

8TH ANNUAL

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NEW TRENDS AND STRATEGIES IN

HUMAN RESOURCE MANAGEMENT

4-5 September 2006

JW Marriott Hotel Kuala Lumpur, Malaysia

HEAR FROM HR PRACTITIONERS AND EXPERTS ON CUTTING EDGE STRATEGIES AND KEY ISSUES:

- Deploying world-class strategies for HR management and staffing
- Building HR leadership and initiatives for long term growth and success
- Aligning people, practices and strategies to achieve HR goals and enhance performance
- Building strong corporate culture to inspire and motivate performance
- Succession planning: Best practices and the way forward
- Transforming HR into a strategic business partner
- Designing competency framework to measure employee performance
- New tools and technology in selection and human capital management
- Talent Management Strategies and aligning them to meet organizational goals
- Understanding training problems and maximizing results from your training investment
- Compensation and reward trends and strategies

Featuring Real-World Perspectives of HR Strategies and Practices From Leading Organizations:

- ✦ Professor Dato Dr Ibrahim Ahmad Bajunid, *Dean Faculty of Humanities and Social Sciences, Universiti Tun Abdul Razak & President Malaysia Institute of Human Resource Management (MIHRM)*
- ✦ Dr Henry Yeoh, *Senior Manager Group HR Elken Malaysia*
- ✦ Winnie Chiu, *HR Director Sheraton Hong Kong Hotel & Towers*
- ✦ Anusoorya Themudu, *HR Director GE International Inc.*
- ✦ Suresh Thiru, *Chief Operating Officer Jobstreet.com*
- ✦ Fathaiya Jamaludin, *Head of Human Capital Management Commerce Life Assurance*
- ✦ Ghazali Jacob, *Vice President Human Resource Lafarge Malayan Cement*
- ✦ G. K. Lim, *FInstSMM, CEI, CMS, Vice President HRD Gateway*
- ✦ Devan Kumar, *General Manager, Head of Group HR Tronoh Consolidated Malaysia*
- ✦ Liza Hussain, *General Manager Manpower Malaysia*
- ✦ Dr Victor Tan, *Chief Executive Officer KL Strategic Change Consulting Group*
- ✦ Dr Brent Ruge, *Project Director International Survey Research (ISR)*
- ✦ Heera Singh, *Principal Consultant HEERA Training and Management Consultancy*
- ✦ John Lau, *Managing Director Hann Consulting Asia*
- ✦ Dr Rumesk Kumar, *Principal Consultant Institute of Training & Development, Penang*
- ✦ Noven Rozano, *Human Resource Section Head PT Dirgamenara Nusadwipa - Astra Otoparts Group, Indonesia*

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Special discount of 10% to members of TM.com, MHR & HRDG

DAY ONE

4 SEPTEMBER 2006

MONDAY

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**
Dr Rumesh Kumar
Principal Consultant
 Institute of Training & Development, Penang

9.10 **ALIGNING TALENT MANAGEMENT STRATEGY TO THE COMPANY VISION, STRATEGY AND BUSINESS NEEDS**


- Performance measurement and management: Benchmarking performance to company vision and business needs
- Explore the Talent Management Strategy
- Measuring effective talent management plans while driving accountability within the organization


Winnie Chiu
HR Director
 Sheraton Hong Kong Hotel & Towers

9.55 **REENGINEERING THE HRM FUNCTION TO MEET STRATEGIC NEEDS OF THE ORGANIZATION: THE COMPETENCY BASED HRM APPROACH**

- Drawing a competency framework for different job level
- Measuring employee performance through effective competency framework
- Deriving strategies to drive employee performance to the maximum
- Nurturing a performance driven culture in your organization
- Case studies of successful HRM function reengineering

Dr Rumesh Kumar
Principal Consultant
 Institute of Training & Development, Penang

10.45 MORNING COFFEE

11.00 **CREATING STRATEGIC DIRECTIONS AND DECISIONS TO SUPPORT THE ORGANIZATION: THE GE HR WAY**

 General Electric is one of the most famous companies today, with 315,000 employees worldwide and diverse business ranges from aircraft engines and power generation to financial services and television programming. GE is famous for its HR strategy and homogenous culture across the company due to strong leadership support for GE's HR function and a heavy focus on alignment of HR with business strategy. This session covers:

- The challenge of a HR department in setting goals in alignment with company direction
- Rebranding your company's human capital in alignment with corporate strategy

