

**PROPOSED PROGRAMME**

**SOUTHERN REGION INVESTMENT & TRADE DIALOGUE AND  
SEMINAR ON THE MANUFACTURING  
AND SERVICES SECTORS**

**PERSADA JOHOR INTERNATIONAL CONVENTION CENTRE, JOHOR  
BAHRU, JOHOR  
20 & 21 JULY 2009**

**Monday, 20 July 2009**

- 9.30 a.m            **Registration of Participants & Refreshment**
- 10.30 a.m           **Official Opening by YAB Dato' Haji Abdul Ghani bin  
Othman, Menteri Besar Johor**
- 10.50 a.m           **Keynote Address by YB Dato' Mustapa Mohamed,  
Minister of International Trade and Industry**
- 11.10 a.m           **Dialogue Session with YB Minister of International Trade  
and Industry**
- 12.15 p.m           **Lunch**

**SESSION I**

- 2.00 p.m            **Free Trade Agreements (FTA) – Latest Developments &  
Opportunities for Malaysian Business Community by  
Ministry of International Trade and Industry (MITI)**
- 2.20 p.m            **Planning & Management of Industrial Estates by the  
Johor State Government**
- 2.40 p.m            **An Update on Investment Opportunities in the  
Manufacturing and Services Sectors by Malaysian  
Industrial Development Authority (MIDA)**
- 3.00 pm             **Business Opportunities In Iskandar Region by Iskandar  
Malaysia (IRDA)**
- 3.20 p.m            **Question & Answer Session**
- 3.50 p.m            **Coffee Break**

## **SESSION II**

- 4.00 p.m.      **Trade Remedies under the World Trade Organization (WTO)** by Ministry of International Trade and Industry (MITI)
- 4.20 p.m.      **Policies, Incentives & Programmes for SMEs Development** by Small and Medium Industries Development Corporation (SMIDEC)
- 4.40 p.m.      **Sustaining Export Growth in Challenging Times** by Malaysia External Trade Development Corporation (MATRADE)
- 5.00 p.m.      **Harnessing Business Efficiency Through Productivity and Quality** by Malaysia Productivity Corporation (MPC)
- 5.20 p.m.      Question & Answer Session
- 5.45 p.m.      End of Day 1

## **Tuesday, 21 July 2009**

### **Managing Change to Remain Progressive**

- 8.30 a.m.      Registration of Participants
- 9.00 a.m.      **Services Sector Capacity Development Fund** by Malaysian Industrial Development Authority (MIDA)
- 9.20 a.m.      **MIDF – The Solution To Your Financing Challenges** by Malaysian Industrial Development Finance Berhad
- 9.40 a.m.      **SME Bank's Role in Promoting the Establishment and Growth of SMEs in Malaysia** by SME Bank
- 10.00 a.m.      Question & Answer Session
- 10.30 a.m.      Coffee Break

## **SESSION II**

- 11.00 a.m. **Economic & Equity Market Outlook for 2009** by RHB Bank Berhad
- 11.20 a.m. **Investment Opportunities Through Labuan IBFC** by Labuan Offshore Financial Services Authority (LOFSA)
- 11.40 a.m. **EXIM Bank – Your Partner in Globalisation** by Export Import Bank of Malaysia Berhad (EXIM Bank)
- 12.00 p.m. **Credit Guarantee Schemes** by Credit Guarantee Corporation (CGC)
- 12.20 p.m. Question & Answer Session
- 12.40 p.m. Lunch

## **SESSION III**

- 2.00 p.m. **The Role of SIRIM Berhad in Enhancing Technology Innovation for SME** by SIRIM Berhad
- 2.20 p.m. **Technology Funding and Incubation Programme** by Malaysian Technology Development Corporation (MTDC)
- 2.40 p.m. **Investment Opportunity in Halal Malaysia** by Halal Development Corporation (HDC)
- 3.00 p.m. **Opportunities in Biotech – BioNexus Status, Incentives & Support** by Malaysian Biotechnology Corporation Sdn Bhd (BioTechCorp)
- 3.20 p.m. **MyBizPoint** by TM Berhad
- 3.40 p.m. Question & Answer Session
- 4.15 p.m. End of Seminar