

TALK ON “IDEAS TO INNOVATION”

Organised by the Engineering Education Technical Division, IEM in collaboration with
Engineers Australia Malaysia Chapter (EAMC), and Institute of Mechanical Engineers Malaysia Branch (IMechE)
BEM Approved CPD/PDP: 2 hours Ref: IEM18/HQ/031/T

Date : **15 NOVEMBER 2018 (Thursday)**
Time : **5.30 p.m. – 7.30 p.m.**
Venue : **C&S and TUS Lecturer Room, 2nd Floor Wisma IEM, Petaling Jaya, Selangor**
Speaker : **Ir. DR. LING CHEN HOE**

SYNOPSIS

One of the keys to any successful business is being able to come up with new ideas to keep the business ahead of the pack. The process of bringing those ideas to reality is innovation. While thinking up new ideas is one step of the process, businesses have a much greater task in trying to turn that into an actual product or service that will benefit customers. The heart of a company's business model should be game-changing innovation. This is not just the development of new products and services, but the ability to systematically convert ideas into new offerings that alter the very context of the business. Innovation entails developing the ability to tackle problems creatively, generating new ideas, taking calculated risks and creating change to achieve organizational goals and objectives. The result of focus on innovation has been shown to be reliable, sustainable growth. The fast-paced technological advancement of the 21st century and the opening of markets around the world through various trade agreements motivated companies to launch a profusion of new products and services, in many cases exploiting the advancing technology. As a consequence, innovation became a crucial part of corporate strategy as companies tries to remain competitive and not lose market share to the more innovative companies. To attain this level of competitiveness, companies require not only the technology, but also the leadership, management skills and vision to implement the innovative ideas successfully. This talk will look at the various aspects of innovation, not least from a practical perspective.

SPEAKER BIODATA

Ir. Dr. LING Chen Hoe has been working with Meiden Malaysia, a company in the electrical engineering and construction industry in Malaysia since 1990. The company is a subsidiary of Meidensha Corporation, Japan (<http://www.meidensha.com/>) a manufacturer of electrical equipment and provider of electrical engineering products and services to both the private and public sectors in Malaysia. He is currently the Senior General Manager and Director of the company, with roles for Business Development, Strategic Planning and overseeing of the Engineering and Corporate Departments of the company. Dr Ling obtained his Bachelor's Degree in Electrical Engineering, RMIT University, Melbourne, Australia in year 1989. He holds a MBA from the University of Lincoln, United Kingdom (2003) and obtained his Doctorate in Business Administration (DBA) in 2015 from SEGi University, Malaysia. He is also a certified Chartered Professional Engineer of Australia, a Competent Engineer (33kV,132kV) & Professional Engineer in Malaysia. Dr Ling also serves part-time in various universities' programs, namely in the engineering faculty and post-graduate business management studies.



ANNOUNCEMENT TO NOTE

FEES

(Effective 1st October 2017)

Members

Registration Fee : FOC
Administrative Fee:
Online RM15
Walk In RM20

Non-Members

Registration Fee : RM 50
Administrative Fee: RM20

- 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**

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