

## PARTICIPANTS' DETAILS

1. FULL NAME AS PER I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):

DESIGNATION: MEMBERSHIP NO.1:

2. FULL NAME AS PER I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):

DESIGNATION: MEMBERSHIP NO.1:

3. FULL NAME AS PER I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):

DESIGNATION: MEMBERSHIP NO.1:

## ORGANISATION'S DETAILS

ORGANISATION:

INDUSTRY: CONTACT PERSON:

ADDRESS:

E-MAIL:

TEL: FAX:

SIGNATURE &amp; COMPANY STAMP

## PAYMENT DETAILS

 PAYMENT BY CHEQUE

BANK &amp; CHEQUE NO.: AMOUNT (RM):

 PAYMENT BY CREDIT CARD VISA  MASTER (tick whichever applicable) CARD EXPIRY DATE:

CARDHOLDER NAME:

CARD NO.:

I AUTHORISE PAYMENT OF RM:

DATE: SIGNATURE:

## ADMINISTRATIVE DETAILS

Member : RM 380  
Member Firm's Staff / Sponsored Staff : RM 430  
Non-member : RM 480Fee is made payable to **MIA-MPDC**.

Fee includes course materials, two tea breaks and lunch. Admittance will only be permitted upon receipt of full payment. Registration made by fax must be followed immediately by payment.

## REGISTRATION / ENQUIRY

CALL : Cik Rozline  
TEL : 03.2279 9361 FAX : 03.2273 5167  
EMAIL : mpdc@mia.org.my  
ADD : Malaysian Institute of Accountants  
Dewan Akauntan  
No. 2, Jalan Tun Sambanthan 3  
Brickfields, 50470 Kuala Lumpur**8 MIA CPE Credit Hours**  
Continuing Professional Education

## CPE HOURS

All participants will be presented with a Certificate of Attendance upon successful completion of the programme. For MIA members, CPE hours will be credited into the Membership System within 2 weeks of the programme.

## CANCELLATION

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel their enrolment; a cancellation fee will be levied. Written cancellations received:

- One (1) week before the event, a refund (less an administrative charge of 20%) will be made.
- For no-show on the day of the event, no refund will be entertained.

You can substitute an alternate participant(s) if you wish to avoid cancellation charges. Any difference in fee charges will be charged accordingly.

Cancelled unpaid registrations will also be liable for full payment of the registration fee.

## DISCLAIMER

The organiser reserve the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. The organiser also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.

MALAYSIAN INSTITUTE  
OF ACCOUNTANTS  
ACCOUNTANTS: MANAGERS OF VALUEMalaysian Institute of Accountants  
Dewan Akauntan  
No. 2, Jalan Tun Sambanthan 3  
Brickfields, 50470 Kuala Lumpur

TEL : 03.2279 9200

FAX : 03.2273 5167

EMAIL : mpdc@mia.org.my

WEB : www.mia.org.my



“Leaders of the future will have to be visionary and be able to bring people in—real communicators. These are things that women bring to leadership and executive positions, and it’s going to be incredibly valuable and incredibly in demand.”

DR. ANITA BORG | Renowned US Computer Scientist

An increasing number of women join the ranks of professionals each year bringing their unique contribution to the respective professions they are engaged in.

As you move up the corporate ladder, it is necessary to be prepared for the challenges the next step brings. Join us at this one-day seminar to learn and be inspired by the success stories of some of our nation’s most extraordinary ladies, who have risen to the top of their careers.

# WOMEN IN LEADERSHIP TODAY

*Unleash Your Potential, Impact the World*

20 APRIL 2010, TUESDAY | CONCORDE HOTEL KUALA LUMPUR

# WOMEN IN LEADERSHIP TODAY

Unleash Your Potential, Impact the World

With business today increasingly focused on communication, networking and bridge-building, women have a distinct advantage. However, many still face obstacles in their career path. While women can leverage on their inborn qualities, they also need to hone their leadership and business skills.

MIA welcomes you to be inspired by the success stories of our speakers—some of our nation's most extraordinary women—who have achieved the heights of their careers. Learn how they overcame obstacles and what it took for them to achieve their goals—and be equipped yourself to lead with character, compassion and competence!