Anusoorya Themudu
HR Director
 General Electric

11.50 **FORESIGHT AND FORE PLANS IN CORPORATE LEADERSHIP - THE WAY FORWARD TO SUCCESSION PLANNING**

- Understand the principles behind best practices of succession planning
- Crucial steps when identifying successors for positions throughout the company
- Expanding the options and career paths of breakthrough succession management programs
- Learn how succession planning sustains growth and maintains organization value for the future
- Case studies and best practices of succession planning

John Lau
Managing Director
 Hann Consulting Asia

12.40 LUNCH

2.00 **EFFECTIVE STRATEGIES FOR MANAGING AND RETAINING SUBORDINATES**

- Questions that talented subordinates ask of their superiors
- Recognizing the various needs of talented subordinates
- Recruiting, motivating, and grooming talented subordinates
- Talent management principles and their bearing on managing teams

G. K. Lim, FInstSMM, CEI, CMS
Vice President
 HRD Gateway

2.50 **CHANGING MINDSETS: THE STRATEGIC HR ROLE**

- Building competency and commitment within the organization
- Uncovering blindspots in corporate HR
- Changing the way people think
- Transforming the way people work
- Case study: Innovating new ways to motivate people

Dr Victor Tan
Chief Executive Officer
 KL Strategic Change Consulting Group

3.35 AFTERNOON REFRESHMENT

ENHANCE PERFORMANCE & BOOST ORGANIZATIONAL GROWTH

3.50 KEY PRINCIPLES IN TRANSFORMING HR TO BE AN ORGANIZATION'S BUSINESS DRIVER



- Identifying and implementing strategic changes to transform HR from a cost centre to business driver
- Guiding principles in Implementing HR planning to position HR as a business partner
- Case study and best practices to bring HR a value-added department for the organization

Noven Rozano

Human Resource Section Head

PT Dirgamenara Nusadwipa - Astra Otoparts Group, Indonesia

4.30 ROAD TO SUCCESS – KEY COMPONENTS OF BREAKTHROUGH HUMAN CAPITAL MANAGEMENT

- Identify the tools powering HR alignment with human capital and enterprise initiatives
- Applying decision science for selection of talent
- Evaluate human capital management and analytics to find the performance drivers
- What is Talent Management Intelligence: An advanced technology model for human capital management

Suresh Thiru

Chief Operating Officer
Jobstreet.com

5.20 END OF DAY ONE

DAY TWO

5 SEPTEMBER 2006

TUESDAY

8.30 MORNING COFFEE

9.00 CHAIRPERSON'S OPENING REMARKS

Devan Kumar

General Manager, Head of Group HR
Tronoh Consolidated Malaysia

9.10 HOW TO BUILD STRONG CORPORATE CULTURE - KEY TO COMPETITIVE ADVANTAGE



- How a strong corporate culture reflects upon the company's culture in nurturing talent
- Challenges in building Inspiring and egalitarian corporate culture
- Best practices to achieve the 'best-in-class' company culture
- Understand significant motivation that energize your employees
- Instill a CAN-DO culture for your company

Dr Henry Yeoh

Senior Manager Group HR
Elken Malaysia

9.55 PROBLEMS WITH TRAINING AND IMPERATIVES FOR THE EFFECTIVE MANAGEMENT OF THE TRAINING FUNCTION

- Understand why effective management of the training function is critical to the effectiveness and efficiency of any organization
- Discover the training problems in Malaysia organizations
- Explore what do organizations gain from having structured and organized training
- Pre and post course evaluations to assist in ensuring high ROI from training
- How to get maximum results from training

Heera Singh

Principal Consultant

HEERA Training and Management Consultancy

10.45 MORNING COFFEE

11.00 DERIVING STRATEGIES FOR HR FROM A GLOBAL PERSPECTIVE

- Understand the deriving strategies to achieve the world-class HR team
- Critical success factors and common pitfalls for HR team
- Instilling strategic goals and decisions to boost the organization globally
- Building the HR team globally through diversity of employees

Professor Dato Dr Ibrahim Ahmad Bajunid
Dean

Faculty of Humanities and Social Sciences, Universiti Tun Abdul Razak & President

The Malaysian Institute of Human Resource Management (MIHRM)

