



The Institution of Engineers, Malaysia

TALK ON “PRACTISING UNIVERSAL VALUES AND GOOD WORK ETHICS BY ENGINEERS”

(Organised by Manufacturing Engineering Technical Division IEM)

Date : 29 March 2011 (Tuesday)
Time : 5.30 pm to 7.15 pm (Refreshment will be served at 5.00 pm.)
Venue : C&S Lecture Room, 2nd floor Wisma IEM, Petaling Jaya
Speaker : Y.Bhg. Tan Sri Datuk Soong Siew Hoong

**BEM Approved
CPD / PDP HOURS:
Ref No:
IEM011 /HQ/ 080 /T**

Synopsis

The idea of promoting Universal Values and Good Work Ethics among SMEs originated from A Federation of Malaysia Manufacturers (FMM) Brainstorming Session by the Small & Medium Industries (SMI) Working Committees some 7 to 8 years ago. In the hierarchy of needs-to-achieve the target of Vision 2020, the country needs sustainable development of competitive manufacturing & Service Industries. These in turn need to be supported by a strong base of SMIs, globally competitive in quality, price, delivery, design, innovative marketing, after sales service etc.

Biodata of Speaker

Tan Sri Dato’ Soong Siew Hoong, Chairman of few local companies has interest in steel manufacturing, engineering, renewable energy and etc. Currently, Tan Sri Soong is the board of director of Leader Steel Berhad and Eonmetall Berhad that listed in Bursa Malaysia Main Board.

Tan Sri Dato’ Soong actively involves himself in organisation and government activities.

- Executive Adviser, The Associated Chinese Chambers of Commerce & Industry of Malaysia (ACCCIM)
- Chairman, International Trade & Industry Working Committee since 1998.
- Council Member, Federation of Malaysian Manufacturer (FMM) since 1977, Chairman FMM SMI Committee since 1980.
- Executive Committee – Malaysia South-South Association (MASSA)
- Immediate Past President – Malaysia Iron & Steel Industry Federations (MISIF)
- Council Member, Standard Malaysia since 2008
- Selangor Business Council since 2008
- SMIDEC – Member of Focus Group on SME Marketing under 3rd Industrial Master Plan (IMP 3) since 2006 and Member of Focus Group on SME Innovation under IMP 3 since 2006.

Tan Sri Dato’ Soong also served as state assemblyman for Petaling Jaya from 1978 – 1986, and an appointed as a senator for 1992 to 1995.

Ir. S. Jagathisen
Chairman
Manufacturing Engineering Technical Division, IEM

Announcement to note:

1. Talk is **STRICTLY** for IEM members only (walk in)
2. Limited seats available on a "first come first served" basis. (maximum 110 participants)
3. No telephone and/or fax reservation will be entertained.
4. Latecomers will not be allowed entrance, if the lecture hall is full.
5. Please bring along this flyer for confirmation of attendance (CPD purpose).

For IEM members, membership cards should be presented for identification purpose. Those members who fail to show their membership card will be charged a fee of RM 30.00.

FUNDS FOR IEM NEW BUILDING

Members are required to contribute RM 10.00 per entry per talk with immediate effect. This contribution will be towards the Institution Building Fund. All contributions will be deeply appreciated by IEM. Only Student members are exempted.

CPD HOURS CONFIRMATION

Name of Member: M’ship No:
Signature: Date :