

EVOLVING ROLE OF CORPORATE PLANNING IN TODAY'S  
RISK AVERSE & GLOBAL ECONOMY

# STRATEGIC CORPORATE PLANNING

SAVE RM300  
Register Now!

28-29 June 2006 \* Hotel Nikko Kuala Lumpur, Malaysia

## KEY ISSUES TO BE ADDRESSED:

- Utilizing business intelligence for corporate planning
- Key factors in successful implementation of corporate strategies
- Linking budgeting to strategic planning
- Master effective internal and external analysis
- Revamping revenue management – new idea in corporate planning
- Incorporating balanced scorecard and strategic performance
- Strategic corporate planning: an entrepreneur's approach
- Reorganizing competitive intelligence: how new approaches in corporate planning can drive your business
- Evolution of new business ventures: a strategic approach
- Improving corporate governance and transparency in corporate planning
- Realigning plan with long terms goals
- Integrate and align corporate planning department with other core business units
- Business model innovation: the whos, whats and hows
- Building resiliency through business continuity planning
- Increase your firm's success through strategic learning and a new reference framework

## HEAR PRESENTATIONS FROM EXPERTS AND THE PROFESSIONALS:

- ✳ **BIG Industries**, Tan Sri Dato' Dr Lau Ban Tin, *Director*
- ✳ **Skali**, Tengku Farith Rithauddeen, *President/Co-Founder*
- ✳ **Malaysian Institute of Corporate Governance**, Dr. Md. Ishak Ismail, *CEO*
- ✳ **Faber Medi Serve**, Sazlyna Sapiee, *General Manager Corporate Management Services*
- ✳ **Aroma Consulting**, Peter Davie, *Managing Director*
- ✳ **Extensity Performance Management Asia**, Brian Rogers, *Regional Director*
- ✳ **Numa Solution**, Azhim Hadi Daud, *Director*
- ✳ **T H Properties**, Wan Haslan Wan Hassan, *Assistant General Manager, Finance & Corporate Planning*
- ✳ **Deloitte Consulting**, Kavita Rekhraj, *Strategy & Operation Manager*
- ✳ **Department of Agriculture**, Arifin Latif, *Deputy Director*
- ✳ **Universiti Teknologi Malaysia**, Professor Bahrom Sanugi, *Dean of Corporate Affairs*
- ✳ **Multimedia University**, Abdullah Sallehuddin Abdullah Salim, *Faculty of Business & Law*
- ✳ **Ethos & Company**, Danny Chee, *Principal & Director*
- ✳ **Navigis**, Benedict Ang, *Strategic Analyst*
- ✳ **BKI Professional Services**, Prabha Ramanathan, *Managing Consultant*
- ✳ **Percy Chan Enterprises**, Percy Chan, *Principal*

ORGANISED BY:

**The Asia  
BUSINESS  
FORUM**

ENDORSED BY:



www.ipma.co.uk

Special discount of 10% to members of IPMA

# BOOSTING ORGANIZATIONAL PERFORMANCE AND BOT

DAY ONE

28 JUNE 2006

WEDNESDAY

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRMAN'S OPENING REMARKS**

**Abdul Wahab Jaafar Sidek**

*Chief Executive Officer*

**Minority Shareholder Watchdog Group**

9.10 **STRATEGIC CORPORATE PLANNING:  
AN ENTREPRENEURIAL STYLE**

- Evolution of entrepreneurship
- The role of chinese education
- Entrepreneurship sounds so simple
- Normal approach
- Normal business doing without bombastic terms
- Controversies and myths
- Streetwise tactics by entrepreneurs

**Tan Sri Dato' Dr Lau Ban Tin**

*Director*

**BIG Industries**

10.00 MORNING REFRESHMENT

10.20 **IMPROVING CORPORATE GOVERNANCE  
AND TRANSPARENCY IN CORPORATE  
PLANNING**

- Latest trends and updates on corporate governance in Malaysia
- Structuring financial reporting systems to promote accountability
- Role, responsibilities and duties of the corporate planner to ensure compliance and good corporate governance
- Implementing efficient corporate governance into the growth strategy and decision-making process

