

IEM Evening Talk

MATRADE Trade Mission - Promoting Malaysia's Enterprises to ASEAN. How will this benefit the Engineers? *By Datin Rusiah Mohamed*

Organised by AER National Monitoring Committee (AER NMC) and IPE & APEC Committee

Synopsis

The Malaysia External Trade Development Corporation - or MATRADE, embarks on efforts to create opportunities for Malaysian companies globally. MATRADE's mission to promote Malaysia's export has enabled many local companies to carve new frontiers in global markets. Today as MATRADE continues to put the spotlight on capable Malaysian companies on the international stage, at the same time helping make the phrase 'Made-In-Malaysia' synonymous with excellence, reliability and trustworthiness. MATRADE organises and manages Malaysia's participation in international trade fairs overseas. This serves as a good starting point for companies wanting to promote their products and services to potential foreign buyers. MATRADE provides assistance in handling space reservations, stand design and its construction, pre-event publicity and the scheduling of business meetings with foreign buyers. The speaker will elaborate on the benefits of being a MATRADE member and the introduction to various grants offered for its member. This session will provide awareness to Engineers who owns a business and keen to explore opportunities in ASEAN region.

This talk will also feature on the usage of MICROSITE, members' company website, within MATRADE website.

Speaker's Profile

Datin Rusiah Mohamed is currently the Director Construction & Business services (CBS) section of Export Promotion & Market Development Division. She graduated from Bachelor of Administration (Hons) Economics; majoring in international trade from Carleton University, Canada. Datin Rusiah has a vast experience in international trade. Datin has held the role of assistant director of Malaysian Export Centre (MEXPO) International Trade Division, Ministry of International Trade and Industry, since 1988. And in her 31 years of working experience, Datin Rusiah has held pivotal roles such as Assistant Manager of MATRADE, trade facilitator in various countries to the her current position.

Ir. Mohd. Aman bin Haji Idris
Chairman,
AER National Monitoring Committee, (AER, NMC)



12
DECEMBER 2019

**MALAKOFF AUDITORIUM,
WISMA IEM,
PETALING JAYA**

5.30PM – 7.30PM

(Refreshment will be served at 5.00pm)

**BEM Approved CPD/PDP
Hours: 2
Ref. No.: IEM19/HQ/582/T**

(Effective: 1st October 2017)

Members:

- | | |
|--------------------------|-----------|
| (i) Registration Fee: | No Charge |
| (ii) Administrative Fee: | |
| (a) Online | RM15 |
| (b) Walk-In | RM20 |

Non-Members:

- | | |
|--------------------------|------|
| (i) Registration Fee: | RM50 |
| (ii) 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

Personal Data Protection Act:

I have read and understood IEM's Personal Data Protection Notice published on IEM's website at www.myiem.org.my and I agree to IEM's use and processing of my personal data.

CPD Hours Validation:

Name:

Membership No.:

Signature: