

# METALTECH & AUTOMEX

Report to HRDF, MPC, MEIF and MEMA

Disahkan Oleh:



Dr. Mazlina Shafi'i  
Timbalan Pengarah



# “Marketing Promotion

# E-newsletter

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- **Date Launched:** 27 October 2020
- **Link:** <http://emarketing.metaltech.com.my/q/12fHpZoupe18e/wv>



**FREE-TO-ATTEND VIRTUAL WEBINAR**

**Industrial Skills Framework (IndSF) - Shaping the landscape of human capital development within the Machinery and Equipment industry**

Proper investment in relevant training courses or programs will greatly assist organisations to cultivate the right talents, skills and attitude.

Brought to you by Human Resources Development Fund (HRDF), Malaysian Productivity Corporation (MPC), Machinery & Engineering Industries Federation (MEIF) and Machinery And Equipment Manufacturers Association (MEMA), we urge you to join us in this special webinar session to learn more about how the IndSF initiative spearheads a guided reference for the Machinery & Equipment industry in terms of career progression and suitable training programs that will facilitate the progress of the industry in the long run. Mark your calendar and pre-register your visit now!

**Date: 10th November 2020 (Tuesday)**  
**Time: 3.00 pm – 4.00 pm (GMT +8)**  
**Platform : Virtual Exhibition Event Room**

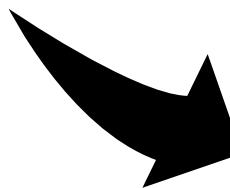


# E-newsletter

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- **Date Launched:** 5 November 2020
- **Link:** <http://emarketing.metaltech.com.my/q/15e1M1SgGImpjYI8p40eByZyP/wv>



## VIRTUAL EXHIBITION

### EVENT HIGHLIGHTS

#### WEBINAR

10 November 2020 - Tuesday

10:00 AM - 10:30 AM

#### INDSF - A COLLABORATIVE EFFORT BETWEEN MPC, HRDF AND MEIF

The newly launched Industrial Skills Framework (IndSF) document is a joint collaboration between the Human Resources Development Fund (HRDF), Malaysia Productivity Corporation (MPC) and the Machinery & Engineering Industries Federation (MEIF) in 2019 and focused on identifying relevant training programmes to increase skills and competencies within the industry. The document will also be featured in this booth.

#### Speakers:



**Dato' Abdul Latif Hj Abu Seman**  
Director General  
Malaysia Productivity Corporation



**Mr. Rony Ambrose Gobille**  
Chief Programmes Officer (CPO)  
Human Resources Development Fund



**Mr. Poobalan Murugesan**  
Assistant Vice President  
Human Resources Development Fund



**Ms. Kalai Vani Maniam**  
Associate  
Human Resources Development Fund

## VIRTUAL EXHIBITION

### EVENT HIGHLIGHTS

#### WEBINAR

10 November 2020 - Tuesday

15:00 PM - 16:00 PM

#### INDUSTRIAL SKILLS FRAMEWORK (INDSF) - SHAPING THE LANDSCAPE OF HUMAN CAPITAL DEVELOPMENT WITHIN THE MACHINERY & EQUIPMENT INDUSTRY

Proper investment in relevant training courses or programs will greatly assist organisations to cultivate the right talents, skills and attitude. Join us in this special webinar session to learn more about how the IndSF initiative spearheads a guided reference for the Machinery & Equipment industry in terms of career progression and suitable training programs that will facilitate the progress of the industry in the long run.

#### Speakers:



**Dr. Mazlina Shafii**  
Deputy Director  
Malaysia Productivity Corporation



**Mr. Tiong Khe Hock**  
Managing Director  
Omron Electronic (M) Sdn. Bhd.



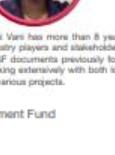
**Mr. Chan Chee Tatt**  
Manager  
Favite Favco Cranes (M) Sdn. Bhd.

Dr. Mazlina Shafii is the Deputy Director of Malaysia Productivity Corporation. She holds a PhD in Economics and has over 20 years of experience in the area of productivity and competitiveness. She was appointed as a national expert in Asia Productivity Organisation (APO) research projects on Cross-country Assessment of Productivity and Competitiveness. She is also the project coordinator of the Upskilling Employees to Improve Productivity. Her area of interest includes productivity measurement, TFP-KLEMS, public sector productivity, good regulatory practices and benchmarking. She is currently involved in nationwide productivity movement as a program manager for Machinery and Equipment Productivity Nexus (MEPN). MEPN aims to enhance productivity in Machinery & Equipment Sector in Malaysia as outlined in Malaysia Productivity Blueprint.

