

MARKETEER

ISSUE 1/2011

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- Better life Through Healthier Choices
- Time for Asian CEOs To Pay Attention To Branding

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- Shortage of Packaging Material in Food Industry



Cover Story
REVISITING VISION 2020
TUN DR. MAHATHIR MOHAMAD



INSTITUTE OF MARKETING MALAYSIA

For Members Only

3rd Global Advances in Business Communication Conference & Exhibition (GABC 2011) "Trends and Issues"

Venue:

**Persada Johor International
Convention Centre,
Johor Bahru, Johor, Malaysia**

Date:

8 - 10 June 2011
(Conference & Exhibition)

11 June 2011
(Tour to Malacca UNESCO
Heritage City)

Introduction

GABC is a tri-continental initiative on Global Advances in Business Communication among USA, Europe and Asia. USA is represented by Eastern Michigan University, Europe by Antwerp University and Asia by Universiti Teknologi Malaysia. The 1st GABC was hosted by EMU in Michigan (2008), the 2nd by Antwerp University in Belgium (2010) and the 3rd is going to be hosted by Universiti Teknologi Malaysia (June 2011).

The conference will bring together academics and practitioners to share and explore ongoing scholarly activities and business practices which shape and are shaped by the changing nature and level of global business communications.

The conference will have five tracks:

- 1. International and cross-cultural business communication and negotiations
- 2. Global aspects of integrated marketing communications (IMC)
- 3. Communication aspects of international law and global business ethics
- 4. Languages and business communication
 - Health communication
 - Communication and technology (e.g. green technology, biotechnology)
- 5. E-Semantics (cross-cultural, language-based international issues associated with search terms, string searches, web design, website user-friendliness and electronic advertising keywords)

Keynote Speakers



Assoc. Prof. Dr. Francesca Bargiela
Honorary Associate Professor,
University of Warwick, United Kingdom
and Visiting Professor at UIBE, Beijing, China



Dato' Sharifah Mohd. Ismail
President,
Institute of Marketing Malaysia

Plenary Speakers

- 1. **Assoc. Prof. Catherine Nickerson**
Zayed University, United Arab Emirates
- 2. **Prof. Dr. Naoki Kameda**
Doshisha University, Kyoto, Japan
- 3. **Assoc. Prof. Shameem Rafik-Galea**
Universiti Putra Malaysia, Malaysia

Who Should Attend?

- Heads of Department
- Human Resource Managers
- Corporate Communication Officers
- Training Managers
- Performance Improvement Managers
- Knowledge Information Managers
- Business Managers and Entrepreneurs
- Sales and Marketing Managers
- Team and Project Leaders
- Management Consultants
- Strategic Planners
- Facilitators/ Lecturers/ Teachers
- Performance Coaches and Mentors
- Vocational and Career Guidance Counselors
- Communication Professionals
- Community Leaders

REGISTRATION FEES

	Local (RM)	International (USD)
Normal Conference Fee	990.00	320.00
Group rate Min. 3paxs from the same organisation	790.00	none
Min. 5paxs from the same organisation	690.00	none
Student	400.00	200.00
Tour to Malacca UNESCO Heritage City	60.00	20.00

For further information, please contact:

GABC2011 Secretariat
School of Professional and Continuing Education
(UTMSPACE)
Universiti Teknologi Malaysia
No 40-50 Jalan Kebudayaan 1, Taman Universiti 81300 Skudai
Tel: +607-5218170/59 Fax: +607-5211355
(Ms Norhidayah / Mr Mohd Syam)
Email: gabc2011@spaceutm.edu.my

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COVER

Tun Dr. Mahathir Mohamad the Fourth Prime Minister of Malaysia - A great statesman, leader and personality!

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CORPORATE BRIEF

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country organised for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act 1979, the Institute has assisted and will continue to assist, train and bring together marketeers from various business and industries with one common goal that is to improve the marketing skills of all its members.

We therefore welcome everyone with a passion in marketing to join the Institute to support, promote and enhance professionalism in marketing.

REVISITING VISION 2020

TUN DR. MAHATHIR MOHAMAD

The Institute of Marketing Malaysia (IMM) organized a Talk by Tun Dr. Mahathir Mohamad our Fourth Prime Minister on a topic that's very close to his heart REVISITING VISION 2020 which was held on 29th November 2010 at Nikko Hotel, Kuala Lumpur.



Tun Dr. Mahathir Mohamad
the Fourth Prime Minister of Malaysia
- A great statesman, leader and personality!

Speaking to a packed audience of more than 400 people Tun Mahathir said Malaysia should focus on Domestic Direct Investments (DDI) and not depend too much on Foreign Direct Investments (FDI).

ATTRACT DOMESTIC DIRECT INVESTMENT TO SPUR GROWTH

Tun Dr Mahathir Mohamad said the Malaysian economy is over dependant on FDI. So much so it wants FDI to create more jobs for the people. "This in turn will generate income and grow the economy. Our country cannot depend more on FDI anymore because other Asian countries provide more and better opportunities to encourage FDI such as cheap labour."

"It is a time for us to adopt new technologies and generate more jobs for our people. This has been done by Japan and Korea where new technologies create their own worldwide product such as KIA, Samsung, LG, Panasonic, Toyota and

others. Government should start focusing on DDI rather than FDI to be competitive in global economic market by giving similar benefits and assistance that has been given to FDI. Less red tapes and bureaucracy is also important to make Malaysia reliable as a global market player."

Dr. Mahathir stressed on the importance of changing mindsets to

increase productivity and quality of goods and services. High productivity through process of innovation would make Malaysia more competitive. At the same time, Malaysians must master English language as it would enable one to have more access to information and knowledge, and be able to operate internationally with relative ease.



