

# National Consultancy – Mainstreaming Gender Equality and Social Inclusion (GESI) in TVET/Skills Training Institutions



**International  
Labour  
Organization**



British  
High Commission  
Kuala Lumpur

**Skills**  
for prosperity

Submitted to: INTERNATIONAL LABOUR OFFICE

Attn: Junichi Mori, Chief Technical Officer SFP-Malaysia

CC: Shaza Alauddin Onn, Senior Programme Officer SFP-Malaysia

## Customer support



+6011 6332 0288



[KL@gointernationalgroup.com](mailto:KL@gointernationalgroup.com)





**experiential  
content.**



A company with values  
that are **Redemptive**

We began our entrepreneurial journey in 2006, inspired by Greek entrepreneur Sir Stelios Haji-Ioannou of the Easy Group. We were just two individuals passionate to serve a creative service gap between advertising agencies and independent freelancers. Since 2005, we've grown our business hand-holding Clients, who've become friends. We look forward to being a part of your experiential brand journey.

**At your service,  
Team GIG**



# experiential

Creative | Events | Technology

**VISION** Empower with purposeful content

**MISSION** To be amazing for our clients and let that inspire and enrich their brand content.

Established in 2005 in Kuala Lumpur with a satellite office in Penang and Sydney, the GIG team brings 45 years of experience in brand communication, PR, sales, marketing, events management, asset risk management, insurance & fitness. Our panel of mentors come from the sports, health & wellness industry. We work with government agencies, non-profit organisations, financial institutions, foundations, MNCs, corporate Malaysia, MSMEs and PR/Advertising Agencies.



who we are

# Meet the project management team



Jasmine  
Low

Co-founder  
Exec. Producer,  
Writer & Presenter

Skills: Media, Creative and Technology Specialist, Marketing Communication Consultant, Web Dev, Podcaster.

**I/C: Project Director**



Cece  
Syuhada  
Adam

Editor and  
Writer

Skills: Editing, Writing, PR & Communication, Publishing, Events Management.

**I/C: Project Manager**



Nikki  
Yeo

Co-founder  
Health & Fitness  
Innovation

Skills: ACE-certified Fitness Training Coach, Insurance Specialist, Founding Member of Exercise is Medicine Malaysia working on Fit for Work with National Institute of Occupational Safety & Health.

**I/C: Government Relations**



Cyberview Sdn. Bhd. PRESENTS

# MUSIC, GAMES & TECH LEADERS ON #CJPLAYGROUND CREATIVE ENTREPRENEURSHIP





# Meet the GESI consultants



Emellia  
Shariff

Managing  
Partner, Speak  
Up Malaysia , /  
CEO, Malaysian  
Institute for  
Debate & Public  
Speaking (MIDP)

**Skills:** Anti-Harassment, Bullying & Discrimination Expert. She is a member of the team that drafted the Sexual Harassment Bill in Malaysia.

**I/C: GESI Subject Matter Lead /  
Workshop Trainer**



Amina  
Jindani  
(Moone)

Founder,  
MoOne Drama

**Skills:** Award-winning Speech & Drama teacher with 25 years of experience. Trained in London's Royal Court Theatre.

**I/C: Activity Lead / Workshop  
Trainer**



Shika

Visual Artist &  
Illustrator,  
Shika Sketch  
Book

**Skills:** Visual Artist, Illustrator,  
Graphic Designer & Art Director.

**I/C: Visual Lead / Workshop  
Trainer (Bahasa Malaysia)**

**LEAN IN**  
Malaysia

**SATURDAY**  
**11 JAN 2020**  
**10AM-1PM**

# SEXUAL HARASSMENT: LET'S TALK ABOUT IT

Since 2001, there have been various calls from Non-Governmental Organisations for a stand-alone sexual harassment legislation to be passed, which at that time was supposed to be the Sexual Harassment Bill 2001.

The current Sexual Harassment Bill which was resubmitted by the Joint Action Group for Gender Equality (JAG) in October 2018 has yet to be tabled in the Dewan Rakyat. The Ministry of Women, Family and Community Development and other stakeholders have called for the progress on the Sexual Harassment Bill as the government had not committed to a clear timeline for the tabling of the bill.