11.50 CULTIVATE HR LEADERSHIP TO SUPPORT THE ORGANIZATIONAL LONG TERM PLAN



- Identify the new standards of HR leadership in today's workforce
- Importance of HR leadership and development to increase brand equity for the organization
- Cultivating tomorrow's HR leader; crucial strategic considerations for organizational growth

Ghazali Yacob

Vice President Human Resource
Lafarge Malayan Cement

12.40 LUNCH

2.00 HUMAN CAPITAL STRATEGY TO INCULCATE PERFORMANCE WORKFORCE AND CULTURE



- Building a high performance workforce/ culture through:
 - Accountability for the strong result
 - Competitive differentiator
 - Opportunity manage for impact and growth

- Aligning people, practices and strategy
- Investing leadership - competency plan and commitment
- Creating the employee - valued proposition
- Engaging employment

Fathaiya Jamaludin

*Head of Human Capital Management
Commerce Life Assurance*

2.50 HR OUTSOURCING: A STRATEGIC BUSINESS PLAN TO HIRING SMART

- Why do companies outsource? – Understanding the strategic business plan to hiring smartly
- Enhancing performance and competitiveness through HR outsourcing
- Emphasize the value proposition of HR outsourcing

Liza Hussain

General Manager

Manpower Malaysia

3.35 AFTERNOON REFRESHMENT

3.50 REENGINEERING THE COMPENSATION AND REWARDS SYSTEM TOWARDS TODAY'S AMBITIOUS DRIVEN EMPLOYEES



- The importance of linking compensation strategies to company business goals and objectives
- Creating a dynamic pay-for-performance remuneration packages and how to make it different and effective
- How to develop reward strategy for innovative ideas related to quality and customer-based performance appraisal
- Understand the global trends and best practices in the rewards system

Devan Kumar

General Manager, Head of Group HR

Tronoh Consolidated Malaysia

4.35 ACHIEVING HIGH PERFORMANCE IN ORGANIZATIONS: TALENT MANAGEMENT FOR SUSTAINABLE AND RENEWABLE COMPETITIVE ADVANTAGE

With the current battle for qualified workers, Talent Engagement is one of the hot business topics for the new millennium. Recent studies have shown that the most talented employees are between 40%-70% more productive than their average counterparts, so there is little doubt that talent is important. But, until recently, nobody knew the concerns of the top talent group in Asia. Dr Brent Ruge, a Project Director from ISR will present an overview of the talent landscape across Asia, culled from the results of a ground-breaking six-nation study aimed specifically at the most talented workers in our region. He will also discuss the key drivers of talent engagement – the practices that lead to higher motivation, buy-in, and lower turnover among the Asian talent group

Dr Brunt Ruge

Project Director

International Survey Research (ISR)

5.20 END OF CONFERENCE

KEY BENEFITS OF ATTENDING

- ✓ **CREATE** a dynamic organization culture ready to face the challenges of today and tomorrow
- ✓ **KEEP** abreast of current and latest HR trends and challenges
- ✓ **ADOPT** integrated human capital and career development approaches to attract, retain and develop top talents
- ✓ **MOTIVATE** and successfully engage your employees and key talents
- ✓ **GRASP** winning strategies in designing implementing leadership development programs
- ✓ **ENHANCE** HR credibility and demonstrate added value to your organization
- ✓ **HEAR** practical case studies from industry leaders in Malaysia
- ✓ **NETWORK** and exchange views with Senior Executives and HR Practitioners

WHO SHOULD ATTEND

This conference has been specifically designed for

- ❖ Heads
- ❖ Directors
- ❖ Vice Presidents with responsibilities in:

- ★ Human Resources
- ★ Personnel
- ★ Training & Development
- ★ Employee Relations
- ★ Compensation & Benefits
- ★ Manpower Development
- ★ Talent Management
- ★ Recruitment
- ★ Performance Management
- ★ HR Special Projects
- ★ Human Capital
- ★ Organizational Development
- ★ Strategic Planning

SPONSORSHIP & EXHIBITION OPPORTUNITIES

This high profile event provides your company with the unique opportunity to capture the interest and influence the decisions of a highly targeted audience. Capitalise on this ideal platform to market your services and form strategic relationships through networking. Sponsorship and Exhibition options include:

- ◆ Luncheon
- ◆ Cocktail Reception
- ◆ Documentation
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For enquiries Tel: (603) 2070 3299 or Fax : (603) 2070 3369

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

KEEP UPDATED AND ABREAST WITH THE LATEST EFFECTIVE HR INITIATIVES, DEVELOPMENT AND TRENDS AND TRANSFORM HR TO BE A BUSINESS DRIVER

In today's fast-moving age, many of the organizations realize and recognize the importance of Human Resources Management for the organizational growth and business success. Recognizing the employees as the most crucial and true capital for the business, the future success of any organization relates directly to human capital that provides return to business through sound people management policies and strategies. Through the emerging changing trends, organizations will need to anticipate and nurture performance driven cultures in ways best suited for their organizations.