#### Moderator:



**Ms. Kalai Vani Maniam**  
Associate  
Human Resources Development Fund



Mr. Poobalan Murugesan is the Head of Unit of Industrial Skills Framework and deputy Chairman of HRDF's Sectoral Training Committee for Electrical, Electronics & Machinery Support. He holds a Master in Business Administration (MBA) and has over 20 years of experience.



**Chief Executive**  
Human Resources Development Fund



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- **Date Launched:** 10 November 2020
- **Link:** <http://emarketing.metaltech.com.my/q/15e1M1SgHjnHErXNfBA5ObCzf/wv>

**15:00 PM - 16:00 PM**

**INDUSTRIAL SKILLS FRAMEWORK (INDSF) - SHAPING THE LANDSCAPE OF HUMAN CAPITAL DEVELOPMENT WITHIN THE MACHINERY & EQUIPMENT INDUSTRY**

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**Speakers:**



**Dr. Mazlina Shaf'i**  
Deputy Director  
Malaysia Productivity Corporation



**Mr. Tiong Khe Hock**  
Managing Director  
Omron Electronic (M) Sdn. Bhd.



**Mr. Chan Chee Tatt**  
Manager  
Favelle Favco Cranes (M) Sdn. Bhd.



**Mr. Poobalan Murugesan**  
Assistant Vice President  
Human Resources Development Fund

**Moderator :**



**Ms. Kalai Vani Maniam**  
Associate  
Human Resources Development Fund

## 10 November 2020 - Today's Highlights | 10:00 AM - 10:30 AM

### INDSF - A COLLABORATIVE EFFORT BETWEEN MPC, HRDF AND MEIF

The newly launched Industrial Skills Framework (IndSF) document is a joint collaboration between the Human Resources Development Fund (HRDF), Malaysia Productivity Corporation (MPC), Machinery & Engineering Industries Federation (MEIF) and Machinery and Equipment Manufacturers Association (MEMA). This initiative was started in 2019 and focused on identifying relevant training programmes to increase skills and competencies within the industry. Other initiatives related to the collaborators involved will also be featured in this booth.

**Speakers:**



**Dato' Abdul Latif Hj Abu Seman**  
Director General  
Malaysia Productivity Corporation



**Mr Rony Ambrose Gobille**  
Chief Programmes Officer (CPO)  
Human Resources Development Fund



**Datuk Shahul Hameed Dawood**  
Chief Executive  
Human Resources Development Fund

# E-newsletter

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- **Date Launched:** 11 November 2020
- **Link:** <http://emarketing.metaltech.com.my/q/15e1M1SgHPosvaxLTgg0ww9nl/wv>



METALTECH & AUTOMEX Virtual Exhibition kicked off in style with the grand product launching of Industrial Skill Framework (IndSF) for the Machinery and Equipment (M&E) Sub Sector alongside a panel discussion on the IndSF featuring distinguished speakers from the Malaysia Productivity Corporation, Omron Electronics (M) Sdn Bhd, Favelle Favco Cranes (M) Sdn Bhd and Human Resource Development Fund. More to mention, the world leader in sheet metalworking machinery, LVD unveiled its much-awaited new automation solutions for laser cutting, the Tower Automation System (TAS).

Missed the great moments on the first day? You can still re-watch the pre-recorded webinar in the Event Room for entire duration of the virtual event!



# E-newsletter

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- **Date Launched:** 12 November 2020
- **Link:** <http://emarketing.metaltech.com.my/q/15e1M1SgHPR3cvcVDIJnQNSc9/wv>

## THE VIRTUAL EXHIBITION 4 KEY FEATURES TO REMEMBER

Grab this final opportunity to explore on this spectacular virtual event and gain significant business prospects. Here's a useful 4-quick guidelines if you are a first timer logging in to our virtual platform.