We would like to invite you on 11 January 2020 (Saturday) to share our sentiment and thoughts in response to the Sexual Harassment Bill.

**Venue**  
**UNIONSPACE**  
No. 29-7, Jalan Riang, Bangsar Kuala Lumpur 59100

**Register at: <https://forms.gle/i5b7MHQMST2DJ3NA>**

**LEAN IN CIRCLE DIALOGUE**



# MIDP Hosts the Largest Virtual Debate Competition in Asia

The **Malaysian Institute for Debate & Public Speaking (MIDP)** is proud to conclude the Malaysia Asian British Parliamentary Debating Championship (ABP) 2020! The tournament **broke the record as the largest ABP in the history of Asia since its inception in 2009 in Thailand**. The tournament was done completely virtually where teams debated across 2 weekends, with 6 gruelling preliminary rounds and 5 out-rounds, and crowned the new Asian champion in the Open and English as a Foreign Language categories.

**17**  
Countries

**78**  
Universities

**467**  
Participants

[www.midp.edu.my](http://www.midp.edu.my)





School Programmes

DRAMA THERAPY

Teacher Training Workshops

Applying Chakra Tech

Roachbuster 360

FUN  
Speech and Drama

Drama Workshop

Creative

Jon Vogel Club

ATCL Diploma in Teaching Speech & Drama

Shakespeare  
Cambridge IGCSE Drama 0411

Trinity College London

Speech & Drama

Expressive  
Creative Drama Therapy

School Programmes





shikasketchbook



Search

All items



South East Asia Khmer history

Price 0.05



Tingtongketz TTK- KL2

Price 0.12



Tingtongketz TTK - KL 2



Price 0.12

# Meet the external consultants

## Adjudicators & advisory panel wish list



### NGO



Datuk Nicol David (PhD)

Retired athlete,  
Nicol David  
Foundation Little  
Legends  
programme for girls  
of M40 B40 families

### MEDIA



Indrani Kopal

Award-winning  
Fulbright Filmmaker,  
Educator,  
Cofounder,  
Far East  
Documentary Ctr

### INDUSTRY



Cheryl Goh

VP Global  
Marketing &  
Sustainability,  
GRAB

### TVET



Sam Suresh

Cofounder,  
MU Dot My  
(TVET)

### INDUSTRY/UNIVERSITY

UTM CEE WEBINAR SERIES  
**DEVELOPING PROBLEM SOLVING SKILLS USING TRIZ** (Theory of Inventive Problem Solving)  
17 AUGUST 2020 | 2.30 pm  
LIVE! You can! Centre for Engineering Education, UTM  
<https://bit.ly/cee-utms>  
QR Code  
Presented by  
**Ts. Dr. Zulhasni Abdul Rahim**  
Senior Lecturer of the Management of Technology in Malaysia-Japan International Institute of Technology, and Fellow of Centre for Engineering Education, Research & Innovation, National expert for TRIZ innovation  
For more information  
Visit us at <https://tree.utm.my/>

Dr. Zulhasni Abdul Rahim (PhD)

National TRIZ  
Innovation Expert &  
UTM Senior Lecturer

### GOVT



Dr. Jarrod Sio

Assistant  
Director, Sarawak  
Ministry of  
Education, Youth  
Leader

# Meet the creative tech production team



Susheel  
Younas

Video editor &  
Camera man



Jinny Zhi  
Ying

Creative  
Technologist



Rachanee  
Munar

Senior  
Technologist

Skills: Video editor, camera man & broadcast journalist.

A meticulous yet creative cameraman, Susheel has worked on projects with CNN Pakistan, BBC and Sky News. His skills are instrumental at the Asia Fitness Today factual TV production team.

Skills: Website programming, web design & development, PHP, React/JS.

Jinny is a junior technologist with experience programming websites with analytical problem solving skills. She's a drone racing enthusiast and the first female participant who represented Malaysia at the FAI Drone Racing Championships.

Skills: Website programming, web design & development, WordPress-focused.

Rachanee is our senior technologist, experienced in trouble shooting and creating beautiful websites in WordPress. She is also a director of the Global Music Garden a platform for musicians based in Norway.