**Dr Md. Ishak Ismail**

*Chief Executive Officer*

**Malaysian Institute of Corporate Governance**

11.05 **INTEGRATE AND ALIGN CORPORATE  
STRATEGY WITH OTHER CORE BUSINESS  
UNITS – PRACTICAL APPROACH**

- Identify the strategic plan of different core units
- Ensuring the alignment of goals and objectives of the different units to corporate strategy
- Maintaining and gaining support from top management and other core business units within the organization
- Coordinating and integrating the input of different business units in the corporate plan
- Challenges faced and pitfalls to avoid

**Benedict Ang**

*Strategic Analyst*

**Navigis**

11.50 **UTILIZING BUSINESS INTELLIGENCE FOR  
CORPORATE PLANNING**

- Enabling corporate planning activities through business intelligence
- Leveraging the use of business data for the planning process
- Using business intelligence to develop business models
- Aligning between performance management and the strategic plan
- Building competitiveness with effective usage of analytics

**Azhim Hadi Daud**

*Director*

**Numa Solution**

12.40 LUNCH

2.00 **REVENUE MANAGEMENT: NEW IDEA IN  
CORPORATE PLANNING**

- How a firm should update pricing and product availability decisions to maximize its profitability
- How revenue management has transformed transportation and hospitality industries
- Why pricing and revenue optimization has become a rapidly expanding practice in consulting services as well as within the software and IT sectors
- Show the opportunities that exist for revenue optimization in different business contexts
- Case study from the airline industries

**Professor Bahrom Sanugi**

*Dean of Corporate Affairs*

**Universiti Teknologi Malaysia**

2.45 **LINKING BUDGETING TO STRATEGIC  
PLANNING**

- What are the key steps in creating, managing and re-sourcing the goals of the enterprise
- How do leading organizations address the strategic planning and budgeting processes
- Confidently controlling those elements that can be controlled and agilely adapting to those that cannot
- How to complying with increasingly stringent corporate governance requirements while driving performance more efficiently and effectively
- Eliminate disparate management systems that produce conflicting answers and hamper decision-making

**Brian Rogers**

*Regional Director*

**Extensity Performance Management Asia**

3.30 AFTERNOON REFRESHMENT

# TOM LINE THROUGH EFFECTIVE CORPORATE PLANNING

- 3.45 **EVALUATION OF NEW BUSINESS VENTURES: A STRATEGIC APPROACH**
- The link of new business ventures and the corporate strategic plan
  - Key success factors in identifying and selecting ventures
  - Valuation methods
  - Issues to consider in evaluation of new business ventures
- Wan Haslan Wan Hassan**  
*Assistant General Manager, Finance & Corporate Planning*  
**T H Properties**

- 4.30 **MANAGING INTERNAL AND EXTERNAL ANALYSIS: THE CASE FOR NEW AMMONIA-UREA PLANT PROJECT IN A DEVELOPING/TRANSITION ECONOMY SETTING**
-  CASE STUDY
- Identifying internal and external analysis in the current business environment – using PEST Analysis
  - Understanding marketplace threats and opportunities – using SWOT Analysis
  - Matching internal capabilities (strengths and weaknesses) of the companies with its external environment – combining PEST and SWOT Analyses
  - Analyzing strategic alternatives and option – using factor analysis
  - Case study: New Ammonia-Urea Plant project in Chard Zhou, Turkmenistan
- Arifin Latif**  
*Deputy Director*  
**Department of Agriculture**

5.15 END OF DAY ONE

DAY TWO

29 JUNE 2006

THURSDAY

8.30 MORNING COFFEE

- 9.00 **CHAIRMAN'S OPENING REMARKS**
- Abdullah Sallehuddin Abdullah Salim**  
*Faculty of Business & Law*  
**Multimedia University**

- 9.10 **MAKING COMPETITORS IRRELEVANT: HOW NEW STYLE OF CORPORATE PLANNING CAN PUSH YOUR BUSINESS**
- Traditional methodologies for corporate planning is no longer relevant
  - Competition is global and can come from anywhere. New methods are needed to prepare the organization