**“From the global challenge of climate change, to a world that is not yet free from poverty and conflict, our challenges are many. Women are vital to the solutions to these problems, and we will not sow the seeds for a brighter future or reap the benefits of the change we need without the full and active participation of women around the world.”**

BARACK OBAMA, US President | International Women's Day 2009

## OBJECTIVES

- **Six inspiring keynote addresses.**  
You won't want to miss these extraordinary women.
- **Learning platform.**  
Participate in a lively discussion about industry trends, career paths and business challenges, and learn from speakers' and audience members' unique experiences.
- **Networking lunch.**  
Meet and mingle with attendees and speakers.

## WHO SHOULD ATTEND

Professionals, including CEOs, CFOs, GMs, Directors, Heads, Senior Managers, Managers and Executives in corporate and business management, public sector, public practice and academia who are interested in female leadership.

## METHODOLOGY

Speakers' presentations and Q&A session.



**ANNE ABRAHAM | Managing Director, Cisco Systems Malaysia Sdn Bhd**

Anne has over 19 years of experience in the Malaysian ICT industry, across the networking, database and business solutions space, and is responsible for all of Cisco's sales and marketing activities in Malaysia. Her regional experience across Asia Pacific had given her the opportunity to work with many of the global ICT leaders in each of the technology spaces.

Prior to Cisco, Anne was the country manager of SAP Malaysia where she has helped establish the company as a responsible and respected member of the community while driving sales growth in the double digits. As the country manager of SAP, she developed a strong network of relationships in key industry verticals such as Education, Oil & Gas, Public Sector, Service Provider and Banking & Finance.

While being very focused in driving business excellence, she has also been involved in initiating corporate social responsibility programs and has a keen interest in driving the adoption of green technology in Malaysian businesses by creating awareness among business leaders and the government.

**SUSEELA MENON | Executive Director, UMW Corporation**

Suseela Menon is Executive Director of UMW Corporation, responsible for several Divisions, including Group Secretarial, Corporate Governance, Investor Relations, Group Public Affairs, Information Technology, U-TravelWide and others. Having graduated from the Anglia Polytechnic University, Chelmsford, United Kingdom in 1974, she has worked in accounting, auditing and secretarial firms in England. She sits on the Boards of several companies in the UMW Group, including Perodua companies.

She also sits on Advisory Committees of a number of professional organisations. She is a Fellow of the Malaysian Institute of Chartered Secretaries & Administrators (MAICSA) and sits on MAICSA's and FPLC's (Federation of Public Listed Companies) Advisory Committees. She is also a member of the Malaysian Bar Council's Disciplinary Board and MAICSA's Technical & Professional Practice Committee and the Institute's disciplinary committees comprising the National Investigation Group, National Disciplinary Tribunal and Appeal Tribunal.



**PROFESSOR DR. ADEEBA KAMARUZAMAN | President, Malaysian AIDS Council**

Prof. Adeeba graduated from Monash University and trained in internal medicine and infectious diseases at the Monash Medical Centre and Fairfield Infectious Diseases Hospital, Melbourne, Australia. In 1995 she obtained the Fellowship of the Royal Australasian College of Physicians and returned to Malaysia to establish one of the country's first Infectious Diseases Units. She has directed and managed the development of infectious diseases—in clinical and research components—including Nipah encephalitis, dengue, hospital acquired infections and infection control, antibiotic resistance and HIV/AIDS.

Prof. Adeeba is a member of the United Nations Regional Task Force on HIV Prevention Amongst Drug Users and The Reference Group to the United Nations on HIV and Injecting Drug Use as well as the Scientific and Technical Advisory Group of the Asia Pacific AIDS Data Hub. She is also a Steering Committee Member of TREAT Asia, a regional network of HIV related research centres and is Vice-Chair of the Global Initiatives Program Board of the Foundation for AIDS Research (amfAR).



**Y.M. TENGKU ROZIDAR TENGKU ZAINAL ABIDIN | Co-Founder & Executive Chairman, 1901 Hotdog**

Tengku Rozidar's dedication and relentless drive at the helm of 1901 has won it the acknowledgement as one of the Superbrands in Malaysia, and recognition by the Malaysian Book of Records as the largest hot dog chain in Malaysia. She was also voted as the Most Promising Franchisor of the Year, 2000/2001. Prior to founding the 1901 franchise, her working experience covers a wide spectrum of industries. She was a member at the Faculty of Education at Universiti Kebangsaan Malaysia; a project co-ordinator for a major Malaysian publicly listed corporation; and was a broadcast journalist and news anchor on TV3 and RTM.