**Clients**  
**we serve**





International  
Planned Parenthood  
Federation



# Case **e** studies

Testimonials and Learnings



**View more:**

<https://gointernationalgroup.com/case-studies>



**Client:** Malaysia Sports Aviation Federation

**Sponsor:** Malaysia Digital Economy Corp. MDEC

**Project:** Sponsorship & Team Lead

## The Situation

MSAF was invited to the Federacion Aeronautique Internationale FAI World Drone Racing Championship, and required a project manager to assist in handling sponsorships and publicity drive.

## The Solution

Go International Group Dotcom led this project and secured sponsorship from Malaysia Digital Economy Corporation (MDEC) with support from National Sports Centre, PRNews.GoInternationalGroup.com arranged for media interviews.

## The Result

Approximately RM100,000 achieved from media ROI and sponsorships.

## The Impact

More Malaysian youth teams at universities have registered interest in the upcoming championships in China.



**Client:** Cyberview

**Project:** CJ Playground Youth Concert



Tech  
Hub  
Enabler

### The Situation

We pitched to Cyberview, landowners of Cyberjaya, the silicon valley of Malaysia to host a youth festival encompassing the areas of digital innovation, tech talks, video games tournaments and music concert.

### The Solution

Go International Group won the pitch to manage the 3-day festival with intention to bring creative youth to the hip & cool CJ (Cyberjaya).

### The Result

The event attracted 2500 youth and over RM500,000 ROI from local and international publicity. CJ Playground was a phenomenal success among fans of Superman is Dead, a band from Indonesia. It was also an exciting gathering of minds with keynote speaker David Garpenstahl co-founder of DreamHack World's Largest Digital Festival and high-level speakers engaging with youth.





## Client: MERCY Malaysia Project: Overall Project Management

### The Situation

The Malaysian Medical Relief Society (MERCY Malaysia) needed to raise awareness about its local and international humanitarian efforts. The publicity focus was to increase volunteerism as well as raising funds for their programs.

### The Solution

Go International Group pitched the idea of a 3-year sustainable awareness-raising leading to fundraising fun-run in Kuala Lumpur.

### The Result

Over RM1.5 million raised from publicity ROI, sponsored products and cash donations. MyMercyRun was an early pioneer in hosting virtual runs to enable participation by international supporters.







MERCY Malaysia  
International  
Humanitarian  
7KM Run  
2014, 2015, 2016



## Client: RCS Advertising Japan Project: Marketing representation

### The Situation

RCS Advertising Japan works with VISA Malaysia on inbound marketing programs targeting tourists. It aims to sign on exclusive agreements with top-line brands in hospitality, food & beverage and retail.

### The Solution

Go International Group manages the on-ground sales & marketing activities for merchant customer relations throughout the program and offers sales representation for RCS.

### The Result

25 merchants have come onboard the exclusive program, which will play an important part in tourist privilege fulfilment for inbound tourist arrivals into Malaysia of a target 30 million by 2020.

**VISA**

Personal Business & Government Merchants Clients About Visa

Corporate Multinational Government Small Business Visa Commercial Offers VAT Recovery Visa Checkout

### Visa Commercial Offers

Introducing the Visa Commercial Offers program, a comprehensive suite of benefits and offers, designed to enhance the efficiency of your business processes and improve your bottom line.

These offers are valid for all Visa Business, Visa Corporate and Visa Purchasing cardholders, issued in Malaysia.

**15% Off**  
Rooms, dining & spa  
Shangri-La hotel  
KUALA LUMPUR

**20% Off**  
Admission tickets  
KidZania  
Kuala Lumpur

Get 20% off all admission tickets when you pay with a valid Visa card.

Get 15% off flexible room rates, your total bill for four purchases at all dining outlets & spa treatments where valid Visa card.

**ABOUT**  
Shangri-La Hotel, Kuala Lumpur is an urban oasis nestled in a fantastic view of the city, the hotel is walking distance to the mall and other tourist attractions. With an array of local afternoon tea, spa and a poolside cabana, Shangri-La has a...

**ABOUT**  
KidZania Kuala Lumpur is an award-winning indoor family entertainment centre that offers an imaginative and educational experience for kids. KidZania has a lot of fun and exciting activities for kids aged between 4 to 14 years old. Parents can choose from over 100 job options to suit their children's interests.