- New methods like the Hedgehog Concept and Blue Ocean strategies are examined and related to local Malaysian companies

**Tengku Farith Rithauddeen**  
*President/Co-Founder*  
**Skali**

10.00 **INCORPORATING BALANCED SCORECARD AND STRATEGIC PERFORMANCE**

- Is the organization ready for a balanced scorecard reporting regime and what the pre-requisites
- How do you develop a scorecard that aligns with the strategic plans of your organization
- What are some of the commonly encountered problems during implementation
- Why some companies still struggling: misalignment of mission, support, capacity?

**Peter Davie**  
*Managing Director*  
**Aroma Consulting**

10.45 MORNING REFRESHMENT

11.05 **BUSINESS MODEL INNOVATION: WHO, WHAT, HOW**

- What are the internal and external drivers that cause or enable Business Model Innovation
- What kinds of Business Model Innovation have driven significant value creation? Are there discernable patterns?
- How do successful innovators maintain their advantage for an extended period of time

**Kavita Rekhraj**  
*Manager, Strategy & Operations*  
**Deloitte Consulting Malaysia**

11.50 **THE PERFORMANCE OF STATE OWNED ENTERPRISES REVISITED: A CASE STUDY**

- Financial performance and non financial performance of GLCs
- Corporate planning and strategies implementation
- Real life scenarios
- Building a successful GLCs

**Abdullah Sallehuddin Abdullah Salim**  
*Faculty of Business & Law*  
**Multimedia University**

12.40 LUNCH

2.00 **REALIGNING PLAN WITH LONG TERM GOALS**

- Building shareholders' value in the long run require strategic realignment of plan and resources:-
  - Reviewing an organization capability vis-à-vis current and expected business environment

- Identifying key strategic approach and key action plan
- Implementation of changes and monitoring mechanism
- Measuring effectiveness of strategic directions

**Sazlyna Sapiee**

*General Manager Corporate Management Services*

**Faber Medi Serve**

2.45 **LEADERSHIP – THE KEY TO SUCCESSFUL PLAN EXECUTION**

- What is leadership in execution?
- Action means to do
- Leader to lead the team to successful implementation
- Lead, do not preside
- Bridge the chasm between your goals and achieving them by action

**Percy Chan**

*Principal*

**Percy Chan Enterprises**

3.30 AFTERNOON REFRESHMENT

3.45 **STRATEGIC CORPORATE PLANNING : BUILDING RESILIENCY THROUGH BUSINESS CONTINUITY PLANNING**

- Events that can bring down a corporation
- How business continuity can improve an organisations’s resiliency
- Internal structure which can improve response and mitigate impact
- Protection against supplier and business partner failure
- Using communication to prevent a disaster
- Standards and regulations on business continuity

**Prabha Ramanathan**

*Managing Consultant*

**BKI Professional Services**

4.30 **KEY FACTORS IN SUCCESSFUL IMPLEMENTATION OF CORPORATE STRATEGIES**



- Translating strategy into operational terms
- Assess organizational readiness in terms of capabilities and structure
- Develop accountabilities, timelines and quantified outcomes
- Setting up processes to monitor and manage implementation
- Effectively communicating strategy and implementation processes

**Danny Chee**

*Principal & Director*

**Ethos & Company**

5.15 END OF CONFERENCE

**KEY BENEFITS OF ATTENDING**

- ✓ **BE** updated on the top and latest action plans in corporate planning that allow goals and objectives to be met effectively
- ✓ **LISTEN** to complete and comprehensive assessment of corporate planning issues and pitfalls from leading experts in the field
- ✓ **IDENTIFY** and share best practice for incorporating Balanced Scorecard in strategic planning
- ✓ **INNOVATIVE** approaches to tie business intelligence frameworks to strategic planning
- ✓ **IDENTIFY** the key elements to successfully link budgeting and planning
- ✓ **LEVERAGING** on scenario-based planning to manage risk exposure
- ✓ **GAIN** valuable insights on the importance of corporate governance and transparency in corporate planning
- ✓ **LEARN** best practices on developing, implementing and monitoring organization’s corporate plans for long term success and growth
- ✓ **NETWORK** with industry peers and experts to gain first hand knowledge, information, opinion and experience in order to achieve successful corporate planning strategy for your organization