Tengku Rozidar's vibrant personality and achievements has seen her being prominently featured in many distinguished publications and popular lifestyle magazines, including Malaysian Business, Dewan Ekonomi, The Edge, Le Prestige, Madam Chair, Malaysia Tatler, Marie Claire, Her World and GLAM. She is regularly invited to share her vast experience and knowledge in business, both locally and abroad.



**Y.BHG. DATUK YASMIN YUSUFF | Miss Malaysia Universe 1978, Emcee, Actress, Voice-over Talent**

Yasmin is no stranger to us having come onto the national stage as Miss Malaysia in 1978, where she was the first Malaysian beauty queen to win an international trophy. Since then, she has been very active in the entertainment scene, having acted in numerous movies and TV dramas.

Yasmin is perhaps most recognised for her work on the airwaves, having started as a part time radio announcer with RTM before moving on to be Programme Director at rfm, and General Manager at WOWfm, ENCORP. She has won many awards for her work on radio, including the Malay Mail's "Most Popular Radio DJ", Berita Harian's "Best Radio DJ" and the Malaysian Music Academy "AIM" award for the most contribution to Radio. She is also a much sought-after Master of Ceremonies, having emceed countless high profile functions at local and international events, including those graced by royalties.



## PROGRAMME SCHEDULE : 20 APRIL 2010, TUESDAY

### 08.30 AM REGISTRATION

### 09.30 AM WELCOME ADDRESS

**Ms Christina Constance Foo**  
Vice President, Malaysian Institute of Accountants (MIA)

### 09.45 AM KEYNOTE ADDRESS

**Career and Life : How to Create a Happy, Healthy and Successful Life**

**Y.B. Senator Dato' Sri Shahrizat Abdul Jalil**  
Minister of Women, Family and Community Development

### 10.15 AM NETWORKING COFFEE

### 11.00 AM SESSION 1

#### Branding for Success : It's All About Balance

When facing a competitive market and an uncertain economy—don't sell the steak, sell the sizzle! In other words, look towards building a strong brand. A compelling brand taps into emotions, offers a powerful connecting experience and makes people think of you, when they think of your field.

Successful corporate and individual brands have one thing in common: balance. While we can't be everything to everyone, good branding is about walking the tightrope between who we are and who our audience wants us to be. Whatever your area of interest or expertise, this session will guide you in taking those important steps toward achieving brand success!

**Ms Suseela Menon**  
Executive Director, UMW Corporation

### 12.00 NOON LUNCH

### 01.00 PM SESSION 2

#### Women in IT : The Challenges and Opportunities

It is no secret that women are severely under-represented in IT. What are the challenges and underlying opportunities that our speaker has had to make to get to the top of the IT chain? Discover her secrets and find out how it can work for you!

**Ms Anne Abraham**  
Managing Director, Cisco Systems Malaysia Sdn Bhd

### 02.00 PM SESSION 3

#### Stand Up for the Pink : From Decision to Action

When it is the time to decide whether you should isolate or care for an AIDS patient, what is your decision? Our speaker has dedicated herself to help them and fight the discrimination against them. Get in-depth information to help you decide on your actions!

**Professor Dr. Adeeba Kamaruzaman**  
President, Malaysian AIDS Council

### 03.00 PM NETWORKING COFFEE

### 03.30 PM SESSION 4

#### Starting from Scratch : Building Business Models that Make a Difference

Dream of venturing into business? Be inspired to venture out on your own as our speaker shares with you her success story in building up her business kingdom. You can do it too!

**Y.M. Tengku Rozidar Tengku Zainal Abidin**  
Co-Founder and Executive Chairman, 1901 Hot Dog

### 04.30 PM SESSION 5

#### Be the Best in Your Profession

It doesn't matter what you do, but what matters is how you do it! Douglas Malloch's inspirational poem says it best: "If you can't be a highway then just be a trail, If you can't be the sun be a star, It isn't by size that you win or you fail—Be the best of whatever you are!"

**Y.Bhg. Datuk Yasmin Yusuff**  
Miss Malaysia Universe 1978, Emcee, Actress, Voice-over Talent

### 05.30 PM END

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