**REDEMPTION**  
Members present this valid Visa Card KidZania Kuala Lumpur ticketing counter at time of payment. Payment must be made with a valid Visa Card.

**TERMS & CONDITIONS:**  
• Offer is only applicable to members responsible for the bill.  
• The offer is not applicable to other offer, promotion until 31st December 2019.  
• Offer is only valid for dine-in at the restaurant before 6pm. Offer is not valid for take-away.  
• Offer is only valid for dine-in at the restaurant before 6pm. Offer is not valid for take-away.  
• Offer is only valid for dine-in at the restaurant before 6pm. Offer is not valid for take-away.  
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• Offer is only valid for dine-in at the restaurant before 6pm. Offer is not valid for take-away.

**KIDZANIA KUALA LUMPUR LOCATION:**  
Level 10, 100 Jalan Sultan Ismail, Kuala Lumpur, 50250 Kuala Lumpur, Malaysia  
Tel: +603-4382 8888  
www.kidzania.com.my

## Client: Agility Global Integrated Logistics Project: Regional APAC Press Release Dissemination

### The Situation

One of the world's largest logistics conglomerates, Agility publishes its Logistics Index and needed to have it disseminated simultaneously across Asia Pacific with China and India included.

### The Solution

PRNews by Go International Group Dotcom managed this project and also conducted media training for Agility executives in Singapore.

### The Result

The press release was translated, and disseminated in English and local languages. It was picked up by over 400 online media including podcasts and newswires like DOW JONES, BLOOMBERG, YAHOO FINANCE throughout the Asia Pacific region.



Supply Chain Podcast  
BicaraSupplyChain.com

**BICARA SUPPLY CHAIN**  
THE PODCAST & WEBINAR BY VCARE ACADEMY

LISTEN TO OUR PODCAST & WEBINAR

**ANDY VARGOCZKY**  
Senior Vice President, APAC  
Agility

**THE EMERGING  
MARKETS  
LOGISTICS  
INDEX - NO GLOBAL  
RECOVERY IN 2021**

VCARE ACADEMY INC. | www.vcare.international

The graphic is a vertical pink banner with a white audio waveform on the right side. It contains text for a podcast and webinar, a portrait of Andy Vargoczky, and the Bicarasc logo at the bottom right.





GoInternationalGroup.org GO INSPIRE SERIES presents...

## Making Social Change via Creative Technology



Vivid Sydney 2015 presents ideas and innovation led by Destination NSW & sponsored by Intel. Go International Group presented GO INSPIRE SERIES featuring three Social Entrepreneurs who spoke on how creative technology played a part in their execution in doing something good for the community. The creative talk was held against a backdrop of the Opera House in Sydney at the Overseas Passenger Terminal and forged a connection between Malaysia, Paraguay and Australia.

It featured an international array of speakers: **Alison Bryce of AllTogetherNow**, an organisation that focuses on multiculturalism in Australia. **Saskia Wilson of FlashPoint Labs**, an organisation that trains and hires refugees and the underprivileged community as professional photographers. **Favio Chavez of Cateura Recycled Orchestra**, a social enterprise that creates musical instruments out of garbage allowing its students to perform as a full orchestra around the world. **Jasmine Low Co-founder of GoInternationalGroup.com** facilitated the talk series with Spanish translator, Gloria Ortiz.

LIGHT, MUSIC & IDEAS  
**VIVID** SYDNEY



# CONFERENCE PRODUCTION



**Client:** Mozilla Firefox

**Project:** Mozcamp Asia 2011

## The Situation

- Go International Group project managed Mozilla's first MozCamp Asia in Kuala Lumpur; handled event management, travel logistics, conference collateral design & production for 200 inbound delegates from Asia in a 5-star hotel in Kuala Lumpur.
- Provided technical assistance - AV, sound, lights, setup, PowerPoint presentations, produced customised 'Mozilla Swags' conference gifts.

## The Results

- MozCamp was a HIT amongst the 200 programmers and developers. The event was well run and within budget.

<https://wiki.mozilla.org/AsiaCamp2011>



many voices  
one mozilla



**Client:** Sweden Embassy of Malaysia

**Project:** Sweden Malaysia Innovation Days 2011

### The Situation

- Go International Group was appointed to project manage the Sweden Malaysia Innovation Days exhibition held in conjunction with FEYST Indie Youth Festival
- Handled strategic brand communication for project, PR, Malaysian media tour to SWEDEN, content creation and curation for the festival.

