by En. Eddy Mazuansyah Mohd Ali Murad, Ministry of Domestic Trade, Cooperative and Consumerism Modernising Business Licensing: An Initiative to Facilitate Business Community by Y.M. Raja Dato' Seri Aman Raja Hj. Ahmad, Chairman of Ahmad Zaki Resources Berhad Achieving Efficiency through Self Regulation – The SC Experience by Puan Salmah Bee Mohd Mydin, Head of Licensing Department Securities Commission	Stream C: Sustainable Wealth-Creating Enterprises Leapfrogging Growth Through Workplace Innovation by Y. Bhg. Dr. Dominic Lau, Director of Applied Research Center, UCSI Blue Ocean Strategy Regional Centre Birth of Innovation: Building Systemic Capabilities by PROTON Holdings Berhad Innovate Customers, Not Products by En. Hussein Arris, Honorary Secretary of Malaysian Association of Creativity and Innovation (MACRI) Operationalising Sustainability: Surviving in Competitive Industry by En. Aznir Abdul Malek, General Manager, Productivity & Quality Management, Tenaga Nasional Berhad	Stream D: Building Work-Life Balance Going Global in Healthcare Tourism by Y. Bhg. Associate Prof. Dr. Ghazali Musa, University of Malaya Increasing the Profitability in Agri-Based Production Through Strategic Marketing by Ms. Cheng Poh Guat, Director of Vita Agrotech Sdn. Bhd. Bringing Happiness to Homes Around the World En. Muhammad Usamah Zaid bin Yasin, Creative Director of Les' Copaque Production Speed of Light in the Media Business by En. Syamil Fahim Bin Mohd Fahim, Executive Director/Operation of Kumpulan Karangkraf Sdn. Bhd.
17:00 Networking Tea Break		17:00 Networking Tea Break	
		20:00-22:30 Dinner and Closing Ceremony	

NATIONAL ICC CONVENTION

In today's highly competitive environment, the speed of change becomes the competitive factor in organisational strategy. In line with the change, the Innovative and Creative Circle (ICC) has emerged as one of the most effective means in encouraging industries to enhance their competitiveness. ICC activity has now evolved as part of the Malaysian best practices, and highly recognised for its effectiveness in solving problems in the workplace. This contributes to innovation of products that would satisfy customers' need, provides improvement in existing products and services that would further delight customers, or reduced time wastage to save cost and simplification in work processes.

The innovative and creative projects presented at the ICC Conventions are testament of the ability of the workforce in Malaysia in applying their creativity and innovativeness to enhance productivity and competitiveness. The National ICC Convention serves as a platform in giving due recognition to all participating circles that have excelled in achieving value generation and cost savings for their respective organisations.

Objectives of the Convention

- Provide an opportunity for the participants to meet, share and exchange ideas on ICC best practices.
- Learn from 'Best of the Best' Circle in achieving continuous breakthrough improvement.
- Recognise achievement gained from ICC activities.
- Inculcate the culture of knowledge-sharing and life-long learning.

Areas of Improvement

Breakthrough in Products Innovation

- Meet Customers Needs

Increased Work Efficiency

- Simplified Work Process

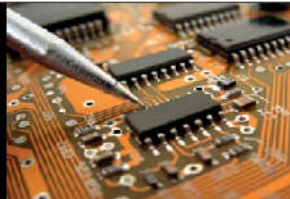
Reduce Downtime

- Reduce Time and Wastage to Save Cost

Improvement in Products and Services

- Ability to Delight Customers

Parallel Sessions for Projects Presentation



Electronics and Electrical



Manufacturing



Services



Public Sector

Award

The Best Overall Project selected among the Winners of Best in Sectors will receive the **Minister of International Trade and Industry Challenge Trophy**.

Contact

Secretariat Programme

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NATIONAL QE CONVENTION

Quality Environment (5S) practices has universally demonstrated remarkable results in supporting quality management and lean manufacturing initiatives. Pursuit of quality improvements in industries today begin with establishing the basics of 5S practices, namely, organising the workplace, keeping it neat and clean, and maintaining the standardised conditions and discipline. The implementation of 5S practices will result in simplifying work, reducing waste and helps eliminating non-value adding activities, while improving quality, efficiency, safety and creating a healthier corporate climate.

