



REGISTRATION & CONTACT INFORMATION

FPLC Members :

Tel : 03-7806 3250 (En Wan)
 Fax : 03-7806 3264
 Email : wanraman@fplc.com.my
 Website: www.fplc.com.my
 Federation of Public Listed Companies Bhd (FPLC)
 15-2, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 P. Jaya
 Payment/Bank Details :
 Maybank 5141 9631 7933

MIA Members :

Tel : 03-2279 9200 (Ms Yoges)
 Fax : 03-2273 5167
 Email: cpe@mia.org.my
 Website: www.mia.org.my
 Malaysian Institute of Accountants (MIA) Dewan Akauntan, 2, Jalan Tun Sambanthan 3, Brickfields, 50470 K.L.
 Payment/Bank Details:
 Payable to : MIA-CPE

MEA Members :

Tel : 03-7956 0075 (Ms Angie)
 Fax : 03-7956 3139
 Email : mgt@pem.org.my
 Website : www.pem.org.my
 Malaysian Economic Association (MEA) New Block, Faculty of Economics & Administration, University of Malaya, 50603 K.L.
 Payment/Bank Details:
 CIMB 1440-0003001-050
 Payable to : Persatuan Ekonomi Malaysia

Globalacc (All others) :

Tel : 03-7880 3028 (Ms Tan/Mr Goh)
 Fax : 03-7880 3009
 Email : gkh2001@tm.net.my
 Website : www.globalacc.com
 Globalacc Research & Training Sdn Bhd (755452-D) J-1-19 Jalan PJU 1/43, Aman Suria Damansara, 47301 P. Jaya
 Payment/Bank Details :
 Public Bank 313 968 4822

Members of Event Partners are required to register directly with the respective bodies for entitlement of the 'Member Rate'

COURSE FEE

One Day Seminar	Normal Rate	Early Bird
Public/Normal	RM1,300	RM1,200
Members of Event Partners	RM1,180	RM1,080
3 Day Complete Programme	Normal Rate	Early Bird
Public/Normal	RM3,400	RM3,200
Members of Event Partners	RM3,180	RM2,980

Bulk Discount: 8% discount if register more than 3 persons by same company. Early Bird rate apply to registration made 3 weeks before event date. Course fee inclusive of welcome drink, 2 coffee breaks, buffet lunch and course materials.

Payment Details

Total Amount : RM _____

Cheque No : _____

- All cheques are payable to the organiser or the respective Event Partners
- Full payment is required to guarantee entry to the seminar room.
- Organiser reserves the right to amend or cancel the events
- Certificate of Attendance will be given to each participant upon completion of courses.
- MIA members are eligible for 8 CPE hour per day as approved by MIA.

Organization Details

Company/Firm Name: _____

Member of: _____

Contact Person: _____

Tel: _____

Fax: _____

Email: _____

Address: _____

Sign & Stamp: _____

Delegate Details

1 Name _____

Designation _____

Member No _____

Seminar to attend

1 Day 3 Days

2 Name _____

Designation _____

Member No _____

Seminar to attend

1 Day 3 Days

3 Name _____

Designation _____

Member No _____

Seminar to attend

1 Day 3 Days

Vegetarian Food requested for _____ Pax

How did you learn about this event?

Members of Event Partners Flyers mailed Email marketing Press adverts Others: _____



Personal Profile Kee-Hian Tan

Kee-Hian TAN is a Senior International Business Advisor, working with private and public organizations globally, and across a wide range of sectors on policies, strategies, management and organization. He is the Managing Director of KHT and Co, a Senior Global Expert in the Blue Ocean Strategy Network and a Senior Advisor of iGlobe Advisors.

Kee-Hian has thirty years of international business experience in global management consultancies and MNCs. He was a Senior Vice President and Member of the Global Executive Committee of Gemini Consulting (Cap Gemini). Based in Boston and London, he created and led several business units and centres of excellence. He was also a Vice President at A.T. Kearney in Europe.

