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SERVICE EXCELLENCE & SUSTAINABLE GROWTH IN MALAYSIA MEDICAL TOURISM & HEALTHCARE

Enhancing Service Excellence in Healthcare and Strategising Initiatives to Achieve Global Competitive Advantage in Medical Tourism

Conference Date: 29-30 March 2010
Post-Conference Workshops: 31 March 2010
Venue: The Ritz Carlton, Kuala Lumpur, Malaysia

LISTEN AND NETWORK WITH NOTABLE HEALTHCARE AUTHORITIES:

KEYNOTE ADDRESS:
Tan Sri Dato’ Seri Dr. Hj. Mohd Ismail bin Merican
Director-General, Ministry of Health, Malaysia
President, Malaysian Medical Council

HEALTHCARE SERVICE PROVIDERS IN THE CHANGING DYNAMICS OF THE MEDICAL TOURISM INDUSTRY:
Amir Firdaus Abd, CEO, Gleneagles Hospital Kuala Lumpur
Dato’ Dr. Chan Kok Ewe, CEO, Island Hospital
Prince Court Medical Centre
Dr. Zeffereeri Rashid Bin Kemal, Head of Marketing & Business Development
Pantai Group of Hospitals
Aminudin Dawam, Group General Manager, Business Development (International) & Marketing, KPJ Healthcare
Dr. Robert P. Jalleh, Chairman of the Board of Directors and Dr. Lee Moon Keen, Director Alpha Specialist Centre
Anwar Anis, Senior Manager, Group Marketing (International)
Pantai Management Resources
Dr. Yee Foong Choong, Deputy Medical Director, International Specialist Eye Centre Malaysia

PARTNER ASSOCIATIONS SPEARHEADING SUPPORT FOR MEDICAL TRAVEL:
Dr. Lee Soon Boon, President and Dr. How Kim Chuan, President-Elect Malaysia Dental Association
Dr. Kuljit Singh, Deputy Secretary-General, Malaysian Medical Association
Assoc. Prof. Dr. Badaruddin Mohamed, Dean, Social Transformation Research Platform Universiti Sains Malaysia
Naresh Jadeja, President, International Wellness and Healthcare Travel Association
Dr. Thomas Manuval, Chairman, Asian Hospitality and Tourism Association

STRATEGIC INNOVATION INITIATIVES FROM FACILITATORS AND DEVELOPERS OF MEDICAL TOURISM:
Sureesh Ponnudurai, CEO, Malaysia Healthcare and Vijayan Samuel, Chief Operating Officer, Malaysia Healthcare
Dr. Mubbashir Iftikhar, CEO, Wellness Visit
Damien Duhamel, Managing Director, Asia, Solidiance Singapore

BEST PRACTICES AND PROCEDURES IN THE GLOBAL HEALTHCARE ARENA:
Dr. Anthony P. Calibo, International Medical Travel and Wellness Services Programme Manager, Department of Health, Philippines
Edgar A. Toral Hernandez, Country General Manager Sodexo Healthcare Support Services Thailand

KEY FEATURES OF THE CONFERENCE:
~ DAY 1 CONFERENCE ~
- Business growth opportunities in medical tourism Malaysia
- Healthcare technologies and advancements
- Service excellence in Malaysian hospitals

~ DAY 2 CONFERENCE ~
- Getting to know the medical tourist
- Branding and marketing Malaysia as medical tourism destination
- Attracting international patients through healthcare professionalism

POST-CONFERENCE WORKSHOPS:
~ WORKSHOP A ~
DYNAMIC HEALTHCARE MARKETING: STANDING OUT
Led by Dr. Jason CH Yap Health Management International

~ WORKSHOP B ~
MEDICAL TRAVEL FACILITATORS: BELIEFS AND ATTITUDES OF IMPORTANT INTERMEDIARIES
Workshop leader to be announced

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SPECIAL DISCOUNT TO MEMBERS
9:00 KEYNOTE ADDRESS:
Tan Sri Dato’ Seri Dr. Hj. Mohd Ismail bin Merican
Director-General, Ministry of Health Malaysia and President, Malaysian Medical Council

9:30 OVERVIEW OF MEDICAL TOURISM IN ASIA

The evolving trends of medical tourism
• The significant relationship between travel and medical (Push and pull factor of travelling)
• The impact of healthcare globalisation on patients, providers, payers and government
• Issues and challenges in developing a successful medical tourism destination

Prof. Dr. Badaruddin Mohamed, Dean, Social Transformation Research Platform Universiti Sains Malaysia

Prof. Dr. Badarudin Mohamed is a Professor at the School of Housing, Building and Planning, Universiti Sains Malaysia. Currently, he is also the President of the President Educators Association of Malaysia. He is actively involved in teaching, research and consultancy work related to tourism and town planning.