Today, many organisations that have implemented the Quality Environment (5S) System were rewarded with astonishing results as indicated by our customers, mainly the Managing Directors and Chief Executive Officers of the Malaysia National Quality Environment (5S) Award Winners:

“We have not seen any **SIMPLER** and more **POWERFUL** approach to improvement which can also be implemented at a **LOWER COST**”

In addition, the Quality Environment (5S) can be used in laying the groundwork for ISO 9001:2008 certification and other quality initiatives. Successfully deploying the Quality Environment (5S) will improve organisational efficiencies and enhance overall performance.

Objectives of the Convention

- Provide platform for sharing of best practices for performance enhancement through innovation.
- Provide opportunity for Quality Environment (5S) practitioners in sharing ideas, experiences and achievement towards improvement and seeding the best working culture to increase the organisation performance and productivity.
- Recognise exemplary organisations in managing and in applying the 5S practices.

Areas of Improvement

Identify, Reduce and Eliminate Waste

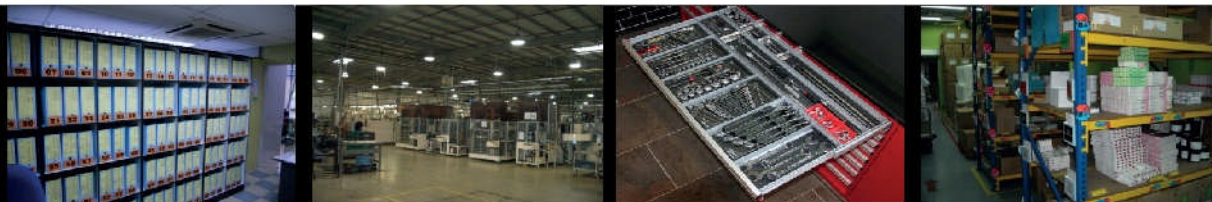
- Reduce cost and High Productivity

Enhance Teamwork

- Increase Morale

Enhance Operational Effectiveness in a Better Working Environment

Form the Simple Advanced Model for Productivity and Quality Improvement Initiatives



Award

The Best Overall Project selected among the Winners of Best in Sectors will receive the **Malaysia National Quality Environment (5S) Award**.

Contact

Secretariat Programme

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REGISTRATION FORM



19 & 20 OCTOBER 2011
SUNWAY PYRAMID CONVENTION CENTER

FILL AND FAX TO: 03-7955 1824 / 03-7960 6264

For inquiries on **Productivity Conference**, please contact:
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PARTICIPANT DETAILS: (Please use additional sheet if registering more than 3 participants)

No	Name	Designation	Tel	E-mail	Package	Date*	Closing Dinner (20 Oct)
1.							
2.							
3.							

*Please indicate date if choose Package A (1day)

Company Name : _____ Designation : _____
Address : _____ Tel : _____
Contact Person : _____ Fax : _____
E-mail : _____

PRODUCTIVITY CONFERENCE 2011 FEES

Package	Conference	Fees (per participant)
A	1 Day	RM 400.00
B	2 Days	RM 700.00

- Additional RM100.00 per pax for Dinner & Closing Ceremony on 20th October 2011
- MPC P&I Associates, QMEA / Productivity Award winners (2008-2010) entitled to 20% discount
- Full payment must be made upon registration. Once registered, cancellation fee is applicable
- Fee exclude accommodation
- HRDF claimable under SBL Scheme (terms and conditions applies)

PAYMENT METHOD

- Local Order
 Cheque or Bank Draft payable to **Perbadanan Produktiviti Malaysia**
 Money Transfer (MAYBANK: 014169401059) (Sent a copy of payment/transfer slip to MPC with form)

I/We wish to register and agree to abide by all terms and conditions.

Name: _____ Signature: _____ Date: _____



SUPPORTING ORGANISATIONS



Toll Free: 1-800-88-1140

www.mpc.gov.my