

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.



International Business Review

Education MALAYSIA GLOBAL SERVICES

Aspirant as the CEO in January 2020, Sharif Raduan has set MNG in navigating a new path for the company. He is determined to bring the company to the next level, driving clear, definitive goals to lead the company to be back-better.

The 10th anniversary of EMGS, therefore, marks a new beginning both for the organization and the education sector, which benefits from the company's role in managing the movement of international students. The company has also been involved in developing international students' visa applications and assisting them with their studies.

Moving forward, our role in promoting Malaysia as a destination for international education is more important than ever.

The One-Stop-Center
Established on 17 April 2010, EMGS is a company under the purview of the Ministry of Higher Education, mandated to promote Malaysia as a destination for international students. It executes marketing and promotional activities, provides administrative services, and products including organizing tours.

International Students Enrolment Based on Institution

| Institution Type | Enrolment |
|--------------------------------------|----------------|
| Public Universities | 29,172 |
| Private HEIs | 56,063 |
| Polytechnics | 1 |
| Schools | 27,698 |
| Language Centres | 627 |
| Skills Centres | 41 |
| Accredited Centres | 30 |
| Public Universities Mobility* | 2,371 |
| Polytechnic Mobility* | 2,477 |
| Private HEIs Mobility* | 775 |
| TOTAL | 329 |
| | 131,255 |
| | 131,300 |

*Malaysian universities to other universities and larger than 5 seats

Cover Story

MAKING A MARK IN MRO

A wholly-owned subsidiary of MABA Group, Asia Aerotech Sdn Bhd (AAT) is a Maintenance, Repair and Overhaul (MRO) services provider for the commercial aviation sector. Under the leadership of Mrod Roslan Ismail – the man responsible for making Malaysia Airlines' MAS Aerospace Engineering the third-best in the world – the company is aiming to become the top MRO company in the Asia Pacific.

Giving Back to The Nation and Industry
Formed in 2015 as an MRO company to fulfil a need for aircraft maintenance, repair and overhauling, AAT has trained and produced over 50 Licensed Aircraft Engineers (LAEs) and 100 aircraft maintenance technicians (AMTs) worldwide. Human capital development is one of the company's top priorities, as Mrod Roslan Ismail is keen to become a top aerospace nation. By 2025, AAT aims to have 100 aircraft maintenance technicians and 100 industry demand for skilled avionics technicians.

AAT also plays a role in enhancing Malaysia's MRO capabilities globally. Today, the company is located in three countries: Malaysia, Thailand and Indonesia. Mrod Roslan explains, "We are the only independent MRO in Southeast Asia that can work on wide-body aircraft such as the B777 and B747. Our aircraft maintenance technicians are trained to the highest standard and are certified by the International Federation of Aviation Maintenance Engineers (IFAME) and the International Union Aviation Safety Agency."

Navigating The Pandemic
During the pandemic, AAT reflected on work processes and removed any redundancy. However, the company's focus was to ensure its being outlasted and responded to ensure the safety of its employees and the environment and privacy."

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HEROES OF AEROSPACE & AVIATION

ASIA AEROTECHNIC

Making a Mark in MRO

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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

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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 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

BY AGE



20% 35 - 45

40% 46 - 55

40% 56 - 65

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:



ZAHID ISMAIL

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!



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