### The Results

- Achieved outstanding Media ROI objectives for Sweden Embassy. Built strong and lasting impression on Sweden, as an Innovation Pioneer amongst Malaysian youth





**Client:** Sephora Malaysia

**Project:** Project Management

### The Situation

Sephora Malaysia is a part of the LVMH group hired us to launch a series of its signature stores throughout Malaysia. It wanted a break through in ideas to live up to a brand that's synonymous with its standing as the No. 1 and most coveted cosmetic retailer in the world.

### The Solution

We designed events that were cutting-edge and never-done-before branded activation that included print, radio, out-of-home, guerrilla marketing, ground activation at colleges, social media.

### The Result

The queues right in front of their stores on opening day were testament to the success of the campaigns. Social media went viral and the stores recorded great sales figures.





# EVENT DESIGN & GUERILLA MARKETING



**SEPHORA**  
WHERE BEAUTY BEATS

Opens 23 July 2013  
at Gurney Paragon Mall

First 100 customers to visit our store receives  
an exclusive limited edition Sephora vanity case!

[facebook.com/sephoramalaysia](https://www.facebook.com/sephoramalaysia) Ground Floor, Gurney Paragon Mall (fronting Kelawel Road),  
163 Penstaran Gurney 10250 Penang, Malaysia



# GRAND LAUNCH SEPHORA SUNWAY PYRAMID

- SEPHORA launches 5 stores in Kuala Lumpur & Penang
- At each store opening, we produced an out-of-this-world event that was the talk of town!
- Featuring special canape menus that reflected the black & white theme,, celebrity DJs, performances, models, beauty & lifestyle bloggers.
- Total MEDIA ROI: MYR3 million





**Client:** Ingram Micro

**Project:** Internal Communication Event

### The Situation

- Go International Group project managed Ingram Micro's team appreciation event for its sales team and its government client stakeholders.
- We handled total project management, travel logistics, product presentations, indoor outdoor teambuilding production, side activities for 100 delegates. Provided technical assistance with AV, sound and lights.

### The Results

- Ingram Micro's principals, IT brands were happy with the results, where Ingram team built solid relationships with their client stakeholders.





**Client:** AmBank Berhad, Treasury Dept.

## **Project:** Project Management of Corporate communication collaterals

### **The Situation**

AmBank Treasury is a dynamic department within the bank, offering financial risk management solutions to Malaysia's Small Medium Industries (SMIs).

### **The Solution**

- We were tasked to publish corporate communication collaterals including brochureware and a 200-page Bond Index Book within a very tight timeline, culminating in a media launch event graced by the Governor of Bank Negara.
- Our team of writers, designers and researchers worked diligently in ensuring accuracy of the Bond Index figures.

### **The Result**

- The Client was satisfied with our design, copywriting and on-time delivery.





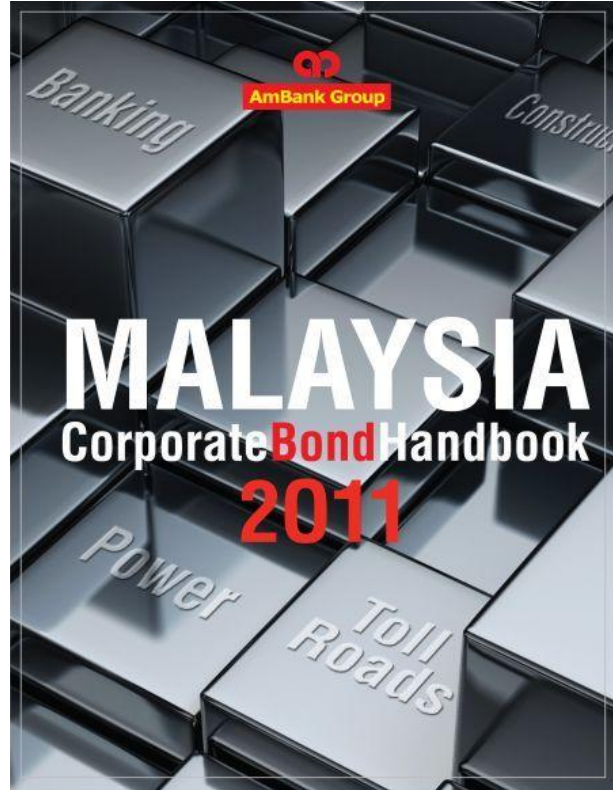
## FX Solutions? Give us a call.