One of Tun Mahathir's greatest achievements was his Vision 2020, a far sighted vision that chart the course to transform the country into a developed nation and to create a united Bangsa Malaysia within a specific timeframe.

Therefore, he said Malaysia had to focus on working towards being a high income economy by 2020. "An increase in wages can help make Malaysia a developed nation in line with Vision 2020. The increase would contribute towards a much faster growth of the per capita income for developed nation status." High income economy with high inflation would make the situation worse thus losing the purchasing power of Malaysians. This must be characterised by low inflation and low cost of living.

"When we talk about low cost of living, people must accept that it also means low income. If you want to have high income, you have to accept that the cost of living will also go up. A company cannot give higher wages without selling its products at higher prices and this will contribute to higher inflation and increase in the cost of living," citing Indonesia's rupiah.



Tun Dr. Mahathir will go down in history and be remembered as a leader who has brought about a modernized infrastructure to Malaysia, the North-South Highway, KL International Airport, Petronas Twin Towers, new administrative capital of Putra Jaya, to name a few.

Currently, our purchasing power is almost equal to US Dollar. For example, a hamburger in US is USD 1.00 meanwhile hamburger in Malaysia is RM 2.50.

Dr. Mahathir said the government must oversee the situation to guard against profiteering and ensure that any price hike would not be as much

as the wage increases. "A ten per cent increase in wages cannot buy 10 per cent more of what we used to buy simply because the cost of living goes up. But if a 10 per cent increase

***"Less red tapes and bureaucracy is also important to make Malaysia reliable as a global market player."
- Tun Dr. Mahathir***

in wages can buy five per cent more of what we used to buy, then I think we have made some progress."

The former prime minister was again in his element in saying that by and large, Malaysians supported Vision 2020, a 30-year plan which he crafted in 1991 to lay the foundations for Malaysia to be a developed nation by 2020. Dr Mahathir added that he would not be around by then to see what happens in 2020.



"To look ahead 30 years is beyond the span of my life. . . I would not be around to see what happens in 2020 and that's a good thing because nobody can blame me. . . I won't be around for you to blame," he said amidst laughter from the audience.



Having dominated the leadership scene for 22 years as fourth Prime Minister, and continuing to make his presence felt as vocal opinion setter, we are honoured to have Tun Dr. Mahathir speaking on a topic that's very close to his heart "Revisiting VISION 2020."

"To look ahead 30 years is beyond the span of my life...I would not be around to see what happens in 2020 and that's a good thing because nobody can blame me (if things failed)...I won't be around for you to blame," he said amidst laughter from the audience.

During question time, when Dr. Mahathir did not have some figures, he said he had not sat down to calculate and "bother the remaining part of my functioning brain. You know when you age, some part of the cortex gets slightly inefficient, and you don't want to bother yourself with too many details. Anyway, please go back and calculate (yourselves)," he told the audience who laughed it out.

"Vision 2020 is a mere vision...it may be sometimes an illusion, it is not real, but we want to make it real, we want to become a developed country by 2020." On why he chose 2020, he said: "I chose 20/20 because it means perfect vision if you were to

ask any optometrist," he said, adding that he preferred 20/20 to 6/6 used by the British.

But when it came to one of the pillars on establishing a fully moral and ethical society by 2020, he said: "When it comes to the question of morals, of course, it is very important that immoral people should not be allowed to lead this country."

Dr Mahathir again showed his dislike for Americans and the weakening

dollar, saying that the greenback had become unstable because the United States was a "bankrupt nation" and that the Americans had resorted to "printing an additional US\$600 billion" recently by issuing Treasury bills. "They have the capacity to print money. When they lose money on the street, they go back and print money. They can never become poor. We (Malaysia) cannot afford to depend on the printing machine. We have to depend on our (foreign currency) reserves to support our currency," he said.

Dr. Mahathir said he was not sure whether the rise in the country's foreign reserves to US\$100 billion of late from some US\$17 billion 13 years ago was due to the increase in Malaysia's economic performance or that the US dollar had weakened as "I had forgotten to ring up (Tan Sri Dr) Zeti (Aziz), the central bank's governor". He said having US\$100 billion in international currency reserves, which was equivalent to eight months of retained imports, might be too much.



Q & A session – everyone had a question but only a few had the opportunity to ask Tun Mahathir.



It was a great honour for the Institute when Tun Mahathir accepted our invitation to speak at the event.

The reserves, he said, should be pared down to half so that the money could be mobilised for productive use in the country rather than lending them to the US, which might be using the money to produce weapons "in order to kill

more people. You know, maybe we can use the money for those mega projects which are well-disliked," he said in his tongue-in-cheek manner.

To a question on mega projects, he said: "Careful of the construction of

new mega building to avoid Dubai problem of more buildings and no tenants as their population is small. We may build new highest building for prestige but later suffer if there are no occupants." Science and Mathematics, he said was crucial when answering another question. "English is critical to equip us with good speaking and writing skills as English is language of technologies. Don't move one step back for no reason," he added.

For everyone present it was indeed a rare opportunity to listen to this great statesman, leader and personality!

To the Institute the event was a great success because it was supported by a great number of our members in particular and the industry in general.



Support from our partners and the industry has made this event a huge success for the Institute.

Transform Your Business, Stand Out and Move Up and Learn What Customers Really Want

Featuring World Renowned Speaker
& Customer Experience Guru

Scott McKain

The Institute of Marketing Malaysia (IMM) in collaboration with Brand One Pte Ltd & The Brand Theatre of Singapore organized a One Day Seminar with Scott McKain entitled "Transform Your Business, Stand Out and Move Up and Learn What Customers Really Want" which was held on 1st November 2010 at Hotel Istana, Kuala Lumpur.

