

# Course Outline

(A SIDC CPE approved course)

**Title :** Digital Economy and Capital Market Series: Alibaba and Tencent's Success Guide

**Date :** 4th April 2018

**Venue :** Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL

**CPE :** 10 Points

**Speaker :** Dr Ch'ng Huck Khoon

## Objectives

1. Explain what is Digital Economy;
2. Discuss the impact of Digital Economy on the Malaysian Capital Market especially logistic industry; and
3. Describe how Alibaba and Tencent transforming China into global Digital Economy leader.

Time	Descriptions
9 : 00 - 10 : 45	Digital Economy <ul style="list-style-type: none"><li>- E-Commerce and M-Commerce</li><li>- Digital Payment and Cashless Society</li><li>- Case Study</li><li>- Payments System in China</li></ul>
10 : 45 - 11 : 00	<b>Coffee Break</b>
11 : 00 - 13 : 00	Alibaba and Jack Ma <ul style="list-style-type: none"><li>- Alibaba's Business Model</li><li>- The Philosophy of Jack Ma</li></ul>
13 : 00 - 14 : 00	<b>Lunch Break</b>
14 : 00 - 16 : 00	WeChat, Tencent and Ma Huateng <ul style="list-style-type: none"><li>- WeChat</li><li>- Instant Communication Apps in China</li><li>- Tencent's Business Model</li><li>- Ma Huateng Quotes</li></ul>
16 : 00 - 16 : 15	<b>Coffee Break</b>
16 : 15 - 18 : 30	Malaysia Digital Free Trade Zone <ul style="list-style-type: none"><li>- Vision</li><li>- Opportunities and Challenges</li><li>- Discussion</li><li>- Malaysia Logistic Industry</li></ul>

# TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Digital Economy and Capital Market Series: Alibaba and Tencent's Success Guide
COURSE DATE	4th April 2018
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL
REGISTRATION	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	<b>RM 398 for Banker, member of professional associations [early bird by 4 March 2018]</b> RM 448 for Banker, member of professional associations <b>RM 518 for Public [early bird by 4 March 2018]</b> RM 588 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
SIDC CPE Points	<b>10 (Ten)</b>
Instructions	Complete this form and fax to 03-76104234 or email to <a href="mailto:cpeseminar@chkconsultancy.com.my">cpeseminar@chkconsultancy.com.my</a>
Payment Details	1. Cheque made payable to "CHK CONSULTANCY SDN BHD". 2. Or bank in to MAYBANK A/C #. 557063320872 3. Scan and email bank in slip to <a href="mailto:cpeseminar@chkconsultancy.com.my">cpeseminar@chkconsultancy.com.my</a> or fax to 03-76104234
Terms & Policies	1. submission of this document would imply agreement to our terms and policies. 2. CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant. 3. CHK Consultancy Sdn Bhd implements a non-refund policy. Transfer to another program date incurs a 20% transfer fee and must be within 1 month from the effected month. However, we allow a replacement participant with no additional charge. 4. Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee. 5. Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount. 6. Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability. 7. DISCLAIMER : CHK Consultancy Sdn Bhd reserves the right to change the venue, alter the speaker(s) without further notice, reserves the right to cancel/postpone this program. Administrators and participants will be notified and any payment received will be carried forward.

## MODE OF PAYMENT

PLEASE TICK

1. By cash, please bank into MAYBANK, "CHK CONSULTANCY SDN BHD"	<input type="checkbox"/>
2. Cheque made payable to CHK CONSULTANCY SDN BHD	<input type="checkbox"/>

## PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

FULL NAME	
DESIGNATION	
NEW NRIC/PASSPORT NO.	
EMAIL ADDRESS	
PHONE NO.	
MOBILE	
SC LICENCE / CMSRL NO.	
PROFESSIONAL ASSOCIATIONS MEMBERSHIP NO.	

## ADMINISTRATOR DETAILS

COMPANY	
CONTACT PERSON	
EMAIL ADDRESS	
PHONE NO.	
FAX NO.	
BUSINESS POSTAL ADDRESS	