AmBank Group and ANZ's combined markets expertise opens up a whole new world of possibilities.



Our strategic partnership with ANZ allows customers to benefit from our combined network and in-depth markets expertise in the fast changing Asia-Pacific landscape. We have built strong relationships so you can leverage on our strength as Malaysia's Preferred Banking Group with regional capability and international connectivity. Call your Markets Advisor to find out more.

**FX SALES DESK**      **ADVISORY SALES**      **FX RESEARCH & STRATEGY**      **EMAIL**  
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**FX & FX Hedging • Interest Rate Hedging • Commodities Hedging • Islamic FX Hedging Solutions**



\* Australia and New Zealand Banking Group Limited (ANZ) was rated 'Best for Innovative FX Products and Ideas' by Asiamoney FX Poll, 2008  
\* AmBank Group was voted by Corporates as 'Best Domestic Provider of Foreign Exchange (FX Services)' in the Asiamoney Poll, 2007

## Client: Pride Foundation

## Project: Website project management x Miss Malaysia World Ambassador

### The Situation

PRIDE Foundation was an organisation setup to enhance and unite breast cancer awareness activities in Malaysia. It needed not just a website, but an online resource packed with information on breast cancer.

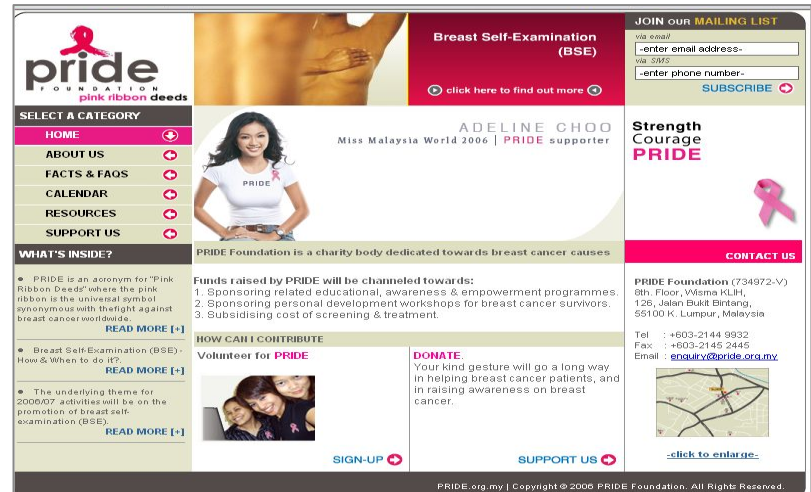
### The Solution

To plan the design, copywriting and programming of a user-friendly and informative portal, create a 360° breast examination flash graphic, launch the website at a fundraising luncheon.

### The Result

A functional website packed with resources and links to assist PRIDE in informing the public about breast health.

We included state-of-the-art website functionalities for that time, and used moving visuals for the site to be interactive and user-friendly.



**Client:** AJ Biologics

**Project:** Corporate Website

## The Situation

AJ Biologics, an AJ Pharma Holding Investment company from Dubai has established a vaccine formulation facility with fill and finish capabilities to manufacture a range of vaccines for supply to the local, regional and global market.

## The Solution

Our team developed an informative website which contains updated information including white papers and conference presentations.

## The Result

A functional informative website with vast resources and links to assist AJ Biologics in informing the public about the range of vaccines.



AJ Biologics, an AJ Pharma Holding Investment company will establish a vaccine formulation facility with fill and finish capabilities to manufacture a range of vaccines for supply to the local, regional and global markets.

The facility will adhere to cGMP and International accreditation standards such as PIC/S, EMA and MHRA. AJ Biologics will engage "flexible manufacturing facility" technology, equipment and design that can be used to manufacture different biological products within the same facility.



### VISION

Our primary goal at AJ Biologics is to become a prominent and trusted vaccine player, initially in the Malaysian market, followed by the Asian region and eventually globally.



