



1Malaysia Youth Business Expansion Strategies (1MYBEST) Expo

1MALAYSIA 青年企业发展策略展览

**March 10 – 11, 2012 (11am to 6pm) | Level 15, Kenanga Wholesale City
No. 2 Jalan Gelugor, 55200 Kuala Lumpur**

This is an initiative by United Youth Movement of Malaysia (GBBM) and Young Malaysians Movement (YMM) to educate the latest business strategies such as branding, marketing, e-commerce, franchising and financing for Malaysian Youth Entrepreneurs for them to expand their business ventures. We expect about 40 business and entrepreneur related government agencies, banks and related entities that will participate in this 1MYBEST Expo.

10 MARCH 2012 (SATURDAY)

TIME	DETAIL
1100 to 1200	Franchising for SME By Dato' Nelson Kwok, MD of Nelson's & Deputy President of Malaysia Retail Chain Association (MRCA)
1300 to 1400	Creativity for SME (E) By Robest Yong, Malaysia National Inventor & Innovation Ambassador of Agensi Inovasi Malaysia
1400 to 1500	Social Media & Internet Marketing for SME By Mr KC Lau, Managing Director for PCT Innovations Sdn Bhd*
1500 to 1600	Eternity for SME By Mr. Lok Eng Hock, MD of Eu Yan Sang

11 MARCH 2012 (SUNDAY)

TIME	DETAIL
1100 to 1200	IP for SME (E) By Mohan K, MD of Adastra Intellectual Property Sdn Bhd*
1300 to 1430	Officiating Ceremony by YB Dato' Sri Liow Tiong Lai, Minister of Health Malaysia*
1430 to 1530	Branding For Malaysia SME By Mr. KK Lai, Chief brandDNA Coach for SME & Secretary General of Malaysia Speakers Association*
1530 to 1630	Excelling in Manufacturing Based SME By Mr. Lew Yee Chong, President, Kluang Foundry Engineering & Industry Association & MD of YCL Precision Engineering Sdn Bhd*

*marked confirmed speakers