

**SUCCESS** 24th - 26th April 2009 ■  
City Square, Johor Bahru

**SUCCESS** 17th - 19th July 2009 ■  
Putra World Trade Centre, K.L

■ 30th, 31st Oct & 1st Nov 2009 ■  
Village Mall, Sungai Petani, Kedah

# NBE

## NATIONAL BUMIPUTRA ENTREPRENEUR '09

CONFERENCE & EXHIBITION

www.myevents.com.my/nbece



# EMPOWERING BUMIPUTRA ENTREPRENEURS

Organised by:



Supported by:



# Introduction

The entrepreneurs in the world are the influential force that makes the business world dynamic. With their talents, daringness and innovativeness, they mould the business world to what it is now. These vibrant entrepreneurs give impetus to the economic growth, employment creation and innovation. The development of Small and Medium Enterprises formed by these entrepreneurs provides outsourcing support to the larger corporations and institutions. They complement these manufacturing multinationals taking away the non core activities away from these corporations.

Newly developed nations like South Korea, China, Russia, India and China requires huge number of entrepreneurs to propel the nation into the new era of open economy especially with the recent emphasis on the push for free trade. The business has become very competitive and nation like Malaysia will need larger pool of creative, innovative and enterprising people to bring Malaysia toward the vision of 2020.

As one entrepreneur rightly puts it "If you don't take advantage of yourself, someone else will." This can also be seen in a bigger perspective in relation to Malaysia. If our entrepreneurs do not take advantage of our natural and human resources, someone will reap the benefits from us. We have to capitalise on the opportunities not only in Malaysia but in the world as the markets have opened up. So the opportunities are abundant and it is only those entrepreneurs who have the right creativeness, attitude and perseverance will be able to do well.

The National Bumiputra Entrepreneur Conference and Exhibition 2009 focus in the development of not only quantity but quality Bumiputra entrepreneurs. This event also helps in increasing the percentage of bumiputra entrepreneurs in business relative to its population in Malaysia. The NBECE 2009 provides a platform for them to discuss, analyse, contemplate on the knowledge and skills required to be the best entrepreneurs. The participants will also be exposed to the many business opportunities offered by companies that are 100% groomed in Malaysia.



# Objective of the conference

The objective of the conference is to gather in the same place decision makers (government, ministries and state agencies), scientists (universities, research and development centres, start-up centres and incubators) and practitioners (SME's) in order to discuss topic that are of crucial importance for national competitiveness and increased economic development in the country .

## THE KEY AREAS OF THE CONFERENCE ARE:

- Entrepreneurship as a process of identifying opportunities and putting useful ideas into practice;
- Innovation as the driver of national, regional and global economy;
- Regional development and the possibilities and barriers for closer cooperation between entrepreneurs and corporate.

# target audience

The conference will be addressed at national government representatives in the country, who are involved in the process of policy making in the area of Innovation, Entrepreneurship and Nation Development. Special target group are enterprises, as well as non-governmental organizations active in conference topics.

The conference brings together policy makers, experts, practitioners, professors, business people and scientists in this subject area. The conference will make a contribution to policy making and new ideas on competitiveness in the country. Special target audience are students, young researchers and their supervisors from industry to present actual research projects and results.

# who should attend?

Entrepreneurs, investors, and executives of rapidly growing companies will definitely want to be at this event. If you are contemplating a start-up, looking to accelerate your sales growth, or want to connect with other business owners or investors, this conference is for you.

## SOME OF THE TOPICS COVERED AT THE CONFERENCE ARE:

- Governmental and regional policies on entrepreneurship, innovation and R&D
- Clustering and networking
- Entrepreneurship education
- Family businesses and entrepreneurship
- University – industry collaboration
- Innovation policy in small and medium enterprises
- ICT and Regional competitiveness
- Knowledge management and technology transfer
- National innovation strategies
- National competitiveness and development
- Business process modelling
- The benefit of knowledge zone, business centres and incubators in the country
- Financing innovation, R&D, SMEs and SMIs.



## Company Information

(Please complete in BLOCK LETTERS.)

Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 Company : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Tel : \_\_\_\_\_ Fax : \_\_\_\_\_  
 Mobile : \_\_\_\_\_  
 E-mail : \_\_\_\_\_

## How to Participate

Please complete the registration form together with the required payment favour of "My Events Sdn Bhd" (1408-1202549-05-6) CIMB Bank.

Please sign & date this form. Send to My Events to secure your space or package. Booth full payment **MUST** accompany this form.

Signature : \_\_\_\_\_  
 Date : \_\_\_\_\_  
 Company Stamp : \_\_\_\_\_

Mail to : **My Events Sdn Bhd (778409-P)**  
 Lot 3.03, Level 3, Bangunan KWSP, Changkat Raja Chulan  
 Off Jln Raja Chulan, 50200 Kuala Lumpur