BUSINESS GROWTH OPPORTUNITIES IN MEDICAL TOURISM MALAYSIA

10:00 HARNESSING THE POTENTIAL OF MEDICAL TOURISM: FOCUS ON MALAYSIA

• Capitalising on the global healthcare crisis
• Image revamp for Malaysia – Establishing credibility in foreign markets
• Regulatory issues – How can the government help the business of the medical tourism industry?
• Innovative strategies in the healthcare and tourism industry
• Overcoming the cultural diversity challenges

Suresh Ponnudurai, CEO, Malaysia Healthcare

Suresh Ponnudurai is the founder and CEO of Malaysia Healthcare. The portal, www.malaysiahealthcare.com is one of the few comprehensive platforms which promote Malaysian health care providers globally. Having initiated B2B and B2C interests both locally and abroad through his platform he has established successful international joint ventures with the latest technology required to further position the Malaysian healthcare industry.

10:30 ATTRACTING INTERNATIONAL PATIENTS THROUGH WORLD CLASS MEDICAL SERVICES

• Quality and affordability
• Cost savings/value for money
• Patient experience
• On-going initiatives in Malaysia
• World class, high quality, cost effective services available
• Business model in attracting international patients

Amir Firdaus Abd, CEO, Gionegoles Hospital Kuala Lumpur

Prior to his leadership at Genelolges, he was the CEO of Hospital Pantai Ampang. He is a member of the Institute of Healthcare Management, UK and also an elected Board Member of the Association of Private Hospitals, Malaysia. He has a wide range of experience in Healthcare Management both in the private and public sectors of healthcare delivery.

11:00 MORNING REFRESHMENT

11:15 BENCHMARKING MALAYSIA’S HEALTH TOURISM DESTINATION VS. SINGAPORE AND THAILAND

• Malaysia’s unique selling proposition in the medical tourism scene
• How can Malaysia carve a niche as a key medical tourism destination?
• What could Malaysia learn from Thailand and Singapore’s best medical tourism practices?
• Required changes to level competition against Thailand and Singapore
• Medical tourism cooperation, competition or cooption for Malaysia, Singapore and Thailand?

Damien Duhamel, Managing Director Asia, Solidance

Damien heads Solidance, an Asia-focused marketing & innovation strategy company with offices in Singapore, China, Thailand & India. He has advised the Singapore Tourism Board, the Singapore Ministry of Health & the Singapore Economic Development Board on Asia medical tourism strategy. He holds a business bachelor degree from the Victoria University & MBA from the University of Chicago Booth School of Business.

11:45 MEDICAL CHALLENGES IN HEALTH TOURISM

• The patient is not a tourist
• Obtaining medical history - Information gaps
• Social history - A black hole
• Cultural issues
• Time constraints & long term follow up
• Medicolegal implications

Dr. Lee Moon Keen, Consultant Neurologist, Director, Alpha Specialist Centre

Dr. Lee Moon Keen is a Consultant Neurologist in Movement Disorders. She is Director of the Sumed Functional Surgery Team which pioneered Deep Brain Stimulation Surgery in Malaysia. She serves on a number of expert committees, including credentialing for the National Specialist Register. She was among the pioneer doctors involved in the setting up of Sunway Medical Centre.

12:15 IMPLEMENTING FLEXIBLE PLAN DESIGN AND HEALTH MANAGEMENT PROGRAMS FOR SMALL AND MEDIUM CLINICS

• Can small and medium dental clinics compete in the dental tourism market?
• What edge does small and medium dental clinic have over the bigger player?
• What flexible plan designs and health management programs could be implemented to reinvent a new clinic image?
• What have we got to share from our experience?

Dr. How Kim Chuan, President-Elect, Malaysian Dental Association

Dr. How Kim Chuan possesses a number of post graduate qualifications: Master in Orthodontics, Fellowship in Dental Surgery from The Royal College of Surgeons England and The Royal College of Surgeons Edinburgh. He is a now a Fellow & Diplomate for the International Congress of Oral Implantologists (ICOI). He is also a Fellow of the Academy of Medicine of Malaysia. In the international arena, he is the VP for the Commonwealth Dental Association.