To address these challenges, *Asia Business Forum* is pleased to bring you its 8th Annual Conference on “**HUMAN RESOURCE MANAGEMENT**”. This 2-day event will provide you with the latest HR initiatives, trends and strategies from distinguished HR professionals in Asia. You will gain instant access of invaluable information into prominent key presenters who are practitioners from all across the industries, from manufacturing, to finance institution, hotel and leading HR consultants.

AT THIS INFORMATION-PACKED CONFERENCE, YOU WILL BENEFIT FROM THE EXPERIENCES OF TOP ORGANIZATIONS

- ❑ **General Electric** will share its perspectives on creating strategic directions and decisions – one of the HR way to boost and support organizational goals
- ❑ **Tronoh Consolidated** will discuss current trends in compensation and rewards system towards today's ambitious driven employees and how to make it effective
- ❑ **Elken Malaysia** will give insights on the success story of Elken in building an inspiring and egalitarian corporate culture and how they instill a CAN-DO culture for its company
- ❑ **Sheraton Hong Kong Hotel & Towers** will give a presentation on how to align talent management strategy to the company vision, strategy and business needs
- ❑ **Lafarge Malayan Cement** will examine the challenges in cultivating HR leadership in meeting long term plan
- ❑ **Malaysia Institute of Human Resource Management** will discuss strategic goals and decisions for HR to boost your organization in the global context

GAIN KNOWLEDGE AND DISCOVER THE LATEST HR STRATEGIES IN THE MARKET FROM LEADING HR PROFESSIONALS INCLUDING

- PT Dirgamenara Nusadwipa - Astra Otoparts Group, Indonesia ● Jobstreet.com
- Commerce Life Assurance ● Manpower Malaysia ● KL Strategic Change Consulting Group
- International Survey Research (ISR) ● HEERA Training and Management Consultancy
- Hann Consulting Asia ● Institute of Training & Development, Penang ● HRD Gateway

Don't miss this opportunity to hear first-hand best practices and recommendations from leading organizations. Hear industry experts and leading HR professionals who will be sharing on practical tips and strategies on how to effectively make a positive HR impact in your organization and contribute to its success.

Call us now at (603) 2070 3299 or fax your registration to (603) 2070 3369 or email to puvanes@abf-asia.com to register today!

REGISTRATION FORM

HUMAN RESOURCE MANAGEMENT

4-5 September 2006

JW Marriott Hotel Kuala Lumpur, Malaysia

Yes! Please register the following delegate(s) for this Event (*Please photocopy for more delegates*)

I am unable to attend but please put me on your mailing list

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For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's Conference on "Human Resource Management". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that rooms are available on a first-come-first-served basis.

INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

IMPORTANT NOTICE: Due to the provisions of the DIRECT SALES ACT 1993, the registration form herein shall only be used by **body corporate**. Since Asia Business Forum Sdn Bhd is unable to accept registration by mail from any individual, all individuals and applicants who are not body corporate and who wish to attend are requested to register themselves at Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia or call (603) 2070 3299 for registration procedure.

5 EASY WAYS TO REGISTER



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Your investment for attending this Conference is:

	Regular Fee (Payment after 4 August 2006)	Early Bird Fee (If payment & registration are received by 4 August 2006)
Conference Only	RM3,295	RM2,995

The fee includes lunch, refreshments and conference documentation.

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

PAYMENT METHODS

Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM SDN BHD** and mail your payment together with this registration to **Suite 20.05, Level 20, Wisma Goldhill, 67 Jalan Raja Chulan 50200 Kuala Lumpur, Malaysia**. Enclosed is our cheque/draft for RM _____

Credit Card (AMEX ONLY) Please debit my Amex Card Number:

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Important Notice: Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the conference and with immediate full payment.

CANCELLATIONS & 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 **15 August 2006**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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