

**IEM Leadership Talk Series**  
**ENGINEERING LEADERSHIP IN INDUSTRIAL DESIGN  
PERSPECTIVE**

**By:**  
**Assoc. Prof. Azali Bin Abd Rahim**



**DATE / DAY:**

**31ST JANUARY 2023, TUESDAY**

**TIME:**

**4:00 P.M. - 5:00 P.M.**

**PLATFORM:**

**ZOOM (ONLINE)**



**Organized By:**  
**The Standing Committee on  
Welfare and Member Services**

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# **S P E A K E R**

## **P R O F I L E**

**Assoc. Prof. Azali Rahim is a Senior lecturer at First City University College, assigned to Master of Design Management program.**

**His main subject modules are Design Innovation, 'Professional Practice' and Final Design Project'.**

**His fascinating and colourful history includes pioneering in the Design of the 1st Malaysian National Car 'Proton Saga', the then as Research and Development Manager. He was appointed as R & D General Manager of INOKOM (Industri Otomotif Komersial Malaysia), a JV between Malaysia and Hyundai for the Design of Malaysian trucks and commercial van.**

**He had also indulged into entrepreneurship as vendor in manufacturing and supplying of accessories to EON(Edaran Otomobil National).**

**Being passionate in parting knowledge where he had associated for many long years with various public academic institutions such as UiTM, UTM, UNISZA and UPM for over 25 years he decided to dedicate himself as an academician.**

**Apart from being an academician, he is currently active in government agency activities especially the Majlis Rekabentuk Malaysia(MRM), being appointed as one of the juries for the Malaysia Good Design Awards (MGDA) since 1999, a committee member for the Certification of Industrial Designer (CIDe) and a Project committee member on Brand Management.**

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# SYNOPSIS

Proton (Perusahaan automotive Nasional BHD), from its inception in 1995 till its partnership with GEELY, little was written nor heard in seminars about the design history of the 1st Proton SAGA model.

News were written in local newspapers only when comes to hot controversial issues, and go viral in media and social networks.

There has never been academically discussed nor presented in seminars regarding the DESIGN of Proton SAGA on its engineering basis nor its body Design.

This lecture is an attempt to impart tacit knowledge of WHY the 'SAGA is SAGA' from the designer himself who has mark into the history of Malaysia Automotive Industry and in the hope that many will follow up academically with our nation's history of Malaysia becoming a newly industrialised country.

## F E E S:

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**CPD: 1 hour**



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