



Reinventing the way you work!

You must have heard it all before

Social Media is the new mantra... more times the only mantra.
Big Data will dominate the marketing landscape. ROI is now Return of Impression.
Digital natives know better, digital immigrants are not cutting it. The third screen...

It can get too much after a while, especially when technology is ahead of the knowledge curve. You already have your hands full with boardroom battles and fleeting budgets.

So this is the time to step back.

On March 21, you'll get not only the full picture but the right picture.

How realtime market leaders are surfing the real changes and coming out winning.
So you can see the tsunami from the giant waves.

Listen to experts who will not only stimulate your mind and challenge your thinking moving forward, but will inspire you to greatness for the coming year!

Just look at the speakers we have in store!

Date: 21 March, 2013 Time: 8.30am – 5.30pm
Venue: MATRADE Exhibition & Convention Centre,
Menara Matrade, Off Jalan Duta, 50480 Kuala Lumpur

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Inspiring Excellence
in Communications
Worldwide



Malaysian CMO Conference

21st March 2013

The Malaysian Chief Marketing Officers (CMO) Conference is back!

This annual gathering once again brings the best of marketing minds in the Malaysian and global marketplace.

Brought to you by the International Advertising Association (IAA) Malaysia and Malaysia External Trade Development Corporation (MATRADE), and presented by the Malaysian CMO Circle.

This year our constellation of speakers comprise CMOs, CEOs, Digital Marketing Experts and even the legendary brand of the decade - the story of Manchester United. Presented by the man who handled their global marketing strategies!

The CMO Circle brings together industry experts to discuss and deliberate on the issues faced by the Malaysian marketing landscape through power luncheons, roundtables, summits and talks involving marketing industry leaders from across the world. It also aims to pursue the development of talent and create a platform for effective dialogue.



Morning Keynote Speaker

Rakesh Mohan

*Chairman and MD of Unilever
Malaysia & Singapore*



Prior to Malaysia, Rakesh led Unilever Bangladesh through a period of accelerated performance. This is the best performance in Unilever and UBL was awarded the Global compass award in 2010. he developed and executed the business strategy which resulted in the company more than trebling sales turnover and more than Trebling profits in 5 years. Sales grew from Euro 102 Mn to Euro 305 Mn, supported by strong cash flows during the period. He also chieved 1240 bps market share gain through excellence in market execution and brand building initiatives. Presently Unilever is market leader in 7 out of 8 categories it operates in Bangladesh. Trading Margins improved from 12.2% to 15.6%, through a series of initiatives to enhance productivity and reduced supply chain costs and improved product mix plus expanded distribution infrastructure coverage by 35% during the 5 years.

***“50% of Ads Will Go Online
in the Next Five Years”***

Nikesh Arora, Google Chief Business Officer



Morning Speakers



**Effendy
Shahul Hamid**

*Head, Group Marketing
& Communications,
CIMB Group*

Effendy's areas of responsibility cover the entire spectrum of strategic marketing and communications, including brand management, marketing, sponsorship, events, media relations, internal communications and annual reporting. He drives channel activation functions within the Group, ensuring all customer touch points are consistent and effectively portrayed. He also manages franchise-wide efforts to ensure a consistent and differentiated CIMB brand for all of the Group's businesses across the region.

He shares, "The focus in recent years has been to ensure that CIMB Group's positioning across the region is solidified. We began last year enforcing our strong 'ASEAN For You' brand promise across the region and substantiated our value propositions to customers in the separate segments across ASEAN."

This was activated through advertising and marketing activities, from product launches, to undertaking high-end commercial sponsorship of assets like the CIMB Classic and Kidzania. Touchpoints and messaging on the alternate channel were also a focus.

They projected CIMB's internet banking services as 'ONE' across the region and also grew their Facebook fan base to over 1.3 million.

**Suren J.
Amarasekera**

*Joint COO, Maxis
Communications
Berhad*



Suren is responsible for the overall consumer mobile telephony business that includes postpaid, prepaid and broadband product development, product innovation, marketing strategy, brand and marketing management, sales, distribution, customer service, integrated products, Go-To-Market and customer management. He is jointly responsible for the operations of the business alongside Mark Dioguardi, Joint COO.

