

Amplify MPC's Authority

With

**International
Business Review™**

Of National Leaders, Businesses & Innovations

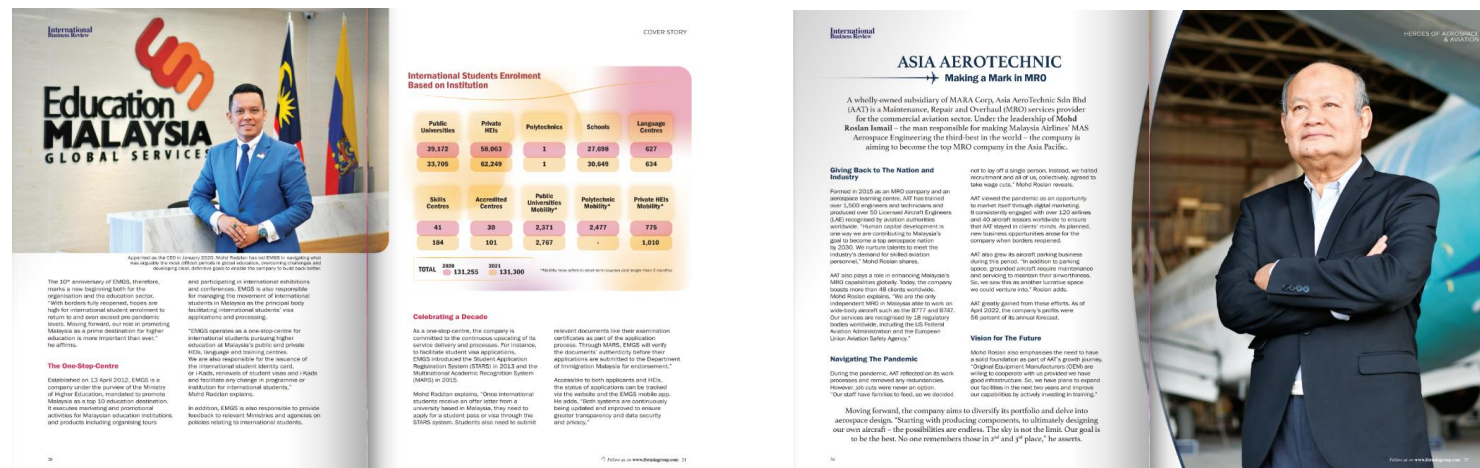


“Everything the world does is a story the world sells”

OUR OFFER

Our offer is to position **MPC** in **International Business Review** with a **2-page write up**.

The article will be focused on MPC's three thrusts – Academy in Industry, Technology and Regulations.
The IBR Asia Group will conduct the full A-Z of the write up and design. We will send the write up to you once approved, before sending it to print.



We offer this 2-page write up to MPC for a special rate of **RM 7,500**
Original price is RM 10,000 @ RM 5,000 per page

About *International Business Review & Demographics*

Published since 2004.

International Business Review™

is reputed among elite corporate & government decision-makers as the leading business-to-business media platform in Malaysia

PRINTED MONTHLY WITH A CONTROLLED DISTRIBUTION OF

30,000 copies

REACHING OVER

150,000 readers

AT AN ESTIMATED AVERAGE OF 5 READERS PER COPY

AND AN ONLINE E-ZINE MADE AVAILABLE TO

250,000 DECISION MAKERS
EVERY MONTH

DISTRIBUTED ELECTRONICALLY TO

23 countries

ACROSS ASIA-PACIFIC & THE MIDDLE EAST,

including Japan, China, Korea, Philippines, Dubai, Abu Dhabi, Australia, Indonesia, New Zealand, Hong Kong, India, Thailand and more.

AVAILABLE AT

ALL MAJOR AIRLINE LOUNGES IN THE KL INTERNATIONAL AIRPORT,

TOP BUSINESS HOTELS IN THE KLANG VALLEY, and

ALL MATRADE AND MIDA OFFICES WORLDWIDE

who are our readers?

BY CIRCULATION



- 10% Diplomatic Community
- 10% Professionals
- 15% Government Agencies & Offices
- 25% MNCs
- 40% Malaysian Corps & GLCs

BY AGE



- 20% 35 - 45
- 40% 46 - 55
- 40% 56 - 65

BY GENDER



- 40% Female
- 60% Male

BY INDUSTRY



- 5% Hospitality
- 5% Logistics
- 5% Biotechnology
- 5% Management Education
- 10% Government Agencies
- 10% Banking, Investment & Finance
- 10% Automotive, Aviation & Aerospace
- 10% ICT
- 15% Electronics and Manufacturing
- 15% Real Estate Development/Construction & Infrastructure
- 10% Others

Payment Terms & Acceptance of Proposal

100% of the payment shall be made to The IBR Asia Group upon signing of this proposal.

Accepted By,

Signature:

Name:

Designation:

Organisation:



Director General

Malaysia Productivity Corporation (MPC)



"If I was down to the last dollar of my marketing budget, I'd spend it on PR!" – **Bill Gates**



The IBR Asia Group is an integrated PR Agency that helps clients be omnipresent and spread their messages across multiple platforms.

We have created superb branding and promotional campaigns for over 1,000 Malaysian and international companies, government offices and agencies, and Heads of States since our inception in 1997.

“90 years of collective experience in writing stellar pieces from science to art to business to policies to people to everything that necessitates life on Earth. With structure, gravity, substance and a necessary dose of wit.

86 years of creating short movies that accentuate storytelling through words, action and infographics, and 87 years of creating an incredible database.

Do you want a team that cares? Who delivers? Who understands not any cookie-cutter strategy but the concise strategy for YOUR journey? That's us.”

Thank you for reviewing this proposal. We look forward to working with MPCin telling your story!



Lavendra Mahendra
ea@ibrasiagroup.com
+60124339914

Unit No 23A-8 Oval Damansara No, 685, Jalan Damansara, Taman Tun Dr Ismail,
60000 Kuala Lumpur
Tel: 03-7732 5886