12:45 NETWORKING LUNCH
• Creating effective operational processes
• Measuring operational performance

Aminudin Dawam, Group General Manager, Business Development (International) & Marketing, KPJ Healthcare

Aminudin Dawam has been with KPJ since 1991 and has a vast experience in the healthcare industry in Malaysia, especially in managing private hospital business. He is responsible for hospital operations in Klang Valley, Malaysia as well as developing new international business for KPJ. He graduated from Sam Houston State University USA and received his MBA in 1988. In addition, he has also obtained a Post-graduate Diploma in Health Services and Hospital Management from South Bank University, London in 1997.

4:00 ACCREDITATION: ENHANCING HOSPITAL’S VISIBILITY AND CREDIBILITY

• Featuring hospitals with steady growth of international patients
• Audit control
• Creating ownership of the accreditation process
• Key issues and challenges: Non-accreditation

Speaker to be announced, Prince Court Medical Centre

4:30 PANEL DISCUSSION:

INVESTING IN BUSINESS OPPORTUNITIES IN MALAYSIA

• Government policy and incentives
• Government initiatives
• International private sector investment and joint ventures
• Creating ROI in medical tourism
• Partnering with private healthcare providers

Moderator:
Suresh Ponnudurai, Malaysia Healthcare

Panelists:
Dr. Robert P. Jalleh, Alpha Specialist Centre
Aminudin Dawam, KPJ Healthcare
Dr. Lee Moon Keen, Alpha Specialist Centre
Dr. How Kim Chuan, Malaysian Dental Association

5:15 CHAIRMAN’S CLOSING AND END OF DAY ONE

DAY 2 • 30 MARCH 2010 • TUESDAY

8:30 MORNING COFFEE

8:50 CHAIRPERSON’S OPENING REMARKS

Dr. Anthony P. Calibo
International Medical Travel and Wellness Services Programme Manager
Department of Health, Philippines

Getting to know the Medical Tourist

9:00 MEDICAL TOURISM: UNDERSTANDING THE PATIENT’S PERSPECTIVE

What drives people to seek healthcare outside their native country?
• What are their expectations?
• Determining the destination/provider of choice
• What are their fears and concerns?
• Statistics on above (by patient feedback)
• How can providers manage these expectations and concerns?
• Can Malaysia offer and meet these requirements?
• What more can Malaysia do to be the “Perfect Prescription” for medical tourists?

Dr. Junaidi Ismail, Manager, International Business Development
Prince Court Medical Centre

Dr. Junaidi Ismail is a physician, who graduated in 1998 from Manipal, India. He returned to serve in the public healthcare system for 6 years, spending time in various disciplines. He then went into private practice and was recruited as the Medical Director for ING Insurance Berhad, heading the medical unit. After a 2 year stint, he became Head of the International Business Development Unit for PCMC.

9:30 WHY TRAVEL FOR MEDICAL ATTENTION

• Malaysia as a medical tourism destination
• Cost considerations in medical care
• Driving forces behind medical travel
• The patient options and choice

Dato’ Dr. Chan Kok Ewe, Chairman, Penang Health Group and CEO, Island Hospital

Dato’ Dr. Chan Kok Ewe is a Director of Island Hospital in Penang as well as currently the Chairman of Penang Health Association and Chairman of Penang Hospice Society. He is also the Treasurer of National Cancer Society of Malaysia (Penang).

10:00 MANAGING HEALTHCARE TOURIST EXPERIENCE

• Trends in health tourist
• Elements in serving international patients
• Serving international market - The process
• International patients’ concern

Aminudin Dawam
Group General Manager, Business Development (International) & Marketing
KPJ Healthcare

10:30 MORNING REFRESHMENT

11:00 DONATE A SURGERY

The US healthcare model and cause of rising healthcare costs
• Ill effects of rising cost to community healthcare facilities, employers and patients
• Possible solutions for reducing the cost and provide quality medical treatment
• Donate a surgery a unique movement lead by IWHTA
• Model and entities to be benefitted under this movement

Naresh Jadeja, President
International Wellness and Healthcare Travel Association

Naresh Jadeja is the President of USA based nonprofit organisation, International wellness and healthcare travel association. He is working towards bringing transparency in quality data reporting and a big advocate of charity in healthcare sector. He has promoted organisation’s ‘Donate a Surgery’ program in US and international level.