## Terms & Condition / Terma & Syarat

### TERMS AND CONDITIONS

- Should any Exhibitor fails to pay the balance payment by the agreed date, deposits and/or fees paid by the exhibitor shall be forfeited and the reservation of booth made earlier will be cancelled.
- Exhibit space, as provided by the Organiser (My Events), only includes what is listed on the reverse side. Decorations of the booth shall be the sole responsible of the Exhibitor.
- Organiser (My Events) reserves the right to make changes in the Exhibitor space locations with no advance notice to the Exhibitor.
- All displays and distribution of literature, sales, live models, etc. should be placed/distributed within the assigned Exhibitor space unless with approval by the Organiser (My Events).
- Exhibitor is required to pay a full payment within 14 (fourteen) days upon receiving invoice. Booth will not be allocated should the payment has not been made. All bookings of booth are on FIRST COME FIRST SERVE BASIS.
- Should any Exhibitors withdraw after confirmation, procedures below will be applied:
  - (one) month before the exhibition – no penalty
  - (two) weeks before the exhibition – 50% from the full payment will be charged
  - (one) week before the exhibition – full payment will be charged
- Payments must be made by cash/cheque payable to My Events Sdn. Bhd.
- 4 pcs of complimentary exhibitor tag will be given to each company. Additional tags can be purchase at RM5.00 per tag. It is compulsory for all exhibitors to wear the exhibitor tag at all times during the exhibition for security and identification purposes.

### TERMA DAN SYARAT-SYARAT

- Pihak Penganjur (My Events) berhak menghalang atau membatalkan penyertaan mana-mana Pemamer jika deposit atau bayaran tidak dilaksanakan sebelum program Persidangan dan Pameran Usahawan Bumiputra Kebangsaan 2009.
- Ruang Pemamer adalah seperti yang disediakan oleh pihak Penganjur (My Events) dan seperti yang tercatat di dalam borang pendaftaran. Segala dekorasi adalah tanggung jawab Pemamer.
- Pihak Penganjur (My Events) mempunyai hak untuk mengubah atau menukar lokasi dan pelan walaupun tiada notis dikeluarkan kepada Pemamer.
- Semua barang-barang pameran dan pengedaran brosur dan kertas-kertas promosi dan jualan mestilah diruang tapak gerai sahaja kecuali mendapat kebenaran bertulis oleh pihak Penganjur (My Events). Pemamer tidak dibenarkan menghantar kakitangan untuk mengedar brosur dan kertas-kertas promosi di ruang Dewan Pameran.
- Pemamer bertanggungjawab untuk membayar jumlah bayaran penuh dalam masa 14 (empat belas) selepas menerima invois. Tapak gerai tidak akan diberikan kepada mana-mana Pemamer jika tiada bayaran dibuat.
- Jika Pemamer ingin menarik diri dari program ini selepas mendaftar, prosedur di bawah akan dijalankan:
  - (satu) bulan sebelum program – tiada penalti dikenakan
  - (dua) minggu sebelum pameran – 50% daripada jumlah bayaran akan dikenakan
  - (satu) minggu sebelum pameran – jumlah penuh masih dikenakan
- Segala pembayaran mestilah dibuat melalui tunai/cek di atas nama My Events Sdn. Bhd.
- 4 keping pas Pemamer akan diberikan oleh pihak Penganjur (My Events). Sebarang tambahan pas Pemamer boleh dibeli dan dikenakan caj sebanyak RM5.00 sekeping. Pas ini WAJIB dipakai sepanjang masa pameran dan di dalam Dewan Pameran (untuk tujuan keselamatan dan pengenalan diri).

## PARTICIPATION FEE & BOOTH SPACE:

\* Please select any **OPTION** and indicate the number of spaces/packages requested

### SPONSORSHIP SCHEME ■ RM20,000 for Gold package

Your organization will be classified as one of the partner

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- 6 X 6 sq meter booth space in premier location
- An official signing ceremony will be organized to announce the partnership with the sponsor.
- Logo inclusion – in all our conference brochures and directories.
- Event Webpage – Your logo will be included prominently in the official National Bumiputra Entrepreneur Conference and Exhibition 2009 website.
- Event Backdrop – Your corporate logo will be placed on the event backdrop.
- Prominent placement and mention of sponsor's logo in all our event materials and media promotions.
- Your company will be announced as the sponsor during opening remarks and attendees will be reminded in between the breaks.

### EXCLUSIVE BOOTH ■ RM 8,000 ( Premier Area )

**SUCCESS** Square, JB  **SUCCESS** C, KL  Village Mall, Sungai Petani, Kedah

- 18 sqm equipped booth
- 2 tables, 4 chairs
- Half-page-colored advertisement in the Show Directory
- 4 fluorescent lights
- 1 Power point – 13amps
- 1 Fascia board with organization's name and booth number listed
- Carpeting & partitions
- Premium booth locations

### CORNER BOOTH ■ RM 6,000

**SUCCESS** Square, JB  **SUCCESS** C, KL  Village Mall, Sungai Petani, Kedah

- 18 sqm equipped booth
- 2 tables, 4 chairs
- 4 fluorescent lights
- 1 Power point – 13amps
- 2 Fascia board with organization's name and booth number listed
- Carpeting & partitions
- Corner booth locations

### SUPERIOR BOOTH ■ RM 3,800

**SUCCESS** Square, JB  **SUCCESS** C, KL  Village Mall, Sungai Petani, Kedah

- 9 sqm equipped booth
- 1 table, 2 chairs
- 2 fluorescent lights
- 1 Power point – 13amps
- 1 Fascia board with organization's name and booth number listed
- Carpeting & partitions

## ORGANISED & MANAGED BY:



**My Events Sdn Bhd (778409-P)**

Lot 3.03, Level 3, Bangunan KWSP, Changkat Raja Chulan  
 Off Jln Raja Chulan, 50200 Kuala Lumpur  
 Tel : +603 2035 5777 Fax : +603 2035 5799 / 5797

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