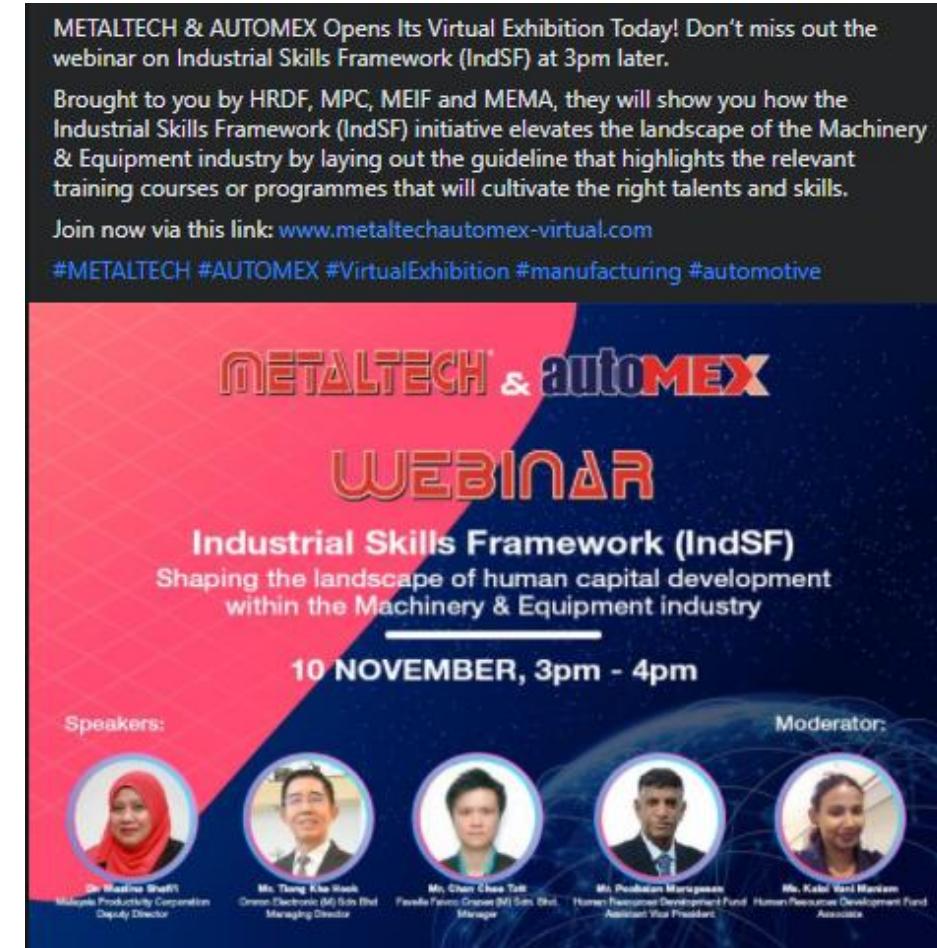
Navigate to Event Room to watch the pre-recorded session of INDSF and LVD webinars.



# Social Media - Facebook (@metaltechmy)

1,835 likes, 1,905 followed

- 28 October 2020  
8,381 people reached
- 10 November 2020  
144 people reached



# Social Media - LinkedIn (@metaltechautomexmalaysia)

79 followed

- 28 October 2020

 METALTECH & AUTOMEX Malaysia (Official Page)  
79 followers  
2w • 

Dear M&E sector industry players and Manufacturers,

The Industrial Skills Framework (IndSF) for Machinery & Equipment has been successfully completed on the 18th of December 2019. The grand launching of the prestigious document will be held online through a free-to-attend webinar at Metaltech & Automex Virtual Exhibition.

Brought to you by Human Resources Development Fund (HRDF), Malaysian Productivity Corporation (MPC), Machinery & Engineering Industries Federation (MEIF) and Machinery And Equipment Manufacturers Association (MEMA), the free-to-attend webinar details how the IndSF initiative spearheads a guided reference for the Machinery & Equipment industry in terms of career progression and suitable training programs that will facilitate the progress of the industry in the long run. Register your visit at <https://lnkd.in/gPNYMU>

Date: 10th November 2020 (Tuesday) | Time: 3.00 pm – 4.00 pm (GMT +8) |  
Platform: Virtual Exhibition Event Room

#virtualexhibition #manufacturing #malaysia #metaltech #automex

- 10 November 2020

 METALTECH & AUTOMEX Malaysia (Official Page)  
79 followers  
2d • 

Today's Highlights

Free to Attend Webinar On: Industrial Skills Framework (Indsf) - Shaping The Landscape Of Human Capital Development Within The Machinery & Equipment Industry

Time: 3:00 PM

Description: Proper investment in relevant training courses or programs will greatly assist organisations to cultivate the right talents, skills and attitude. Join us in this special webinar session to learn more about how the IndSF initiative spearheads a guided reference for the Machinery & Equipment industry in terms of career progression and suitable training programs that will facilitate the progress of the industry in the long run.

Pre-register your visit now at <https://lnkd.in/gPNYMU>

#virtualexhibition #manufacturing #malaysia #metaltech #automex

# Promotion in METALTECH & AUTOMEX Virtual

## Main Lobby Ad



- Advertised in our Virtual Exhibition main lobby allows you target the visitors and converting a higher chance for them to look for your booth

# Promotion in METALTECH & AUTOMEX Virtual

## *Sponsor Hall Ad*



- Sponsor room enables visitors to watch additional videos/articles uploaded by the exhibitors promoting their products, technology and services.