The Institute of Marketing Malaysia (IMM) in collaboration with Brand One Pte Ltd & The Brand Theatre of Singapore organized a One Day Seminar with Scott McKain entitled "Transform Your Business, Stand Out and Move Up and Learn What Customers Really Want" which was held on 1st November 2010 at Hotel Istana, Kuala Lumpur.

In this one day session Scott shared his views that transforming a business is a concept both highly complex – and relatively simple.

During the session participants studied and discussed how to stand out and move up, no matter what

the economy or the competitive situation they face in their business.

According to Scott there are six (6) disconnections between customers and the organizations seeking to serve them.

**According to Scott
there are six (6)
disconnections
between
customers and
the organizations
seeking to serve
them.**

The Six Disconnections are:

Customers Seek:

Compelling experience
Innovation
Personal focus
Differentiation
Reciprocal loyalty
Coordination

Organizations Provide:

Customer service
Maintaining the status quo
Product focus
Sameness
Endless prospecting
Confusion



Scott shared his views on transforming a business is a concept both highly complex – and relatively simple.

Those organizations able to bridge the gap between what they offer and what customers REALLY want are able to transform their business in a highly compelling manner.

One of the challenges organizations – and individual professionals – encounter is that there are Three Destroyers of Differentiation. These three aspects pull every business and professional back to the pack, making it difficult for a customer to determine the difference between one competitor from another.

Three (3) Destroyers of Differentiation are :

Copycat competition – the inclination to imitate the advantages your competitor has in the marketplace.

Delivering the Ultimate Customer Experience creates greater customer loyalty.

Tougher competition – today's highly connected world, via the Internet and social media, forces your competitors to become tougher, or they cease to exist.

Familiarity breeds complacency – the longer a customer has been doing business with you...and you and your organization with them...the more likely you will be taken for granted. It's vital that all organizations fight the phenomenon of these Three Destroyers.



What does it take to create the Ultimate Customer Experience for YOUR Customers?



How does this turn prospects into customers?

There are five (5) steps to delivering the Ultimate Customer Experience to those doing business with you :

- **Step One :**
Make a GREAT impression!
- **Step Two :**
Don't "make it right" – GET it right!
- **Step Three :**
Serve with empathy
- **Step Four :**
Connect with emotion
- **Step Five :**
Take personal responsibility

Delivering the Ultimate Customer Experience creates greater customer loyalty. However, it also stimulates new business, as well! Your current customers become your advocates in the marketplace, drawing their friends and colleagues to also do business with you.

For the Institute it was a highly successful seminar and the overall experience and motivational approach of the speaker was a key factor in the success of the learning experience.

For the speaker he expressed his gratitude and privilege to be able to work with so many wonderful professionals during the session, and of course for the opportunity to return to Malaysia! "I look forward to returning again in the near future" said Scott Mc Kain.



Those organizations able to bridge the gap between what they offer and what customers REALLY want are able to transform their business in a highly compelling manner.



What do "Customers REALLY Want"?



Your current customers become your advocates in the marketplace, drawing their friends and colleagues to also do business with you.



HOSPITALITY



ENTERTAINMENT



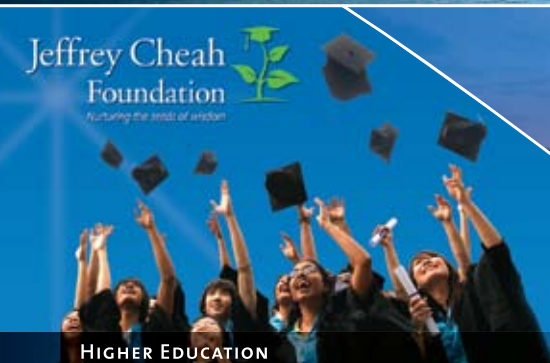
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TRADING & MANUFACTURING

TURNING VISION INTO REALITY



Hewitt-Fortune-RBL Top Companies for Leaders 2007



Malaysia's Most Valuable Brands 2007-2009



National Annual Corporate Report Awards 2007-2009



The Edge Top Property Developers Awards 2003-2010

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SHORTAGE OF PACKAGING MATERIAL IN FOOD INDUSTRY

Weeks after 11 March earthquake and tsunami, shelves in many stores across Japan remain empty of various products especially food items. It is often not the products themselves that are in short supply, but rather the manufacturers are facing shortage in containers and packaging.

Containers for natto, a traditional Japanese dish of fermented soybeans and cartons for milk are in short supply. In the wake of the devastating disaster, factories that produce packaging materials have struggled to boost output to match with the demand.

Lately, natto, being one of daily food for the Japanese is difficult to find in most of the supermarkets in Tokyo metropolitan area. In Ibaragi prefecture, the natto production

center, makers recently resumed output but production remains far below normal levels since supply of containers and transparent film used to wrap up natto is not enough.

For example, Takanofoods Co., a major producer of Natto, is having particular difficulty in securing flexible film in big quantity.

This is due to no production from Mitsubishi Chemical Corporation, a major petrochemical company located in Ibaraki since their production facilities have been damaged by the disaster. Even though the company has resumed operations at its factory, but has yet to secure a stable supply of natto containers. This has kept output down to less than half of the level before the disaster.