11:30 FRAMEWORK AND STRATEGIES FOR DECISION AND POLICY MAKERS IN DEVELOPING WORLD-CLASS DESTINATIONS FOR GLOBAL HEALTHCARE

• Overall assessment of involved sectors in the country for global healthcare
• The regulatory environment of the country
• Quality healthcare and patient safety standards and third party accreditation
• Human resources for health development and maintaining excellence and work retention
• Working with private sector and role of the government in global healthcare development
• Making global healthcare work to sustain overall health development of the nation

Dr. Anthony P. Calibo
International Medical Travel and Wellness Services Programme Manager
Department of Health, Philippines

Dr. Anthony P. Calibo is the Philippine Department of Health’s Programme Manager for International Medical Travel and Wellness Services (PhilMedical Tourism Programme) since September 2007 under the Office of the Assistant Secretary of Health for Special Concerns. A diplomate of the Phil. Pediatric Society, he holds a Bachelor of Science degree in Public Health from the university of the Philippines. He obtained his Doctor of Medicine from St. Luke’s College of Medicine – William H. Quasha Memorial.

12:00 MALAYSIA HOSPITALS AND THE POTENTIAL OF HEALTHCARE MARKET

• Developing effective medical travel programme
• Developing hospital design – Retail potential
• Creating lean operational processes
• Measuring operation performance

Dr. Zefferelli Rashidi Bin Kemal, Head of Marketing & Business Development
Pantai Group of Hospitals

Dr. Zefferelli Rashidi Bin Kemal began his career as medical doctor in Cambridge university’s affiliated teaching hospitals. Subsequently he joined Pharmaceutical Industry giants namely Pfizer, Roche and Bristol Myers Squibb with various regional and global positions of diverse roles and functions in marketing. He is now the Head of Marketing for the Pantai Group of Hospitals. (Pantai is a group of 10 premier hospitals in Malaysia)

12:30 NETWORKING LUNCH

1:30 THE PROVIDER – PAYOR PARTNERSHIP – A HOSPITAL’S PERSPECTIVE

• The rising demand in healthcare from the middle income groups in Asia
• Partnership models between healthcare employers/insurers and healthcare providers
• How can employers or insurers benefit from these partnerships
• Pantai Hospitals perspective on partnerships with employers and insurers

Anwar Anis, Senior Manager, Group Marketing (International)
Pantai Management Resources

Anwar Anis has been involved in business development and marketing of hospitals in Malaysia for the past 5 years. Setting up and establishing the International Business Development Unit in Genesalys Intan Medical Centre, he eventually headed the entire Marketing and Corporate Communications Department, before joining Pantai Hospital Kuala Lumpur as the head of its Business Development Unit in 2008.

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2:00 REVIEWING THE ROLES AND RESPONSIBILITIES OF KEY STAKEHOLDERS/MAJOR PLAYERS INVOLVED IN MEDICAL TOURISM
- Business opportunities for key stakeholders in medical tourism
- Enhancing medical tourism package
- Planning a comprehensive trip
- Finding the appropriate medical provider

Dr. Mubbashir Iftikhar, CEO, Wellness Visit
Dr. Mubbashir Iftikhar graduated from Punjab Medical College in Pakistan, under university of Punjab, Lahore, in 1996. For the initial years of his professional career he worked in Pakistan, and then continued as professional doctor in Kuala Lumpur, in different capacities till 2006. With a passion for computer related health technologies, he became involved with business management, under the belt of D.E Impex Sdn Bhd, and became CEO of www.deziregroup.com.

2-30 BRANDING & MARKETING MALAYSIA AS A MEDICAL TOURISM DESTINATION
- Approaches to developing successful marketing strategies
- Partnering to maximising your exposure to potential patients
- Technology mechanisms to revamp strategies for the health tourism markets
- Determining your target audience
- Overall patient experience
- Using niche branding to overcome cultural diversity challenges

Vijayan Samuel, Chief Operating Officer, Malaysia Healthcare
Vijayan Samuel is Chief Operating Officer of Malaysia Healthcare. He has an engineering background and has lived and worked in Australia for a number of years before returning and establishing the Malaysian office for an Australian based engineering firm. He joined Malaysia Healthcare in 2005 and it is now Malaysia’s leading health tourism facilitator. A common element in all his positions has been the ongoing desire to pursue innovative methods in which to design and implement efficient operational procedures.

3:00 AFTERNOON REFRESHMENT

3:30 EXPLORING PATIENT MARKET FOR ENT: A NEW EMERGING MARKET
- Latest offerings, technological advancement in ENT
- Looking at new options: Allergy and sleep apnea/snoring clinics
- Issues and challenges on business development and investment
- Attracting international patients

Dr. Kuljit Singh, Deputy Secretary-General, Malaysian Medical Association
Dr. Kuljit Singh currently leads two private allergy centres in Kuala Lumpur with ENT facilities. He started the allergy centre in University Malaya Medical Centre in 2005. He is the President of the Malaysian Society of Otorhinolaryngologists – Head and Neck Surgeons and Assistant Secretary of Malaysian Society of Allergy and Immunology.