Suren joined Maxis in July 2011. He brings with him over 20 years of experience in the telecommunications industry. In the most recent six years prior to joining Maxis, he was the Chief Executive Officer of Mobitel, the mobile arm of telecommunications operator Sri Lanka Telecom. During his tenure, he reshaped the Mobitel business and made it a powerful mobile player in Sri Lanka through a potent combination of value innovation and customer centricity. Prior to assuming his role as the CEO of Mobitel, he had acquired over 13 years of experience working for Singapore Telecommunications (SingTel) with the initial half in Sri Lanka and the latter half at its head office in Singapore. While with SingTel, Suren had served in various senior management capacities.

Morning Speakers

Mike Da Silva

*Managing Director,
MDSA Promotion
Marketing*



Mike Da Silva is Managing Director of MDSA Promotion Marketing, with 35 years experience in Australia & Asia.

Sydney based MDSA, specialises in Customer Acquisition, Lead Generation, Tourism Marketing, Movie Marketing.

MDSA current Clients include: Qantas (29 years) News Corp, Fairfax Digital, Foxtel, Telstra, Commonwealth Bank, eBay, PayPal, Australian Wool Innovation (China), ANZ Bank, HotelClub, SONY, Kia & Hyundai, Disney, Fox, ING DIRECT & BPAY.

Mike is Marketing Chair of Regional Development Australia Sydney, a JV between the Australian & New South Wales Governments, working on Food Security.

MDSA owns the PMAA “The Dragons of Asia”, and the “Dragons of Malaysia” the most prestigious Marketing Award Programmes in Asia, now in its 14th year.

Mike is a global Marketing Hall of Fame inductee, And a recipient of the Australian Promotion Industry Life Achievement Award recipient, & International Marketing Professional of the Year & leadership Awards in Asia.

Ian McKee

*Word-Of-Mouth Marketing
Guru, Vocanic Singapore*



Ian McKee is CEO of Vocanic, Asia's leading Word of Mouth (WOM) marketing business.

He has over 20 years of experience in sales, IT, and starting and running subsidiaries the UK, Europe, US and for the last 13 years in Asia. Ian also brings with him 8 years of experience of running regional business with clients from Australia and Japan. Ian now publishes various blogs, and is frequently seen on TV talk shows within the scope of Word of Mouth marketing.

As CEO for Vocanic, he specialises in Identifying Influencers and crafting strategies to engage and activate them to launch word of mouth campaigns for clients such as Heineken, StarHub, Citibank, Discovery and Adobe. Prior to Vocanic, Ian was MD for Informative Asia Pacific working on customer dialogue and Influence marketing projects for brands such as Zuji, DBS Bank, HP, Nokia, BP, and Mars brands such as Cesar, Pedigree, Starburst, M&Ms and others. Originally from the UK, Ian has called Singapore home for the last 10 years. Today, he is Asia's leading Word of Mouth Marketing specialist.

Afternoon Keynote Speaker

Sunil Sethi

*Managing Director,
Kraft Foods Malaysia*



As the Managing Director for Kraft Malaysia, Sunil leads a USD 200 million+ business with 1600 employees, three manufacturing facilities and operates in 6 categories with a strong leadership position in the core categories of biscuits and chocolates. He joined the Malaysian business in May 2011 from Cadbury India after a very successful stint wherein he trebled revenues in just 5 years.

Sunil is a 'natural' leader; an innovative thinker with broad-based expertise in strategy & operations. In a career spanning 25 years, he has built a very deep understanding of the FMCG and alcoholic beverages categories and has proven capabilities in successfully building 'start-ups' and jump-shifting growths in 'existing operations'.

He started his professional career with Wipro Consumer products and since then has worked for Frito Lays, Diageo, Cussons plc and Colgate Palmolive in various sales, marketing and general management roles across India and other Asian markets.

As a certified Executive Coach, he guides and advises many senior professionals on how to realize their potential.

"Text messaging has an open rate of 97% and on average, a shelf life on a mobile phone of two weeks."