**WHO SHOULD ATTEND**

- Chief Executive Officers ❖ Vice Presidents
- ❖ Directors ❖ General Managers
- ❖ Officers and Department Heads of:
- ❖ Corporate Planning ❖ Corporate Strategy
- ❖ Strategic Planning ❖ Business Planning
- ❖ Business Development
- ❖ Corporate Finance & others

**FOR ENQUIRIES AND REGISTRATION:  
Fax (603) 2070 3369 or Call (603) 2070 3299**

# Develop a Winning Game Plan for the Overall Success and Survival of Your Organisation

In today's corporate environment, it has never been more important to have a clear and concise strategy flowing throughout a business. However, research indicates that more and more companies are failing to implement and execute their strategies successfully. Dynamics tools, methodologies, and ownership from all employees are required to be successful. Businesses must continually evolve and reassess themselves with clarity in their vision, to translate strategies into action.

**The evolution in the business environment is rapid bringing vast opportunities as well as new challenges. Any organization that wishes to survive, expand and improve business performance in today's challenging environment must have in place a strategic corporate plan.**

It is no secret that the success of top performing companies is achieved through effective strategic planning. Through corporate planning, organization can promote corporate mission, set goals for desired results and effectively allocate resources to sustain business growth and respond to changes faster.

To assist you in enhancing competencies and effectiveness in Corporate Planning and to help strategize action plans for achieving company's objectives, *Asia Business Forum* has brought together a panel of distinguished speakers including corporate leaders and top consultants at this timely 2-day Conference on **STRATEGIC CORPORATE PLANNING**. Through case studies and practical insights, you will gain effective strategies and best practices which can help your organization successfully develop and implement a good corporate strategy.

## TOP CONSULTANTS AND KEY EXPERTS WILL DISCUSS KEY ISSUES INCLUDING:

- ✂ How to develop strategic corporate planning? An entrepreneur's approach
- ✂ How to utilize business intelligence to enhance corporate planning?
- ✂ How new styles of Corporate Planning can drive your business?
- ✂ How do you drive organizational performance excellence from strategy formulation to execution successfully?
- ✂ How do you link your budgets to your strategy?
- ✂ How do you build shareholders' value in the long run?
- ✂ How to build resiliency through business continuity planning?

### Don't miss the opportunity to hear case studies from:

- **Ethos & Company** will share with you how to successfully implement your corporate strategies in your organization
- **Faculty of Business & Law, Multimedia University** will reveal tips on how to build a successful organization by drawing examples from real life scenarios
- **Department of Agriculture** will share a case study in Turkmenistan on how to manage internal and external analysis in a developing economy setting

### Gain practical advice from top-notch experts on how you can:

- Incorporate corporate governance to enhance transparency and accountability in the corporate planning strategy from **Malaysian Institute of Corporate Governance**
- Explore the unrealized potential of business intelligence and help you realize how business intelligence can fit into the strategy development from **Numa Solution**
- Achieve a more cost efficient budgeting and planning process by aligning your budget to strategic planning from **Aroma Consulting**
- Realign your core business and growth strategy with long term goals to move forward from **Faber Medi Serve**
- Integrate and align corporate strategy with core business units to rollout execution of corporate plan from **Navigis**

**Don't miss out this important event! By attending this highly informative Conference, you will learn how to plan and implement the right strategy, with the outcomes of creating greater efficiency, value and optimizing overall performance. Register yourself and your team today and learn how to execute a corporate strategy that drives organizational performance.**

**DON'T DELAY!**

Call us at (603) 2070 3299 or fax your registration to (603) 2070 3369 or email to [puanes@abf-asia.com](mailto:puanes@abf-asia.com) to reserve your place today!

