

# Course Outline

(A SIDC CPE approved course)

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

**Date :** 22th May 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	22th May 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	<p><b>RM 398 for Banker, member of professional associations [early bird by 22 April 2018]</b>            RM 448 for Banker, member of professional associations  <b>RM 518 for Public [early bird by 22 April 2018]</b>            RM 588 for Public</p> <p><i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i></p>
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	<ol style="list-style-type: none"> <li>Cheque made payable to "CHK CONSULTANCY SDN BHD".</li> <li>Or bank in to MAYBANK A/C #. 557063320872</li> <li>Scan and email bank in slip to <a href="mailto:cpeseminar@chkconsultancy.com.my">cpeseminar@chkconsultancy.com.my</a> or fax to 03-76104234</li> </ol>
Terms & Policies	<ol style="list-style-type: none"> <li>submission of this document would imply agreement to our terms and policies.</li> <li>CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant.</li> <li>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.</li> <li>Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee.</li> <li>Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount.</li> <li>Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability.</li> <li>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.</li> </ol>

## MODE OF PAYMENT

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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	

last update 19 Jan 2015