Afternoon Speakers

Dato' Rozalila Abdul Rahman

*Chief Marketing Officer
TM Berhad*



Dato' Rozalila has 23 years experience in multinational companies in the marketing and sales of fast moving consumer goods. She joined TM in February 2010 and is responsible for Group Marketing, Retail Product and Customer Service Management.

TM is in transformation. It is already the industry game changer, having changed the Malaysian telecommunications landscape with its High Speed Broadband (HSBB) network roll-out. TM remains steadfast as Malaysia's Broadband Champion with Streamyx and UniFi as its key broadband products, delivering an enhanced and integrated digital lifestyle to all Malaysians, with the promise to connect, communicate and collaborate.

For the year ahead, TM is transforming its business and organisation to deliver integrated communication services and one-stop solutions to customers with the best value. They are committed to making sure their communications and messaging are fresher, customer-centric and projects a more dynamic image.

TM has always delivered value enhancement and improvement to its shareholders' long term rates of return by returning equity to them. TM's Total Return to Shareholders (TRS) continues to be ahead of local peers for the past three years and TM is among the best performing telcos in the region.

Mohd Adly Rizal Mohd Din

*CEO & Founder Producer,
Director and Film Maker under
the FriedChillies Food Network.*



Currently have produced & directed over 268 episodes of original content food show (over 2200 minutes) from food & travel, cooking, shortdocumentaries and films.

In charge of strategy, marketing, sales & operations of the company and is responsible for moving the company from a simple website in 2001 into a multi platform media company that included publication, events, social media, internet and a full blown homegrown Food Channel by the 3rd quarter of 2012.

Special Guest Speaker

Peter Draper

*Former Group
Marketing Director for
Manchester United*



Peter Draper has been involved in the marketing of sport and with brands involved in sport for over 30 years.

He has an intimate knowledge of the marketing of football globally and a keen personal interest in the effectiveness of sport as a modern communications medium.

Peter started his marketing career as an amateur promoter of basketball matches before taking his personal interest into a full time job with the English Basketball Association. He promoted major domestic basketball events at both Wembley Arena and The Royal Albert Hall and gained his first working knowledge of “delivering what sponsors want” during that time building relationships with the likes of Guinness, the Prudential, Asda, Carlsberg and Kellogg.

In 1986 Peter joined football sportswear company Umbro and helped build that business both in the UK and internationally, as European Marketing Director, until the sale of the business in 1999. During that time Umbro held major agreements with many Rights holders including the England and Brazil national teams, Euro 96, Manchester United, Celtic, Inter Milan and Ajax, as well as personal agreements with Pele and Alan Shearer. Peter had primary responsibility for brand communications during that period.

In 1999 Peter joined Manchester United as the club’s first Group Marketing Director and oversaw the development and implementation of their international sponsor-partner programme as well as communications across the business until 2006. Major partnership relationships included those with Nike, Vodafone, Budweiser, Audi, Pepsi, Ladbrokes, Western Union, Barclays, Air Asia and Sun Microsystems.

*“Do you have a virility gauge
for your marketing campaigns?”*



Panel Discussion

MORNING:

Media & Marketing Friends, Enemies or Frenemies?



KHOO KAR KHOON
Communications
Director, Nestlé
Malaysia



FIONA LIAO
CMO, Prudential
Assurance Malaysia
Berhad



V KANESAN
CEO, Scomi
Engineering Berhad



AIRIN ZAINUL
Group GM,
ntv7 & 8TV



ADITYA THAKUR
VP, Marketing
Astro

AFTERNOON:

Is Marketing now Online Marketing?



TOM HOGG
Managing Director,
Effective Measure



ALBERN MURTY
CMO,
DiGi Malaysia



ZALMAN AEFENDY
ZAINAL ABIDIN
CMO, Celcom Axiata



SAJITH SIVANANDAN
Country Head of
Google Malaysia



KUDSIA KAHAR
COO, Star RFM

“Big data is really emerging as a key currency in marketing.”



