



The Time to
EXPORT
is Now.

SEMINAR: BRANDING FOR GLOBAL MARKET

 8 December 2017 (Friday)

 Miami Room, Level 3
Menara MATRADE, Kuala Lumpur

 8.45 am - 12.00 pm

Fee : RM20/person

(Participation fee can be made on seminar day)

Last Day of RSVP: 7 December 2017 (Thursday)

Please register online at:
<http://www.matrade.gov.my/en/training-registration>

ABOUT THE SEMINAR

What is BRANDING? Right branding strategies will make a great difference to a brand success or failure. This seminar aims to provide insight and understanding to Small and Medium Enterprises (SMEs) on the components and strategies that need to be taken in carrying out brand business more effectively internationally.

WHO SHOULD ATTEND

Exporters/ Businesses/ Enterprises/ University Students/ Graduates

PROGRAMME

- 8.45 am **Registration**
- 9.00 am **Welcoming Remarks**
by MATRADE
- 9.15 am **Brand Design Requirement For Export**
by Puan Hairul Azrien Baharudin, Senior Manager
Malaysia Design Development Center (DDEC)
- 10.30 am **Presentation by Mr. Quzailan b. Abdul Rahman**
Majlis Rekabentuk Malaysia
- 12.00 pm **End of Programme**

For further clarification on the registration, please contact

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