According to a packaging materials company in Tokyo, the lack of plastic film is more serious than the shortage of containers. In Ibaraki prefecture, a polyester films plant operated by Teijin DuPont Films Ltd has suspended their operations and Mitsubishi Chemical has shut down one of their large petrochemicals complex that makes ethylene, styrene, phenol and other plastic feedstock.

A major petrochemical hub in Chiba prefecture also has been affected. A fire at a refinery operated Cosmo Oil has led to the temporary closing of the site, which annual capacity of about 150 million pounds of propylene and plastic feedstock. Maruzen Petrochemicals also has closed an ethylene cracker in Chiba and similar crackers operated by Mitsui Chemical, Sumitomo Chemical and Idemitsu Chemical has reduced their operating rates by 60-80 percent.



Demand for bottled mineral water has also skyrocketed due to fears over tap water contaminations. Supply, however, has been hampered by a shortage of bottle caps since the production at Japan Crown Cork Co.'s plant in Ishioka, Ibaragi prefecture and Nihon Yamamura Glass Co.'s factory in Utsunomiya has been halted.

Production by the nation's three leading plastic bottle cap makers has slowed to 60 percent of pre-earthquake levels. Output at factories in western Japan has been increased; unfortunately, it is not able to meet with the gap.

According to a local trading company, those Japanese companies are willing to buy

packaging materials even at high prices quoting an example of high price of plastic packaging from Korea. It will take as long as six months for Japanese petrochemical makers to restore their plants to their previous operating levels.

Most companies in plastic industry know that Malaysia is one of the biggest plastic producers in Asia. Japan is also one of the biggest buyers of Malaysian main products including plastic containers, plates, films and bottle caps. Thus, there is no doubt that plastic and petrochemical manufactures in Malaysia could benefit from quake-related outages in Japan.

MATRADE Osaka
April 2011

WELCOME ABOARD!

Congratulations and a warm welcome to all our new members who joined the Institute from November 2010 to May 2011. We really appreciate your support and hope that together we can contribute towards achieving greater excellence in the professional field of marketing management



Malayan Banking Berhad



Siemens (Malaysia) Sdn Bhd



Crimsonlogic Malaysia Sdn Bhd

Corporate Membership Renewal

A total of 10 Corporate Members renewed their membership with IMM during the period November 2010 to April 2011. Special thanks to Jabatan Muzium Malaysia, Universiti Tun Abdul Razak (UNITAR), Universiti Malaysia Kelantan and Utusan Melayu (Malaysia) Berhad for renewing their Corporate Membership for TWO (2) years up to 2013.

Universiti Sains Malaysia,
Penang

TM Info-Media Sdn Bhd



Malaysia Airports Holdings Berhad



International Islamic University Malaysia



Tanaga Nasional Berhad



Masterskills (M) Sdn Bhd



Jabatan Muzium Malaysia

Universiti Tun Abdul Razak
(UNITAR)

Universiti Malaysia Kelantan (UMK)



Utusan Melayu (Malaysia) Berhad

New Ordinary Members

IMM registered Eleven (11) New Ordinary Members during the period November 2010 – March 2011. We extend our warmest welcome to the following members and look forward to a long and fruitful professional relationship

Name of Member	Job Title	Company Name
Ms Ng Tsusy Ling	Sales & Marketing Executive	Hanson Quarry Products Sdn Bhd
Ms Kam Suet Kuan	Assistant Manager	EON Bank Berhad Kuala Lumpur
Ms Jennifer Len Yoke Tai	Building Manager	Mayland Management Services Sdn Bhd, Johor Bahru
Mr. Lam Mun Soon	Lecturer	Multimedia University, Melaka
Mr. Ronald Yong Khiam Song	Senior Vice President - Sales	KAO (Singapore) Pte Ltd
Mr. Ng Yu Ching	Internet Marketing Consultant	IBiz Innovation
Cik Najihah Binti Mohd. Alkaff	Manager, Branding & Marketing	SMR HR Group
Encik Mohd Faezal Abdullah	Marketing Manager	Cosmopoint Sdn Bhd
Mr Er Jing Yang	Marketing Manager	Dagang Asia Net Sdn Bhd
Encik Roslan Bin Mohamed	Manager	Proton Edar Sdn Bhd
Ms K. Devaki A/P Kanapathy	Lecturer (Commerce Department)	Port Dickson Polytechnic

Renewal Of Ordinary Members

We thank the following TWO (2) Members who renewed their membership with IMM during the period November 2010 to April 2011.

Name of Member	Job Title	Company Name
Mr Ng Chong Lim	Marketing Manager	Cew Sin Plastic Pipe Sdn Bhd
Ms Iris Cheong Kwei Fong	Sales & Marketing Manager	Kinta Properties Holdings Sdn Bhd

Student Membership

IMM registered TWO (2) new Student Members for the period November 2010 to April 2011. We wish to extend special thanks to these new student members.

Name	University
Cik Aezzaddin Aisyah Zainuddin	Universiti Teknologi Malaysia (UiTM)
Puan Siti Fatimah Mohamad	Universiti Putra Malaysia (UPM)





TIME FOR ASIAN CEOs TO PAY ATTENTION TO BRANDING

by M.Krishnamoorthy

While the world was changing with branding, was Asia paying attention? "Not really,"

says branding guru Joseph Baladi. The brutal truth is that branding is little understood by Asian decision makers throughout much of the region.

There exists widespread misconceptions and, in many cases, outright ignorance over the value and role of brands and the process required to build them,"said Baladi in a Business & Branding seminar organized by the Institute of Marketing Malaysia on February 28 at the Istana Hotel.

