



(Badan Berkurusan di bawah Kementerian Perdagangan Antarabangsa dan Industri – MITI)

MPC (PCD) 800-1/1/48

14 January 2020

Mr. Alex Clark
Senior Advisor
Behavioural Insights Team (BIT)
Singapore

Dear Alex,

INVITATION AS KEYNOTE SPEAKER FOR NATIONAL SEMINAR ON BEHAVIOURAL INSIGHTS (BI) 2020

Malaysia Productivity Corporation (MPC) is organising the National Seminar on Behavioural Insights (BI) 2020. The details of the seminar as follows:

Date : 20 February 2020, (Thursday)
Venue : Sheraton Hotel, Petaling Jaya
Time : 9:00am – 5:00pm

2. The National Seminar on Behavioural Insights an initiative being undertaken in Malaysia which has been mandated by the Ministry of International Trade and Industry (MITI) to Malaysia Productivity Corporation (MPC). The objectives of the seminar are among others to promote and inculcate the importance of behavioural science to improve public policy making, spur and exchange ideas among participants to provide a better understanding on the positive impact of Behavioural Insights.

3. On behalf of MPC, we would be honoured to have you as the Keynote Speaker for session 2 on the title - **Behavioural Insights Application in Organisation**. For this appointment, MPC will provide your accommodation, flight ticket and honorarium. Enclosed are the seminar's tentative agenda (Annex 1) and the reply slip (Annex 2) for your kind reference and attention.

4. For more information about the seminar, please feel free to contact Madam Sawiah Samad (0183814621 / sawiah@mpc.gov.my) or Ms. Shanthini Tamadoram (0122880144/ shanthini@mpc.gov.my).

5. We highly appreciate your kind support for this national initiative. We look forward to your favourable reply and your presence at the seminar.

Thank you.

Yours sincerely,



(DATO' ABDUL LATIF BIN HAJI ABU SEMAN)

Director General

Malaysia Productivity Corporation (MPC)