- His consulting experience includes strategy, public policy, operations and large-scale transformation engagements in US, Europe, and Asia, across industries and sectors, such as communications, technology, media, industrial products, consumer products, financial services, private equity, life sciences, healthcare, medical equipment, textile, automotive, forest products, oil & gas, and governments and public sector.
- A selection of his international clients include LG Electronics, IBM, Cisco, Kodak, Boots, Hoffman la Roche, AstraZeneca, GlaxoSmithKline, BUPA, Kings' College Hospital, PwC, General Motors, Carlyle Group, Candover Capital, Chase Manhattan, Citibank, Nationwide Building Society, Kodak, Boots, South African Breweries, Appleton Papers, Metsa Serla, Du Pont, Monsanto, Ashland Oil and Chemicals,

Paramount, DRB-Hicom, Lion Group, Petronas, Brandix Apparel, Fazer, S.C. Johnson Wax, Whirlpool, Maxis, Orange, Telenor, AT&T, Sabanci Holdings, Sanjiu Pharmaceutical, the Governments of Singapore and Malaysia, Finnish National Fund for Research and Development, Confederation of Indian Industries, Confederation of Danish Industries, and Danish Marketing Forum.

Kee-Hian's corporate experience in MNCs includes being a Vice President and Member of International Leadership Team of MCI International, in charge of Strategy, M&A and Strategic Initiatives for Europe, Asia & Africa; and Project Manager, Offshore Engineer, and Underwater R&D with the Royal Dutch Shell Group in London & The Hague.

Kee-Hian holds an MBA with High Distinction from Harvard Business School, where he is a George F. Baker Scholar, and was a Shell Scholar and graduated with First Class Honours in Engineering from Imperial College London. Though based in London, Kee-Hian works extensively in both Europe and Asia. He is married with 2 children both of whom graduated from Cambridge University, and grew up in Malaysia and Singapore. He held a patent for an underwater oil and gas invention.

Here are some extracts from selected clients of Kee-Hian :

"Mr Tan Kee Hian, our BOS consultant helped us deal with the ambiguity and complexity of our industry landscapes to form a view of the emerging patterns. His know-how of pinpointing existing and non customers changing taste allows us to make a sound judgement about where the market is going and push our business on the new pathways."

**-Dato' Teo Chiang Quan,
Group Chief Executive
Officer of Paramount
Corporation Bhd**

"After attending the BOS workshop led by Kee-Hian, our Chairman saw the potential value of BOS, and immediately asked my colleague and me to attend the next workshop. We now have a set of tools to create and implement innovative projects based on real customer values. The workshop was an eye-opener and totally changed our way of thinking about innovation."

**-Jens Kjaer, Managing
Director, Jysk Display A/S,
Denmark**

"Working with Kee-Hian using the Blue Ocean Strategy approach, we have discovered and developed ideas and strategies that we would not otherwise have achieved."

**-Ashroff Omar, CEO,
Brandix Lanka**

"Mr. Tan is undeniably a master in his own class in Blue Ocean Strategy. A knowledge expert and a global practitioner of the Strategy himself, he effectively enlightened and transferred his

BOS skills to our business leaders, enabling them to look at our businesses from multiple strategic perspectives. Subsequent to the 2-day introductory session, we immediately enlisted Mr. Tan's assistance for another 2 days to commence work on possible Blue Ocean ideas."

**- Datuk Haji Mohd Khamil
Jamil, Group Managing
Director, DRB-HICOM**

A must attend innovation and strategy event in 2008

Implementing Blue Ocean Strategy for Malaysia

By: Kee-Hian Tan

藍
海
策
略

Strategi Samudra Biru



BOS
Kee-Hian

Learn directly from the Leading Global Blue Ocean Strategy Practitioner:

- How to think differently about your business and market
- How to achieve sustained, profitable growth
- How to create an innovation-driven culture and organisation

Including guests from Malaysian organisations implementing Blue Ocean Strategy

- Economic Planning Unit (EPU)
- Paramount Corporation Berhad

Programmes:

1-Day BOS Seminar : 17 June 2008

3-Day BOS Complete Programme* :
17, 18 & 19 June 2008

**Comprising 1 Day Seminar Plus 2 Day Hands-On Workshop*

Venue : One World Hotel, Bandar Utama

Organised by



GLOBAL ACC
Research & Training

Event Partners

FPLC

Federation of Public Listed Companies Bhd



Malaysian Institute of Accountants

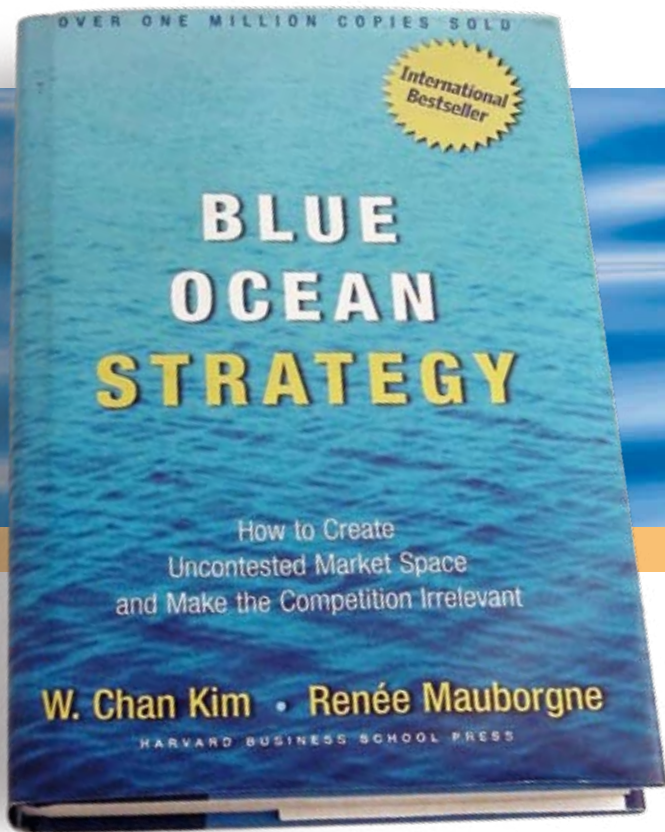
8 CPE hours per day



Malaysian Economic Association

Supported by





Implement Blue Ocean Strategy

What Blue Ocean Strategy (BOS) is

The book, *Blue Ocean Strategy* by W. Chan Kim and Renee Mauborgne, was first published in 2005 and became an International Best Seller instantly, and has won numerous awards and received accolades from around the world. It is now available in 41 languages.

BOS is a approach to make the competition irrelevant by creating uncontested market space for your company, and delivering a leap in value for both the company and its customers. Red oceans are all the industries in existence today – the known market space. Blue oceans, in contrast, denote those parts of the industries not in existence today, i.e. the uncontested market space, untainted by competition. There is ample opportunity for growth that is both profitable and rapid. In blue oceans, the rules of the game are waiting to be set by their creators.

Why many experts regard BOS as the key to success in today's business climate

Kim & Mauborgne argued that the prospects in most established market space (red oceans) are shrinking steadily. (P/S: Is this what your business or industry is going through?). Technological advances have substantially improved industrial productivity, permitting suppliers to produce an unprecedented array of products and services. Trade barriers between nations and regions fall (due to the globalization and liberalization process) and information on products and prices becomes instantly and globally available (due to internet revolution), niche markets and monopoly havens are continuing to disappear in many industries.

One solution to this is to move the products and services from the red ocean to blue ocean. These issues alone make blue ocean strategy an imperative for chief executives. While red oceans will continue to exist, companies and economies need to think beyond their competition to create blue oceans and capture new profit and growth opportunities.

- Blue ocean strategy applies across all industries and all businesses, from start-ups to long-established companies. Many industries incumbents have created blue oceans and in fact, most blue oceans are created from within, not beyond, the red oceans of existing industries. Blue oceans are basically right next to you. The key question is do you see it and if not, how to look for it.