The seminar was attended by top Malaysian Government officers, private sector CEOs and executives from a diverse trading and marketing background. He explained that surveys repeatedly confirm that Asians from across the region overwhelmingly prefer great Western Brands to homegrown ones: given the choice, they will drink Coke, wear Nike shoes, and drive a BMW every time.



Joseph Baladi a veteran business, branding and communications expert was recently in Kuala Lumpur to speak on his latest book "The Brutal Truth About Asian Branding".

Rare is the intense emotional relationship with an Asian brand found in, said Baladi. ***"Yet, tens of thousands of new brands emerge every week in the region, reflecting the unstoppable energy and vitality that is fueling the increasingly universal belief that this century will belong to Asia."*** So, why are Asian brands (Japan aside)? not being recognized. The continued absence of genuinely great Asian brands (as opposed to merely good ones) will, at best, slow that prospect, or at

worst, put it in jeopardy. Something visible and disruptive needs to happen if Asian brands are to live up to their potential during this period of unprecedented change and opportunity.

Baladi called a spade a spade and did not mince his words on Asian brands suffering because of the wrong approach or the lack of will to generate new and lasting brands.

“Despite the impressive Asian regional economic growth of the past two decades and the concurrent spectacular rise of China, Asian brands continue to fare poorly in the minds and hearts of consumers around the world, and particularly amongst those of Asian consumers. Annual surveys and polls continue to confirm that Asian consumers from Singapore to Seoul and from Bombay to Beijing – regardless of age or gender – prefer, seek out and often lust over Western brands,”* said Baladi who was raised in South America and educated in Australia.

His working career - which has included postings to New York City, Mexico City, Tokyo, and Singapore has given him a unique perspective on human values, consumer behaviour and the valuable role that brands and branding play in building an organisation. He is a prolific writer and a popular speaker



Baladi, the author of *The Brutal Truth About Asian Branding* said that Asian CEOs must learn the brand skills used so successfully in the rest of the world. It will take a big change in mentality, but the rewards will be vast. This book is a great start to that revolution.

at major business and branding forums around the world.

Baladi's formula is simple. ***"If Asia is going to produce genuine world-class brands, more dialogue – more talk – needs to take place. The one difference, however, is this: less nonsense, less self-indulgence, less denial and less of a lot of other things need to***

happen – at the company level and from some of the advisors they rely on, like advertising agencies. BrandTalkAsia is Brand Central and we invite you to the conversation and to the great future that awaits Asian brands."

He is of the opinion that the blind are leading the reluctant. Hierarchical, command and control management structures, often dominated by autocratic management styles, are depriving employees of all levels not only information but the opportunity to contribute to the shaping of policy and direction. Apart from the obvious missed opportunity, the insidious result is the creation of a culture that self-censors: there exists a widespread hesitancy and even fear amongst all employee levels to express or volunteer an opinion until the direction of the prevailing winds become clear.



If Asia is going to produce genuine world-class brands, more dialogue – more talk – needs to take place.

Baladi, the author of the *The Brutal Truth About Asian Branding* said that Asian CEOs must learn the brand skills used so successfully in the rest of the world. It will take a big change in mentality, but the rewards will be vast. This book is a great start to that revolution.

The *Brutal Truth About Asian Branding* is the first book that connects branding frameworks to the realities of operating in Asia.

It offers a very straightforward perspective on the challenges Asian CEOs face as they build their businesses and their brands, and perhaps the most compelling part of the book is the passionate plea for how Asian CEOs should be thinking different about branding.

M. KRISHNAMOORTHY

After being an experienced full time journalist for the past 25 years, he is currently freelancing as a coordinator/fixer for CNN, BBC, German, Australian TV networks, TIME magazine and newspapers in Malaysia.

He has worked full time as a journalist with The Star for 15 years and New Straits Times for 11 years. *THE YOU IN JOURNALISM* is his fourth book, currently used as a journalism text book for first year university students by lecturers in local universities and colleges. The other books are *EXPORTERS' DIRECTORY/ 1978* and two books related to tourism: *90 REASONS TO VISIT MALAYSIA 1990* and *SHOPPING GUIDE*.

"There are many books about branding but few address Asian companies directly. Joe Baladi has been one of the loudest voices to advocate strong branding practices to Asian companies determined to outperform their competitors. The Brutal Truth About Asian Branding is a timely book that all Asian CEOs with global aspirations should read," according to Richard Eu, Group CEO of Eu Yan Sang International.

"This is one of the most thoughtful books on branding I've come across. Most such books are either quickly-crafted "how-to" books or academic tomes over-burdened

with references," said Ho Kwon Ping Chairman/CEO, Banyan Tree and Board of Trustees, Singapore Management University.

"This book is thoughtful because it raises questions which deal with the "why" rather than just "how" of branding. The reference to brutal truth as the truth which will set us free--to examine ourselves without self-illusions--is liberating. The notion that Asia has many good, but no great brands, is also not a put-down but a clarion call for Asian CEOs to rise to the challenge and create lasting, meaningful, committed brand," added Ho.



Surveys repeatedly confirm that Asians from across the region overwhelmingly prefer great Western Brands to homegrown ones: given the choice, they will drink Coke, wear Nike shoes, and drive a BMW every time.



Branding is like a jigsaw puzzle: every piece counts and it is connected to every other element of the company thus Asian CEOs need to rise to the challenge and create lasting, meaningful and committed brands.

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PRIMANORA CARES UNTUK WANITA

“BETTER LIFE THROUGH HEALTHIER CHOICES”

The Institute of Marketing Malaysia (IMM) in collaboration with Primanora Medical Centre and Wanita magazine had organized the above seminar which was held on 24 January 2011 at The Legend Hotel, Kuala Lumpur.

