

# Course Outline

(A SIDC CPE approved course)

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

**Date :** 26th September 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<br><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<br><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<br><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<br><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       | 26th September 2018   |
| VENUE             | Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL   |
| REGISTRATION TIME | 8.30AM - 9.00AM   |
| TIME              | 9.00AM - 5.30PM   |
| FEES              | <b>RM 395 for Banker, member of professional associations [early bird by 26 Aug. 2018]</b><br>RM 445 for Banker, member of professional associations<br><b>RM 515 for Public [early bird by 26 Aug. 2018]</b><br>RM 585 for Public<br><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".<br>2. Or bank in to MAYBANK A/C #. 557063320872<br>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.<br>2. CHK Consultancy Sdn Bhd only recognizes either payment or Letter of Undertaking and this form to confirm reservation for the participant.<br>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.<br>4. Cancellation made within 7 calendar days before the event date will incur a fee of 50% of the program fee.<br>5. Payment made any time AFTER the program date will result in an additional collection fee amounting to 15% of the original invoiced amount.<br>6. Registration is on a first-come-first-served basic. Walk-in participant/s will be admitted on the basic of space availability.<br>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

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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 |  |