- Since the early 2000's, many companies worldwide have been pursuing BOS. One example is Samsung, which has become a household brand recently. Nintendo Wii was launched in 2006 as a blue ocean in video games with resounding market success, and outperformed two huge competitors.

- Back in Malaysia, the interest in BOS has grown steadily as companies search for ways to deliver profitable growth, amidst increasing competition from both low-cost emerging countries and knowledge-intensive Western economies. The Malaysia Government itself has embraced BOS, with help from Kee-Hian Tan, the trainer, and is embarking on major initiatives.

Why This BOS Programme? (Design, Objective & Benefits)

- The good news about BOS is that it is not just a theory or a concept, but it offers systematic tools and methodologies, and reproducible processes in pursuit of strategy and innovation by large and small firms. The key attribute shared by blue ocean successes is the ability and willingness of the leaders to think and act differently about strategy and innovation.

- If you want to be part of the blue ocean success stories, you need to learn to think and act differently about your business, and in a systematic and reproducible manner. The key question then is who and where you can best learn this from.

- There are in fact only a few proven experts in BOS (other than the two authors themselves) in the world at this moment. Many management consultants and professors have decided that they are 'experts in BOS' after having read the book.

- The speaker of this programme, the London-based Kee-Hian, is the world's leading practitioner of BOS and a Senior Global Expert of the Blue Ocean Strategy Network. He contributed the QB House case to the *Blue Ocean Strategy* by W. Chan Kim & Renée Mauborgne, and has since taken the practice of BOS well beyond the book, and making it easy for practitioners to grasp the salient points of BOS, and "how-to-do-it".

- In addition to his global consulting experiences and business exposures during his time at Gemini Consulting, Shell and MCI Inc,

Implementing Blue Ocean Strategy

he has been intensely training people on, advising his clients in and practising BOS in many countries from Europe to Asia. About 5000 senior and mid-level executives have learned BOS from him.

In Malaysia, Kee-Hian's clients include the Government of Malaysia, for whom he facilitated a major Blue Ocean Strategy Retreat hosted by the Deputy Prime Minister and Professor Chan Kim, acts as Consultant to the Economic Planning Unit (EPU) on BOS, and trains staff members of ministries/agencies. He has also worked extensively with numerous ministries and agencies of the Government of Singapore on BOS.

Undoubtedly, Kee-Hian who incidentally grew up in Malaysia and Singapore is the ideal BOS expert to assist aspiring Malaysian and Malaysian companies to learn, adopt and apply BOS in order to succeed in this competitive business world. He is indeed bringing back his business and consulting experience from leading Western economies and corporations to his motherland for the benefit of Malaysian businesses and the public at large. And this is made possible and affordable through this very first public programme on BOS conducted by Kee-Hian in Malaysia. (Read more about Kee-Hian in his Personal Profile)

This BOS programme by Kee-Hian TAN is not merely about the theory and concept of BOS but is principally a HOW-TO programme. We have structured the programme into two packages to cater to different needs as follows:

- One-Day Seminar called 'Blue Ocean Strategy for Malaysia'
- Three-Day Complete BOS Programme

The One-Day Seminar will allow you to have a good general understanding of the What and Why of BOS and the overall principles of successful BOS implementation. We are also inviting representatives from client companies of Kee-Hian to share their experiences. The 3-Day Complete Programme will enable participants to learn the framework, methodologies and tools of formulating and implementing BOS in your organization. It is a hands-on workshop with group work and case studies. At the end of the 3 day programme, participants should be able to apply selected parts of the BOS toolkit.

We would highly recommend you not to miss this opportunity if achieving sustained, profitable growth is paramount to your organization - be it a conglomerate, a PLC, a SME, an industry organization, a state government and its agencies, NGO's or even as an individual. Just one idea that you acquire from this programme could pay back your investment many times over.

Be a BOS! Exclusive Certificate of Attendance certified by the Trainer will be given to each participant.