If you don't have enough time for good health – you won't have enough health for a good time. Health problem has wide-ranging consequences. Wellness involves both choice and action. The choices you make each day and the actions you take on those choices, can lead to a healthier lifestyle, better life and happier future. Making positive choices and acting on those choices promotes a sense of accomplishment and well-being. Making a life-long commitment to a healthy lifestyle can reduce the effects of chronic illness, give you more energy, increase your self-esteem and confidence and helps you feel good and look good whatever your age.

This entertaining, interactive program was specially designed for women from all walks of life and women of all ages who want to be healthy and successful for a better



Datuk Dr. Nor Ashikin's efforts and her advocacy for women's health have been recognized throughout the country as well as internationally.

future. About 300 participants attended this event.

The objectives of organizing this seminar is to learn to have a better quality of health and happiness, build higher self esteem and confidence, increase one's energy and desire for higher productivity, learn how to make positive choices and changes in your life for a better life and also to learn how to organize your Personal and Professional life to achieve your individual and organization objectives.

We had five (5) doctors who are expert in their own field delivering the talks and sharing their experiences and tips with participants.

Datuk Dr. Nor Ashikin Mokhtar a Fellow of the Royal College of Obstetricians & Gynaecologists of London who is also the Founder and

Executive Chairman of PrimaNora Medical Centre a one stop medical specialist and aesthetic centre that looks after the needs of the women and family throughout their lifespan spoke on BETTER LIFE FOR A HEALTHIER FUTURE....FIGURE OUT WHAT MATTERS TO YOU.



The best way to stay healthy is to practice a healthy lifestyle.



Making positive choices and acting on those choices promotes a sense of accomplishment and well-being.

You can stay healthy and vibrant at any age if you know how to prevent and protect yourself. ...Let's celebrate life by taking responsibility for our own health through greater knowledge and understanding. There should be a paradigm shift instead of stressing on the negative side of illness the new approach underlines the positive aspects of health.

As you age our body is continuously changing and adapting to your lifestyle. Your lifestyle has a big impact on your health. Your lifestyle choices will determine your levels of wellbeing, happiness and will determine how healthy you will be.

You can stay healthy at any age. The best way to stay healthy is to practice a healthy lifestyle. Another part of a healthy life style is getting the proper screening tests and acting appropriately on the information they provide.

Those who do not find time for health checks will have to find time for illness.

Datuk Dr Nor Ashikin also shared her views with participants on GOOD HEALTH, GREAT SEX.....For a better life.



Dr. Kasumawati Alli shared with participants some easy ways to prevent them looking their age.

A good sex life is an important part of an individual's overall health. Sex can be a wonderful cementer or a terrible wedge for relationship.

Keeping the sexual spark alive in a marriage or in a long-term relationship is easier said than done. However, couples who take time to cultivate and maintain healthy and satisfying sexual relations tend to be more connected with each other and do not suffer from depression, heart problems and other health maladies. Scientific evidence is accumulating support what many of us have suspected all along: good sex not only adds great enjoyment to our

lives, but it also actually improves our health and may even contribute to our longevity.

We know that healthier people have more sexual activity. But we do not know which comes first. Does the good health make you more willing to have sex, or does the sex have a positive impact?"

Dr Kasumawati Alli, a member of the College of Radiology of Malaysia, National Specialist Register and Asean-Oceanic Society for Paediatric Radiology (AOSPR) who had wide experience in government hospitals as well as exposure in participating and organizing health and management seminars spoke on FRESHER, YOUNGER, HEALTHIER YOU.

According to Dr. Kasumawati, there's nothing worse than looking older than your age but you might be surprised to learn there are some easy ways to prevent you looking your age...

A curious fact about ageing is that many of the signs of ageing we later learn to dread like fine lines, pigmented skin, loss of elasticity, wrinkles, hair greying and thinning don't appear until many years after the behaviours that gave rise to them. What you do now will show up on your face many years later...

So what can we do now to keep looking younger later? Do we have options?No we are not talking about Botox injections, fillers, knives, scars and surgical facelifts. Yes the truth is for those who want to age gracefully the other options are to consider 100% non surgical, non invasive,, 'do not burn' and painless methods to rejuvenate your face and skin.

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All these treatments will lead to a youthful, healthy glow and refreshed look that we all desire and giving you more confidence and self esteem. Be prepared to grow old but not look old. Learn more about simple secrets to looking healthy and beautiful whatever your age.

Profesor Dato' Dr. Aminuddin Ahmad an expert and specialist in the holistic management of Medical conditions especially in the field of Gastroenterology and Hepatology spoke on LIFE MANAGEMENT FOR A BETTER LIFE. For the interest of readers **Dato' Dr. Aminuddin's** research focuses on the Helicobacter pylori, Hepatitis B and C and ulcer healing.

This is a wonderful time to be alive, this "golden age" of mankind; allows us to accomplish more goals than any other period in history. Life has to be managed optimally in order to achieve our true life potentials. Happiness, health and prosperity do not occur by accident, one will only achieve certain things, only by doing certain action. If one do a certain action that successful people do, over and over again, nothing can stop us from eventually getting the same results that they do.

There must be a purpose in life. To achieve our objectives, one thing is certain, it is not always easy, and it is never a straight line from start to finish. If the tasks and objectives are easily achievable then it is not worth pursuing since it will never test our true potentials in life, and we will never know the real reason why we are here.

Each of us has limitless potentials, often sabotage by our own self-limiting thoughts and self destructive behaviors. We need to explore and utilize our mental capacity to think, to tap on our emotions, to plan and manage our life events. The conditions that we are now reflect our thinking yesterday and how we will be tomorrow depends on our thoughts today.

