

Talk on Risk Management for New Product Development

(Organised by Electrical Engineering Technical Division, IEM)

Date : 20th May 2017 (Saturday)

Time : 11.00 am to 1.00 pm (*Refreshments will be served at 10.30am*)

Venue : TUS and C&S Lecture Room, 2nd Floor Wisma IEM, PJ

Speaker: Mr. Azlan Kameel Mohd Ghazaly

BEM Approved CPD/PDP: 2 hours
Ref. No.: IEM17/HQ/160/T

SYNOPSIS

There may be a misconception that Research and Development and New Product Development are the same thing. Research and Development is the conceptual phase of a product lifecycle where a new technology or entirely new product is being conceptualized with completely new science. Here the development portion is the act of turning the discovered science to a useful saleable product.

Whereas New Product Development is a process of researching, designing, creating, manufacturing, marketing and selling new product. It is the entire product life cycle from conception to commercialization. The aim is to ensure the development cost is reasonable, the manufacturing process is efficient, the product is launched at the right time and the product is acceptable for the market that it is aimed for.

Having in place an effective Risk management system will allow the organization to conduct a continuous risk assessment, anticipate known risk and make a calculated decision on how to move on with a NPD project. Rating Technical risk of project by assessing the "amount of unknown" will illustrate the level of maturity of the technology in a NPD project. It is less stressful in any project to anticipate risk and action it rather than "fire fighting" to resolve issues.

BIODATA OF SPEAKER

Azlan Kameel Mohd Ghazaly, is currently a Project Management Lead in DYSON Manufacturing Sdn. Bhd. which is a part of DYSON group which is headquartered in Malmesbury, England, owned by billionaire inventor Sir James Dyson who invented the world's first bagless vacuum cleaner. Since being incorporated in 1993, DYSON Ltd had created 58 products which include robot vacuum cleaner and Supersonic hairdryer. Azlan holds a Bachelor of Science degree in Industrial Engineering from Marquette University, Milwaukee, Wisconsin graduating in 1996.

Azlan has had 20 years of industrial experience working in OEM and ODM type of organization in industries related to automotive, electrical and electronics, oil and gas as well as consumer products. He has wealth of project management experience as a project team member and 12 years as a Project Manager in the organisation that he has worked with.

Ir. Yau Chau Fong
Chairman
Electrical Engineering Technical Division, IEM

ANNOUNCEMENTS TO NOTE:

- **Non-members** may also attend the talk but will need to pay a registration fee of **RM50** and an administrative fee of **RM15**. GST is inclusive.
- Limited seats are available on a "first come first served" basis (maximum 100 participants). **To secure your seat, kindly register online at www.myiem.org.my.**

ADMINISTRATIVE FEE

- Kindly be informed that an administrative fee of **RM15** is payable for talks organized by IEM. GST is inclusive.
- Student Members are however exempted.

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