4:00 LOGISTIC AND SUPPORT FOR MEDICAL TOURISM TRAVELLERS
Edgar A. Toral Hernandez, Country General Manager, Sodexo Healthcare Support Services Thailand and Former Division Director & Consultant, Bumrungrad Hospital PLC
Prior to Sodexo, Edgar A. Toral Hernandez was the Managing Director at Chiangmai Riverside Plaza Hotel Co, Ltd, Division Director and Consultant at Bumrungrad Hospital PLC, Director of Operations at Hilton International Food & Beverage and Director/Manager at Hilton International.

5:15 CHAIRMAN’S CLOSING AND END OF CONFERENCE
Malaysia is among the world’s top 5 medical tourism destinations which present the most attractive opportunities for medical tourists and foreign investors. For the first nine months of 2008, over 282,000 foreigners came to Malaysia for medical treatment, generating a revenue of about RM222.25mil – a 16% increase from the year before. - Nuwire Investors

**MEDICAL AND HEALTHCARE SERVICES AS MALAYSIA’S MAJOR TOURIST ATTRACTION**

**SERVICE EXCELLENCE CRITICAL TO SUSTAINABLE MEDICAL TOURISM GROWTH**

Strategically located in Asia, Malaysia has become one of the key players in the fast-growing and lucrative market for health care services in the world. Foreign medical tourists and investors are attracted to Malaysia’s favourable exchange rate, political and economic stability and high rate of literacy.

This explosive growth of medical travel posts a challenge to all medical service providers in Malaysia to offer the highest quality of care at the most affordable price, to explore on use of unique medical technology and to enhance medical procedures adhering to the same high standards in other countries.

Take it from the experts! Acquire the knowledge of how to successfully emerge as a prominent healthcare organisation in Malaysia and how to effectively grow in foreign markets.

**MALAYSIA MEDICAL TOURISM & HEALTHCARE** will gather healthcare service providers, government agencies, healthcare organisations and medical tourism facilitators to address the core issues that are important to the growth of medical tourism. Foreign companies and investors will also be able to assess business prospects and identify partners in the growing sector.

- Featuring critical growth opportunities and enormous potentials in medical tourism
- Discovering strategic innovation initiatives in healthcare service
- Determining new approaches in marketing healthcare to attract more medical tourists in Malaysia
- Developing an effective programme for international patients
- Delivering exceptional healthcare mechanisms

Supported by the Ministry of Health Malaysia, big hospital institutions, various medical associations and medical tourism facilitators, this event is exclusively packaged with 30 notable speakers and 2 post-conference workshops!

**ACHIEVE HEALTHCARE SERVICE EXCELLENCE TOWARDS GLOBAL SUCCESS.**

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CEOs, Executive Directors, Senior Executives, Heads, Partners, General Managers, Senior Managers

**In:**

Strategic and Corporate Planning, Marketing, Business Development

**From:**

- Ministry of Health
- Ministry of Tourism
- Healthcare Organisations
- Healthcare Providers
- Hospital – Public and Private
- Health/ Medical Resorts and Spas
- Specialist Clinics
- Hotel Chains
- Airlines
- Travel Agencies
- Health Insurance Companies
- Property Developers
- Investor and Financial Institutions
- Venture Capitalists
- Media/Press, Advertising and Marketing Organisations
- Medical Travel Consulting Companies

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SERVICE EXCELLENCE & SUSTAINABLE GROWTH IN MALAYSIA MEDICAL TOURISM & HEALTHCARE (29-30 MARCH 2010) & 1-DAY POST-CONFERENCE WORKSHOPS (31 MARCH 2010)
The Ritz Carlton, Kuala Lumpur, Malaysia

☐ Yes! Please register the following delegate(s) for this Conference (Please photocopy for more delegates)

Please tick (✓) your choice session(s)
☐ 2-Day Conference only [March 29-30, 2009]
☐ 1-Day Workshops A and B [March 31, 2009]
☐ 1-Day Workshop □ A or □ B [March 31, 2009]
☐ Gold Package 1 (Conference + Workshops A & B) [March 29-31, 2009]
☐ Gold Package 2 (Conference + Workshop □ A or □ B) [March 29-31, 2009]

☐ I am unable to attend but please put me on your mailing list
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CANCELLATIONS AND TRANSFERS
If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less RM400 administration charge will be made for cancellation received in writing on or before 9 March 2010. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

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