

## Introduction

Vaccination might have begun to roll out in various countries, but by no means has the market confidence returned in tandem. While many businesses are fortunate to receive some form of government assistance, that alone is insufficient to ensure their survival. Many enterprises were caught woefully unprepared, others found that their market niche has evaporated overnight. With borders closed and consumer confidence in the doldrums, what else can business owners and professionals do to avoid succumbing to the aftereffects of the pandemic?

Gathering experts from The Institution of Engineers, Malaysia (IEM), the Malaysian Institute of Architects (PAM) and the Royal Institution of Surveyors Malaysia (RISM) under one roof, this is a webinar for anyone with concerns about surviving the winter. Learn from the industry practitioner on how some businesses have not just survived but thrived.

## Tentative Programme

<b>Virtual Forum</b> <b>How to Turnaround Businesses in the Covid-19 Pandemic</b> 26 March 2021 (Friday)   10 am – 12 pm Malaysia [GMT+8]	
10.00	<b>Welcome and briefing on House Rules for the webinar</b>
10:05 – 10:10	<b>Opening Remarks</b> <b>Ir. Ong Ching Loon</b> , President, The Institution of Engineers, Malaysia (IEM)
10:10 – 10:15	<b>Introduction of Panellists by Moderator</b> <b>Ir. Yam Teong Sian</b> , Excomm and Council Member, IEM
10:15 – 11:15	<b>Presentation by Speakers</b> <b>Ir. Dr. Wang Hong Kok</b> Vice President, IEM & Former Principal Lecturer, TAR University College <b>Ar Abu Zarim bin Abu Bakar</b> Deputy President, Pertubuhan Akitok Malaysia (PAM) <b>Sr Dianna Baharuddin</b> Council Member, Royal Institution of Surveyors, Malaysia (RISM)
11:15 – 11:50	<b>Discussion and Q&amp;A Session</b>
11:55 – 12.00	<b>Photo Session</b>
<b>End of Programme</b>	