Programme

MORNING

9.00am

Welcome Address by **HARMANDAR SINGH** President International Advertising Association (IAA) Malaysia

9.05am

Opening Remarks by **DATO' ZAKARIA KAMARUDIN** Deputy Chief Executive Officer, Malaysian External Trade Development Corporation (MATRADE)

9.10am

Morning Keynote Speaker:
THE CHALLENGES OF FMCG MARKETING IN EMERGING MARKETS
RAKESH MOHAN
Chairman & MD
Unilever Malaysia & Singapore

9.40am

BANKING ON THE BRAND: POSITIONING IN CHANGING TIMES
EFFENDY SHAHUL HAMID
Head, Group Marketing & Communications, CIMB Group

10.30am

Coffee/Tea Break & Networking

11.00am

HOW TO LEAD IN THE MOST COMPETITIVE MARKET CATEGORY IN MALAYSIA
SUREN J AMARASEKERA
Joint COO
Maxis Communications Bhd

11.35am

WHAT YOU DID NOT KNOW ABOUT WORD-OF-MOUTH MARKETING
IAN MCKEE
Word-Of-Mouth Chief Strategist
Vocanic Singapore

12.00 noon

HOW PROMOTION MARKETING IS DRIVING ACTIVE ROI
MIKE DA SILVA - CEO
MDSA Promotion Marketing, Sydney

12.25pm

PANEL DISCUSSION:
MEDIA & MARKETING FRIENDS, ENEMIES OR FRENEMIES?

- **KHOO KAR KHOON** - Communications Director, Nestlé Malaysia
- **FIONA LIAO** - CMO
Prudential Assurance Malaysia Berhad
- **V KANESAN** - CEO
Scomi Engineering Berhad
- **AIRIN ZAINUL** - Group GM, ntv7 & 8TV
- **MOHD ADLY RIZAL MOHD DIN**
Chief Executive Officer & Founder
FriedChillies Media Sdn. Bhd.

Programme

AFTERNOON

1.00pm
LUNCH

2.00pm
Afternoon Keynote Speaker:
WHAT A CMO NEEDS TO BECOME A CEO
SUNIL SETHI - MD, Kraft Foods Malaysia

2.30pm
**DIGITAL DILEMMA:
DREAM OR NIGHTMARE?**
MOHD ADLY RIZAL MOHD DIN
CEO & Founder
FriedChillies Media

3.00pm
**TM'S STORY OF UNITING THE PASSION OF
MALAYSIAN SPORTS FANS!**
DATO' ROZALILA
CMO Telekom Malaysia

3.30pm
Coffee/Tea Break & Networking

4.00pm
PANEL DISCUSSION:
IS MARKETING NOW ONLINE MARKETING?

- **TOM HOGG**
Managing Director, Effective Measure
- **ALBERN MURTY** - CMO, DiGi Malaysia
- **ZALMAN AEFENDY ZAINAL ABIDIN**
CMO, Celcom Axiata
- **SAJITH SIVANANDAN** - Country Head of
Google Malaysia
- **KUDSIA KAHAR** - COO, Star RFM

4.30pm
Special Guest Speaker:
THE LEGEND OF MANCHESTER UNITED
MOST VALUABLE SPORTS BRAND IN THE WORLD
Forbes magazine 2012
PETER DRAPER - former Group Marketing
Director, Manchester United.

5.15pm:
CREAM AWARDS 2013 PRESENTATION.
The fourth annual CREAM (Client
Relationships And Experiences with
Agencies in Malaysia) Agencies of the
Year winners are decided from survey
commissioned by MARKETING magazine
amongst marketers, and conducted
by TNS-RI using their world-famous
TRI*M stakeholder measurement tool in
collaboration with R3, one of the world's
leading agency evaluation and assessment
specialist.

5.30pm:
Closing and Thank You.

CMO Conference 2013

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21 March, 2013 | 8.30am - 5.30pm
(includes lunch and coffee breaks)

MATRADE Exhibition & Convention Centre

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www.adoimagazine.com/cmo2013

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CONDITION: BOOKINGS ARE TRANSFERABLE, CANCELLATION ARE NOT ACCEPTED.

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