# Promotion in METALTECH & AUTOMEX Virtual

## Business Matching Hall



### INTEC PRECISION EQUIPMENT PTE LTD

Established in 1980, INTEC PRECISION EQUIPMENT PTE. LTD. located in Singapore, has built up a reputation for providing comprehensive solutions and quality service to our customers in the precision engineering sector. We specialise in machinery, metrology and machine tool accessories. Some examples include : MACHINERY : CNC Deep-Hole Drilling Machinery, 3D

[SHOW MORE](#)

Match



### MALAYSIA PRODUCTIVITY CORPORATION

The Malaysia Productivity Corporation (MPC) which was formerly known as the National Productivity Corporation was established in 1962 as a joint project between the United Nations Special Fund and the Federal Government, with the International Labour Organisation acting as its executing agency. In 1966, the National Productivity Council (Incorporation) Act

[SHOW MORE](#)

Match



### GL BOSUN DIAMOND TOOLS (M) SDN BHD

The headquarter of GL Bosun (M) Sdn Bhd which was located in Muar, Johor Bahru, Malaysia

Match

- Visitors can schedule business matching with exhibitors in business matching hall

# Promotion in METALTECH & AUTOMEX Virtual

## Event Hall Ad



- Visitors can see the sponsor banner once they clicked on event room icon

# Promotion in METALTECH & AUTOMEX Virtual Event Hall

## INDSF - A COLLABORATIVE EFFORT BETWEEN MPC, HRDF AND MEIF



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Event Start on  
10 November 2020 - 10:00 AM

[Watch](#)



### SPEAKER



#### Dato' Abdul Latif Hj Abu Seman

Dato' Abdul Latif bin Haji Abu Seman is currently the Director-General of Malaysia Productivity Corporation (MPC), Petaling Jaya. He was appointed as the eight Director-General of MPC on 26th August 2019. He holds a Bachelor of Economics (majoring in Public Administration) from the University of Malaya and a master's degree in policy studies from Saitama University, Japan. Under his stewardship, MPC have successfully collaborated with international government bodies such as the Australian Government Productivity Commission and OECD in establishing Malaysia's Quality Regulatory Management System (QRMS) and modernizing the country's business regulations. He also leads the MPC team to improve Malaysia's competitiveness and enhancing the country's business climate through engagements with the World Bank and the respective ministries and agencies, and the business community under the ambit of PEMUDAH (Special Taskforce to Facilitate Business).

Mr Rony Ambrose Gobilee  
Chief Programmes Officer (CPO)  
Human Resources Development Fund



Datuk Shahul Hameed  
Dawood  
Chief Executive  
Human Resources Development Fund



## INDUSTRIAL SKILLS FRAMEWORK (INDSF) - SHAPING THE LANDSCAPE OF HUMAN CAPITAL DEVELOPMENT WITHIN THE MACHINERY & EQUIPMENT INDUSTRY



### SPEAKER



#### Dr. Mazlina Shafii

Dr. Mazlina Shafii is the Deputy Director of Malaysia Productivity Corporation. She holds a PhD in Economics and has over 20 years of experience in the area of productivity and competitiveness. She was appointed as a national expert in Asia Productivity Organisation (APO) research projects on Cross-country Assessment of Productivity Performance of SMEs in the food manufacturing sector and Upskilling Employees to Improve Productivity. Her area of interest includes productivity measurement, TPF-KLEMS, public sector productivity, good regulatory practices and benchmarking. She is currently involved in nationwide productivity movement as a program manager for Machinery and Equipment Productivity Nexus (MEPN). MEPN aims to enhance productivity in Machinery & Equipment Sector in Malaysia as outlined in Malaysia Productivity Blueprint.

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Event Start on  
10 November 2020 - 15:00 PM

[Watch](#)



#### Mr. Tiong Khe Hock

Mr. Tiong Khe Hock is the Managing Director of OMRON Electronics Sdn Bhd. He holds a bachelor degree in engineering and has over 35 years of experience in the field of instrumentation, control and industrial automation. He has led the company for almost 20 years and has built a team of competent sales and application engineers capable of offering automation solutions to meet the diverse needs of its clients. He is also the President of Malaysia Automation Technology Association (MATA), a leading association focusing on industrial automation in Malaysia. Meantime, he was appointed as Work

- 85 views for webinar

# Promotion in METALTECH & AUTOMEX Virtual Exhibition Hall



# Promotion in METALTECH & AUTOMEX Virtual Exhibitor Booth



- 396 unique booth visits over 3 days (based on visitors that clicked on the booth)
- 39 poster view
- 96 product view

# Thank you

[www.metaltechautomex-virtual.com](http://www.metaltechautomex-virtual.com)