### STRATEGY

To establish a flexible vaccine manufacturing facility capable of manufacturing a wide range of vaccines in accordance with cGMP guidelines and other international accreditation standards, to ensure the company builds a reputation of excellence with a range of quality products.



### HEALTHCARE

At AJ Biologics, we believe that healthcare should be both accessible and affordable to all. It is with this guiding principle in mind that we approach our business. Our aim is to provide communities with affordable vaccines that are proven effective and meet the stringent regulatory guidelines. AJ Biologics is committed to quality and safety with all our products.





**Client:** Malaysia Industrial Development

**Finance (MIDF)**

**Project:** Corporate Website

### The Situation

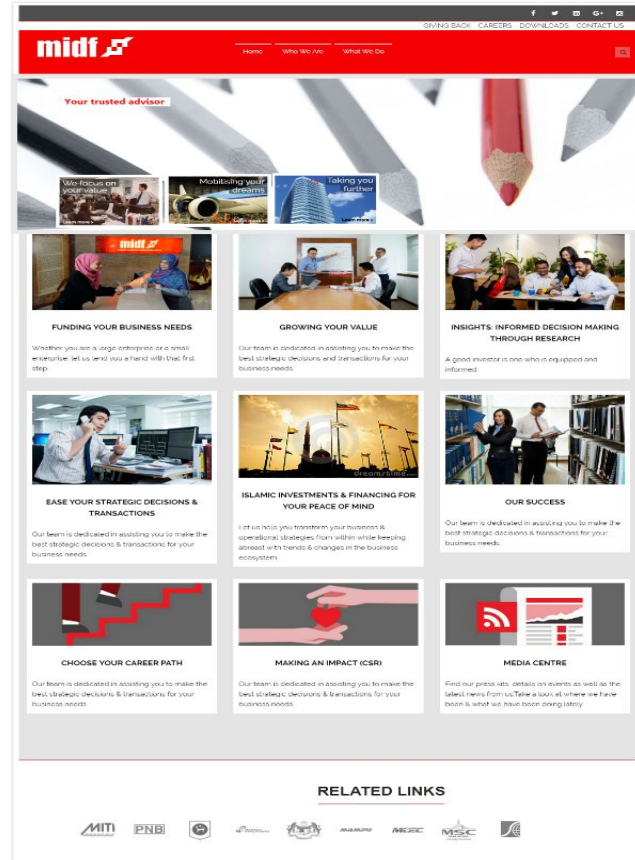
MIDF Group is a leading financial services provider in investment banking, development finance, asset management and mezzanine financing. It's existing website was outdated and required a revamp.

### The Solution

We proposed a design that was responsive, user-friendly and informative. It was also important that the back-end CMS was easy to access and update.

### The Result

We delivered a fully functional website that was compliant to PROBE and WC3 disability requirements. The site was also compliant with government of Malaysia's standards. We provided training sessions for the IT Dept of MIDF, and ensured a smooth hand-over.



# Social responsibility

You, me and our community.



# Purpose-led Company

**Social**  
responsibility



## OUR YOUTH MISSION

Malaysian Youth making  
impact as Global Citizens

Involving youth in all that we  
do, empowering them with  
knowledge and skills

## OUR GREEN MISSION

We are committed to leaving  
minimal carbon footprints on  
our planet

Environmental education  
awareness programs

## OUR WELLNESS MISSION

Wellness of employees is the  
core of our company vision

Employee transformation  
programs thru fitness



# Getting more Malaysians to move at the workplace



**move 8**  
ANYONE CAN MOVE! **MOVES.ORG**

**Sayangi Malaysiaku**

**#MOVE8 FOR MALAYSIA DAY**

**7KM WALKATHON \* KUALA LUMPUR**  
Moving 2 million Malaysians by 2020

**16 SEPTEMBER 2018 | 7:00AM - 10:00AM**  
DATARAN DBKL 1, JLN RAJA LAUT, KUALA LUMPUR  
**#MOVE8 #MOVE8MALAYSIA #KLCARFREEMORNING**

Official Partner: **HITNESS TODAY**  
Official Partner: **mercy**  
Official Partner: **amnisia**  
Official Partner: **CONNET**

Official Partner: **WALK LAH**  
Official Partner: **MULTIGREEN**  
Official Partner: **ECOLOO**  
Official Partner: **NUBEX**

**Walk LAH** **WALKERS**

RMSD per person (500 slots only)  
10% of proceeds to humanitarian aid efforts.  
Participant Rewards.

