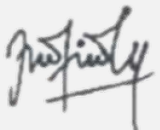


METALTECH & AUTOMEX

Report to HRDF, MPC, MEIF and MEMA

Disahkan Oleh:

A handwritten signature in black ink, appearing to read 'Mazlina Shafi'i'.

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>

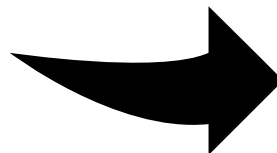
FREE-TO-ATTEND VIRTUAL WEBINAR

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!

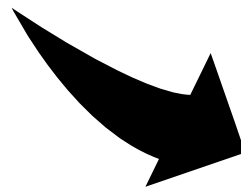
Date: 10th November 2020 (Tuesday)
Time: 3.00 pm – 4.00 pm (GMT +8)
Platform : Virtual Exhibition Event Room



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- **Date Launched:** 5 November 2020
- **Link:** <http://emarketing.metaltech.com.my/q/15e1M1SgGImpjYl8p40eByZyP/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 Corporation (MPC), Machinery & Engineering Industries Federation (MEIF) and Machinery and Equipment 2019 and focused on identifying relevant training programmes to increase skills and competencies with also be featured in this booth.

Speakers:



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 Shaf'i is the Deputy Director of Malaysia Productivity Corporation. She holds a PhD in Economics 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, TFP-ALEMS, 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.



Mr. Tiong Khe Hook 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 25 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 Group leader of one of 4 Working Groups under the Machinery & Equipment Productivity Nexus (MEPN), leading the project of talent development.



Mr. Chan CT is a member of HRDF's Sectoral Training Committee for Electric, Electronics & Machinery Support. He holds a bachelor degree in Management (Human Resources) and has over 14 years of experience in the field of human capital development. He is also the project coordinator of Industry Lead body for Machinery & Equipment sector under Machinery & Equipment Manufacturers Association (MEMA) which appointed by Jabatan Pembangunan Kemahiran (JPK). Meantime, he was appointed as Subject Matter Expert of one of 4 Working Groups under the Machinery & Equipment Productivity Nexus (MEPN), assist in the project of talent development.

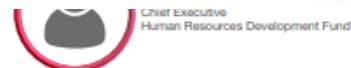
Moderator:



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.



Kalai Vani has more than 8 years of experiences in communicating with various industry players and stakeholders. She was also involved in the development of 5 IndSF documents previously for other industries. Prior to joining HRDF, she was working extensively with both local and foreign researchers in the field of science for various projects.



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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

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 Shafi'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 Gobilee
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

Each e-newsletter are blasted to over 100,000 database

- **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

Join us and find out how the Industrial Skills Framework (IndSF) initiative elevates the landscape of the Machinery & Equipment industry by laying out the guideline that highlights the relevant training courses or programmes that will cultivate the right talents and skills.

Want to learn more? Register now via this link: <https://www.metaltechautomex-virtual.com/>

*Seats are limited to 500 pax.

#METALTECH
#AUTOMEX
#VirtualExhibition
#manufacturing
#automotive



The poster features a dark blue background with a pink diagonal stripe. At the top, the logos for METALTECH and automEX are displayed. Below them, the text 'VIRTUAL EXHIBITION' is written in large, bold, orange letters. Underneath, 'Industrial Skills Framework (IndSF) Webinar' is written in white, followed by the tagline 'Shaping the landscape of human capital development within the Machinery & Equipment industry'. The date and time '10 November 2020 (Tuesday) 3.00 p.m. – 4.00 p.m. (GMT +8)' are listed. At the bottom, it says 'In collaboration with:' followed by logos for MPC, MEIF, and MEMA. A small image of a computer monitor showing the virtual exhibition interface is also present.

- 10 November 2020
144 people reached

METALTECH & AUTOMEX Opens Its Virtual Exhibition Today! Don't miss out the webinar on Industrial Skills Framework (IndSF) at 3pm later.

Brought to you by HRDF, MPC, MEIF and MEMA, they will show you how the Industrial Skills Framework (IndSF) initiative elevates the landscape of the Machinery & Equipment industry by laying out the guideline that highlights the relevant training courses or programmes that will cultivate the right talents and skills.

Join now via this link: www.metaltechautomex-virtual.com

#METALTECH #AUTOMEX #VirtualExhibition #manufacturing #automotive




The poster has a similar design to the first one, with a dark blue background and a pink diagonal stripe. It features the METALTECH & automEX logos at the top. The word 'WEBINAR' is prominently displayed in large, bold, orange letters. Below it, the text 'Industrial Skills Framework (IndSF)' is written in white, followed by the tagline 'Shaping the landscape of human capital development within the Machinery & Equipment industry'. The date and time '10 NOVEMBER, 3pm - 4pm' are listed. The bottom section is titled 'Speakers:' and 'Moderator:' and features five circular portraits of the participants. Below each portrait, their names and titles are listed: Dr. Maslina Shaif, Mr. Tang Kuo Hock, Mr. Chen Choo Yit, Mr. Pushpan Marudan, and Ms. Kadi Vani Marudan.

Social Media - LinkedIn (@metaltechautomexmalaysia)

79 followed

- 28 October 2020



METALTECH & AUTOMEX Malaysia (Official Page)
[+ Follow](#)
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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/gPNYMUUp>

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)
[+ Follow](#)
...

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/gPNYMUUp>

[#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	Match
	MALAYSIA PRODUCTIVITY CORPORATION	Match
	GL BOSUN DIAMOND TOOLS (M) SDN BHD	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



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.

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 eighth 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



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Event Start on
10 November 2020 - 15:00 PM

Watch



SPEAKER



Dr. Mazlina Shafi'i
Dr. Mazlina Shafi'i is the Deputy Director of Malaysia Productivity Corporation. She holds a PhD in Economics 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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- 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