We need to discipline ourselves, not only our actions but also to discipline how to think clearly, and to translate and manage this force and energy to transform our life. This is going to be a life defining event that will transform our future, yours and mine too. The interaction will generate a change and we will never be the same again.

Professor Dato' Dr Aminuddin Ahmad also discussed on another

topic related to **"I love Bacteria... Probiotics For A Healthier Life"**

- PROBIOTICS are friendly and beneficial bacteria that exert health-promoting influences in our body. Probiotics can be a supplement just like vitamins and minerals that contribute to a balanced gut flora to enhance our health and well-being. These probiotic organisms can be yeasts (fungi), good bacteria or even organisms commonly found in soil.

Good bacteria can be depleted during certain times in our lives due to taking antibiotics, stress and anxiety. A healthy, balanced gut flora plays a significant role in warding off pathogenic bacteria, toxins, allergens, chemicals and pollutants from penetrating our body where they will cause health problems. This is also called gut barrier effect or gut barrier function.

We need to discipline ourselves, not only our actions but also to discipline how to think clearly, and to translate and manage this force and energy to transform our life



According to Dato' Dr. Aminuddin this is a wonderful time to be alive, this "golden age" of mankind; allows us to accomplish more goals than any other period in history.



Wellness involves both choice and action. The choices you make each day, and the actions you take on those choices, can lead to a healthier lifestyle, better life and happier future.

Disruption to the balance of this fragile microbial ecosystem may lead to health problems such as bloating, intestinal pains, nutritional deficiencies and constipation. Our modern lifestyles today make it difficult to avoid environmental pollution, unhealthy diets and stress. But we should try to do what we can to right the balance of bacteria in our digestive tract, so that we do not fall victim to digestive and other health problems that make life miserable.

Another great speaker for the day Dr. Ho Choon Moy a Consultant Obstetrician and Gynaecologist at Pantai Hospital Cheras Kuala Lumpur spoke on "RED HOT MAMAs" Dr Ho is deeply concerned about women's overall quality of life especially in their golden years. Topic discussed was on UNDERSTANDING THE CHANGE IN THE GOLDEN YEARS.

According to Dr Ho, every woman is different. Some women experience only mild symptoms or none at all. Others struggle with hot flashes and other systems that last for years. Knowledge is power and the key is to this stage of your life – 40% of your life span- is in making healthy decisions regarding lifestyle and treatment options. There are remedies for dealing with just about every system on the list and daily opportunities

to take control, to prevent that is preventable and to manage the change that is inevitable.

We also had **Dr. Jeyarajah** who is presently a Consultant Physician at PrimaNora Medical Centre and he spoke on the Wonders of Stem Cells.

The discovery of the immortal stem cells, more than 20 years ago, created a biological and medical sensation. No matter how big a human becomes, it all began with an ovum and a sperm cell. This means that cells exist which have the potential to form a complete human. And this is the power we tap into when we talk about stem cells.

To date, adult stem cells have been found in nearly every body tissue, for example in the skin, the brain, the blood, the liver and the bone marrow.

If body tissue is damaged, stem cells head for the damaged area and advance the process of healing. However, they often do not arrive in sufficient numbers, or may even fail to arrive at all because the artery is blocked. The damaged area then only heals very slowly, or may not heal at all if the cause of the disease is not eradicated. It might also be



Dr. Jeyarajah who is presently a Consultant Physician at PrimaNora Medical Centre spoke on the "Wonders of Stem Cells".

possible that some diseases develop covertly and are not recognized as being in need of repair. Another problem: adult stem cells also age.

The process of aging cannot be stopped. However, with the help of modern medicine, it is possible to extract stem cells from the body, clean them, concentrate them and then apply them to the diseased or aging area. In many cases, the physiological healing process can be enhanced. The idea of defeating disease and disability has been medicine's magnificent obsession. And assisting doctors and scientists in this quest are stem cells — science's new weapons

By the end of the whole day's session participants had the opportunity to learn how to make positive choices and changes in their daily life for a better life and to organize Personal and Professional life to achieve individual and organizational objectives. They certainly took home knowledge, information, and great tips for a great life and most importantly they also made new friends who will enrich their lives in many ways.



Dr. Ho is deeply concerned about women's overall quality of life especially in their golden years and shared some tips on how they can overcome their fears.

Build A Strong Brand With Marketing Portfolio

by Joan B. Marcus

What's the best way to build your company brand? Should you focus on your website, direct mail, print ads, advertising specialties, electronic newsletter or social networking? What is the magic bullet that will build your brand?

There is, of course, no magic bullet. Effective marketing requires a variety of targeted communication tools with a strong marketing message. Think of this approach as building a marketing portfolio — a mix of marketing strategies that ensures that your message reaches your customers and prospects consistently and continually. Whether you have a shoestring marketing budget or a more sizable one, you can develop a powerful marketing portfolio. Here's how:

- Understand your customers. Effective marketing is always customer-centered. It focuses on the needs of your customers, not your products and services. Thus, the more you know about your customers and prospects, the easier it is to convince them to do business with you. Begin by looking at who your customers are and who you want them to be. Understand the pain points or needs that drive them to purchase your

products or services. Find out how your customers get information when they make a decision about a purchase. If you aren't sure of the answers, talk to your customers. Conduct an informal or online survey. If your budget allows, consider a focus group.

- Develop a strong marketing message. Now that you understand who your customers are, you need to develop a concise marketing message that captures your customers' pain points, your solution and what makes you different. This message should be a succinct, memorable statement of 25 words or less and should be included in every marketing strategy you use.