Register at [www.Move8.org](http://www.Move8.org)





# RAISED MORE THAN RM25,000,000 IN MEDIA ROI 2008-2021 FOR YOUTH IN INNOVATION, ESPORTS & MUSIC

## 大马向瑞典学习创新

(吉隆坡10日讯)大马国际贸易部长拿督斯里慕斯塔法认为，大马应向瑞典看齐，提升创新水平与竞争力。

慕斯塔法是在瑞典-大马创新日论坛开幕仪式上，发表有关的谈话。

他指出，大马该向瑞典学习，加强创新。「创新是第十大马计划与经济转型计划的主要动力。我们该向瑞典看齐，因为该国人口虽少，但是在创新方面却数一数二，甚至荣获不少诺贝尔奖项。」

他指出，大马促进创新方面，需要改善三方面。第一、关注知识产权，并塑造有利于创新产品与服务的环境；第二、政府与私人领域该主动为创新，提供资金协助，尤其发展与商业化初期；第三、通过



Art Party at Doppel Kafe presents: Dzamina Dzafri  
28 November 2012, 19:00 PM to 19:00 PM at DoiPai Cafe, Lot 2.04, Mezzanine floor, Central Market, Anson Rd.  
Contact Details: 013 507 6991

周刊  
论坛  
周仰  
创新  
深性



Ever wanted to sing on stage but never got the chance? Well, you're in for some luck. This Sunday, 28 November 2012, all open mics are welcome to grab that spot on stage at the Art Party event at DoiPai Cafe!

The three-day competition awarded some of the most talented artists from 48 countries vying for 1,000,000 (RM100,000) prize pool for the top three players, and a chance to make their dream a reality.

The Malaysian contingent was organised by the Malaysian Entertainment Group, and led by Co-ordinator, Goh Joo Kuan, and supported by the Singaporean team. The event was held at the Double Happiness Hotel, and led by Co-ordinator, Goh Joo Kuan, and supported by the Singaporean team.

The event was held at the Double Happiness Hotel, and led by Co-ordinator, Goh Joo Kuan, and supported by the Singaporean team.

To sign up for the Art Party open mic session, give 013 507 6991 a ring!  
Like Dzamina Dzafri on Facebook for more updates, or check out the Tumblr page: [dzaminadzafri.tumblr.com](http://dzaminadzafri.tumblr.com).

## Contohi Sweden promosi inovasi

KERAJAAN mengintai peluang untuk mengadakan kerjasama dan belajar dengan Sweden bagi membantu negara ini mempromosikan bidang inovasi.

Menteri Perdagangan Antarabangsa dan Industri, Datuk Seri Mustapa Mohamed berkata, Sweden mempunyai pengalaman luas dalam bidang tersebut dengan negara itu mencatat pendaftaran 1,150 paten bagi setiap 100,000 penduduknya.

"Sweden sudah melalui kitaran inovasi dan mempunyai idea yang baik. Kita boleh dilaksana. Sweden

Mengulas sejauh mana negara ini serius untuk mengadakan bidang inovasi dari Sweden, Mustapa berkata, beliau difahamkan Unit Inovasi Khas (Unik) di Jabatan Perdana Menteri akan memantau rapat model kerajaan pemindahan inovasi Triple Helix yang digunakan di negara tersebut.

"Triple Helix menekankan mengenai pentingnya interaksi antara universiti, perniagaan dan sektor awam untuk menghasilkan inovasi," katanya.

Mustapa itu, Ketua Pe-



FOTO | PC Lim



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Master minds (clockwise) Mar, Wei Pheng, Kim Jim, Wen Chak and Yui Siang did the country proud in the 'Olympics' of electronic sports competition.

They beat 600 others at ESWC

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WhatsApp +601163320288  
Email: [KL@gointernationalgroup.com](mailto:KL@gointernationalgroup.com)

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**Penang:** 15 Bangkok Lane, Pulau Tikus 10250, Malaysia  
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