Key Benefits of This Programme:

- Understand what Blue Ocean Strategy is all about
- See your business and industry in a different context and challenge your current strategic thinking
- Equipped with methodologies and tools on how to create and execute BOS in your organization
- Gain insight into BOS implementation from Kee-Hian and his clients experiences and be enriched
- Gain ideas or two in creating new market for your products and services that are worth millions

Who Should Attend:

Every CEO, entrepreneur and leader of organizations and governments should at least gain a true understanding of what Blue Ocean Strategy is all about including the process and tools involved in applying the strategy. The One Day Seminar is specially designed for this purpose.

For those who believe in BOS and are ready to apply and implement BOS in their organizations, the 3-Day Complete Programme which include the One Day Seminar and 2 days of Hands-On Workshop is designed for you with relatively smaller class for effective learning. Organizations are encouraged to send a team of senior managers and managers to attend the 3 Day Programme so that they could bring back all the necessary knowledge and tools to implement the BOS upon return to the respective organizations.

The potential participants include:

- CEOs, COOs, Directors & GMs of PLCs, MNCs and SMEs
- Corporate, Marketing, Sales, Operations and Finance Directors, Senior Managers and Managers
- Entrepreneurs, business owners, professionals, advisers and aspiring individuals
- Heads and Key Officials of Government Departments & Agencies, Trade and Industry Organizations and NGOs
- Academicians and anyone who is interested in the subject

Programme Outline:

One Day BOS Seminar / Day 1 of 3-Day BOS Complete Programme

AM	Welcome and Introduction	All
	Blue Ocean Strategy – What and Why • Its Relevance and Key Principles	Interactive Lecture
	Introducing Core Blue Ocean Strategy Tools	Case Study & Interactive Discussion
	Blue Ocean Strategy in Action • Field Applications and Benefits	Examples & Interactive Discussion
After Lunch	Special Panel - Guests from proposed client organisations : • The Economic Planning Unit (Prof Datuk Dr. Noor Azlan Ghazali, Director, Malaysian Development Institute) • Paramount Corporation Bhd (Representative to be advised)	Special Panel (Guests from client organisations)
PM	Introducing Advanced BOS Tools and Processes: • The Systematic Innovation Equation • Creating Exceptional Utility for Buyers (Buyer Experience Cycle) • Expanding beyond Existing Demand (Non-Customers) • Looking Across Industry Boundaries (“Thinking-out-of-the Box”)	Interactive Lectures, & Case Examples
	Closing Remarks	

Day 2 of 3-Day BOS Complete Programme

AM	Welcome	All
	Blue Ocean Strategy – How • Implementing and Managing	Interactive Lecture
	Evaluating the Growth Potential of your Business Portfolio • Mapping the Pioneer-Migrator-Settler Framework	Group Work & Report Back
	Assessing the Current Industry Landscape of your Business • Creating the As-Is Strategy Canvas	Group Work & Report Back (cont. after lunch)
PM	Creating Exceptional Utility for Buyers (1) • Identifying Hotspots in your Buyer Utility Map	Quiz, Group Work & Report Back
	Creating Exceptional Utility for Buyers (2) • Generating Ideas (ERRC) to Address Hotspots	Group Work & Report Back
	Closing Remarks	All

Day 3 of 3-Day BOS Complete Programme

AM	Welcome	All
	Expanding Beyond Existing Demand • Non-Customers	Case Study, Group Work & Report Back
	Looking Across Industry Boundaries (Part 1) • “Think-Out-of-the-Box”	Mini-cases, Group Work & Report Back
PM	Looking Across Industry Boundaries (Part 2) • “Think-Out-of-the-Box”	Mini-cases, Group Work & Report Back
	Formulating a Blue Ocean Strategy • “How to Do It” • Applying Blue Ocean Strategy in your Business	Interactive Lecture
	Sustaining and Renewing a Blue Ocean Strategy	Interactive Discussion
	Q&A	All

The daily programme will start at 9am and end at 5pm. Registration starts at 8am.