- Plan. Armed with information about your customers and prospects, develop a marketing plan that includes a variety of marketing strategies. Focus on those strategies that are most important to your customers. Ensure that you are in contact with customers and prospects on a regular basis. Include a timeline and assign responsibility for each task to hold yourself and your staff accountable. Think of your marketing plan as your roadmap to branding success.

- Execute your plan consistently. Once you have developed your plan, execute it consistently. Refresh your website on a regular basis by making it copy rich. Distribute your newsletter at regular intervals. Take part in networking opportunities. Use social networking tools as yet another avenue for reaching people.

- Evaluate and adjust. Closely monitor the results you receive from each strategy over a period of time. If one strategy is not giving you the results you anticipated, consider adjusting your plan.

Build your marketing portfolio consistently and continually and watch your brand grow!

Joan B. Marcus, president of Joan B. Marcus Communications LLC, helps small businesses and nonprofit organizations build their brand through the power of words. Learn more at <http://www.joanbmarcuscommunications.com> where you can also sign up for a free subscription to Words That Work, a monthly newsletter that offers practical and low-cost strategies to help you market your business.

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INSTITUTE OF MARKETING MALAYSIA



POSITIVE TALK

Make Stress Work for You

By DATO' BRIDGET MENEZES

Stress comes from our reaction to our physical or emotional circumstances. However, we are in charge of our emotions, so it makes sense that we can control our senses to bring about the final result, less stress, greater happiness.

Stress, when allowed to gnaw at us, multiplies manifold. Our performance at work suffers, spouses begin to distance themselves, even our children and friends sense the anxiety brought about by the stress and begin to wonder what the problem is.

Expectations can also cause stress when we fail to reach the targets set.

Life comes to a halt. When people do not live up to our expectations, we are equally disappointed.

We need to examine the source of our stress. Once we have identified the various sources, work on eliminating them one by one, until the mind has reached a stage of happiness at being free of them.

Also, understand people's limitation – they may not deliberately want to hurt you but may be limited by inability or other constraints. Be open in your discussions with your colleagues, friends, family and you will find they will understand and

reduce their expectations of you.

Positive thoughts make you happy and as a result your expectations of others decrease. This does not mean that they do not matter to you, but that you no longer demand love, respect or recognition from them, and it makes your relationships that much easier.

When you have inner happiness, you have the strength to accept other people as they are without wanting them to be different. This acceptance produces more peaceful relationships. With the positive attitude you create, you can offer yourself to other people just the way you are, with your virtues and limitations, without pretence.

Your body also benefits greatly. With a balanced and harmonious mind you are less susceptible to illnesses.

Thought for reflection:

Let our life not be one of struggle. Have a "Live and let Live" attitude in order to proceed in this journey of life with ease.

Where Has All The Good Marketing Gone?

What You Can Learn From Top Marketers

By Michael Fleischner

I don't know about you, but I feel like there is a scarcity of good marketing today. What do I mean "good marketing?" You know the kind of marketing that sticks with you and drives you to take action. The only marketing that has really moved me in the last couple of years has been from Apple. How do I know? I own 3 ipods.

You might be thinking to yourself that it's more the product that drives behavior than the marketing, and when it comes to the ipod I don't necessarily disagree. However, I would argue that in some ways, the marketing has to be even better than it does with your run of the mill product.

Apple has maintained a certain level of success with their marketing and now that marketing must not only tie together with previous marketing campaigns, but convince current customers that their current products are no longer sufficient.

It appears that this is done, not through slight of hand, but by showing you what you can't do with your current device. By illustrating this in a manner that is contradictory to your current satisfaction, it does make you feel like your ipod – which was fine until a moment ago has suddenly become inadequate. To me, that's really good marketing.

So what can be learned from the tens of millions that Apple spends on advertising every year? I think the answer to that question is to work in lock step with your product



development team to showcase developments and tap the emotions of those using your products. When I use my iTouch, I feel empowered, cool, and complete. I wouldn't have reached that conclusion without the help of marketing to get me there.

The lesson that I've learned is that marketing, if done correctly, helps us to define how we feel about a product. Once you have prospects and customers attaching emotions to your products, you develop loyal customers. The next time that you're thinking about a marketing campaign, consider how you want your customers to feel about your product.

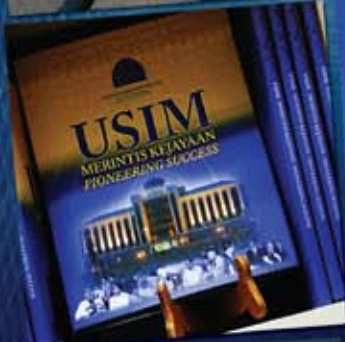
Manage the entire purchase decision process in order to consistently

manage the experience to reinforce or produce these desired feelings. Once you've been able to do that successfully, your creative marketing messages and promotions should be relatively easy to produce. Now that's what I call good marketing.

About the Author

Michael Fleischner is an author and Founder of MarketingScoop.com. If you're looking for SEO training or wish to Learn SEO with the help of leading search engine optimization experts, then check out the leading SEO software with MarketingScoop's SEO Elite Software Review and turbo charge your search engine optimization.

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Universiti Sains Islam Malaysia

Bandar Baru Nilai, 71800, Nilai, Negeri Sembilan, Malaysia

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Menara MATRADE, Jalan Khidmat Usaha, Off Jalan Duta,
50480 Kuala Lumpur, Malaysia
T: 603-6207 7077 F: 603-6203 7037
E: info@matrade.gov.my W: www.matrade.gov.my

