

Course Outline

(A SIDC CPE approved course)

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

Date : 20th August 2019

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

TRAINING COURSE REGISTRATION FORM

| | |
|-------------------|---|
| COURSE TITLE | Digital Economy and Capital Market Series: Alibaba and Tencent's Success Guide |
| COURSE DATE | 20th August 2019 |
| 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 | RM 395 for Banker, member of professional associations [early bird by 20 July 2019] RM 445 for Banker, member of professional associations RM 515 for Public [early bird by 20 July 2019] RM 585 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i> |
| SIDC CPE Points | 10 (Ten) |
| Instructions | Complete this form and fax to 03-76104234 or email to cpeseminar@chkconsultancy.com.my |
| 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 cpeseminar@chkconsultancy.com.my 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

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| 2. Cheque made payable to CHK CONSULTANCY SDN BHD | |

PARTICIPANT DETAILS (COMPLETE ALL DETAILS)

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|--|--|
| 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 | |