



NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION 2022

**HR 5.0: THE NEXT EVOLUTION IN
HUMAN RESOURCE DEVELOPMENT**

8 - 9 NOV 2022

MALAYSIA INTERNATIONAL TRADE
AND EXHIBITION CENTRE (MITEC)

EVENT PROSPECTUS EXHIBITION AND SPONSORSHIP PACKAGES

Organised by:



HUMAN RESOURCE DEVELOPMENT CORPORATION

Supported by:



hrdcorp.gov.my

Published by

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NHCCE 2022 OVERVIEW

The National Human Capital Conference & Exhibition 2022 (NHCCE) brings together a community of trailblazers, thought leaders and industry experts to push the boundaries of human resources towards HR 5.0.

The two-day event, organised by HRD Corp, is geared at empowering HR leaders and practitioners to take a fresh approach to their respective roles by embracing new technology and processes that drive efficiency and productivity at the workplace.

Delegates will hear thought-provoking insights from our inspiring speakers, network with like-minded professionals and learn how to blend broad strategy with bespoke tactics for human resource development.

Here is your chance to be a part of the nation's premier event in human capital development.



2,000
delegates



200
exhibitors



6
impactful deep
dive sessions



30
industry captains and
thought leaders



5,000
visitors

AMONG OUR FEATURED SPEAKERS

Anthony Raja Devadoss
Managing Director &
Senior Client Partner
Korn Ferry

Dato' Palaniappan Joseph
Board Member
HRD Corp

Eric Conrad
Regional Managing Director
**ASEAN, Worldwide Public
Sector, Singapore**

Norlida Azmi
Chief People Officer
Axiata Malaysia

Arulkumar Singaraveloo
Co-founder
Malaysia HR Forum

Rachele Focardi
Founder
XYZ@Work - Singapore

Tom Osborne
Managing Director
Hays Malaysia

Farid Basir
Chief People Officer
MBSB Bank Berhad

Razalina Abdul Rashid
Director
OUM Malaysia (Kuantan)

Irene Ong
Head of Talent &
Learning Solutions (Malaysia)
LinkedIn

Tim MacCartney
Senior Vice President, APAC
CoachHub (Singapore)

Salina Kamarudin
Vice President, HR
UMP Holdings Sdn Bhd

Charles Brewer
Group Chief Executive Officer
POS Malaysia

Nadiah Tan Abdullah
Chief Human Resources Officer
S P Setia Berhad

Syukri Sudari
Group Chief People Officer
Affin Bank Group

Datuk Nora Abd Manaf
Group Chief Human
Capital Officer
Maybank

Taufiq Iskandar
Chief Executive Officer
Penjana Kapital Sdn Bhd

Jasmine Begum
Director of Legal, Government
& Corporate Affairs, ASEAN
and New Markets
Microsoft

MORE SPEAKERS TO BE ANNOUNCED SOON!

ITINERARY

DAY 1 | 8 NOVEMBER 2022

8.30 am	Registration of Conference Delegates/Networking Breakfast	2.15 pm	Track #2: Innovation at the Workplace
10.15 am	<p>Opening Ceremony</p> <p>Negaraku</p> <p>Doa Recitation</p> <p>Opening Performance</p> <p>Welcome Speech by YB Datuk Seri M. Saravanan Minister of Human Resources</p> <p>Opening Speech by YAB Dato' Sri Ismail Sabri Bin Yaakob Prime Minister</p>		<p>Moderator: Dato' Palaniappan Joseph Board Member, HRD Corp</p> <p>Speakers:</p> <ol style="list-style-type: none"> Eric Conrad Regional Managing Director, ASEAN, Worldwide Public Sector, Singapore Norlida Azmi Chief People Officer, Axiata Malaysia 3. TBC 4. TBC
11.00 am	Plenary Address	3.30 pm	Plenary Address
11.15 am	Track #1: The Future of Work	3.45 pm	<p>Track #3: Diversity & Generational Workforce Change</p> <p>Moderator: Arulkumar Singaraveloo Co-founder, Malaysia HR Forum</p> <p>Speakers:</p> <ol style="list-style-type: none"> Rachele Focardi Founder, XYZ@Work - Singapore Tom Osborne Managing Director, Hays Malaysia Farid Basir Chief People Officer, MBSB Bank Berhad 4. TBC
12.30 pm	Networking Lunch		Refreshments
2.00 pm	Plenary Address	5.00 pm	End of Conference Day 1

ITINERARY

DAY 2 | 9 NOVEMBER 2022

9.00 am	Arrival of Conference Delegates/ Networking Breakfast	3.30 pm	Plenary Address
10.00 am	Speech by YBhg. Datuk Shahul Dawood Chief Executive of HRD Corp	3.45 pm	Track #6: Impact of Human Capital on National Economy
10.30 am	Plenary Address		Moderator: Syukri Sudari Group Chief People Officer, Affin Bank Group
10.45 am	Track #4: Embracing Transformative Learning & Development Models Moderator: Razalina Abdul Rashid Director, OUM Malaysia (Kuantan) Speakers: 1. Irene Ong Head of Talent & Learning Solutions (Malaysia), LinkedIn 2. Tim MacCartney Senior Vice President, APAC CoachHub (Singapore) 3. TBC 4. TBC	5.00 pm	Speakers: 1. Datuk Nora Abd Manaf Group Chief Human Capital Officer, Maybank 2. Taufiq Iskandar Chief Executive Officer, Penjana Kapital Sdn Bhd 3. TBC 4. TBC 5. TBC 6. TBC
12.00 pm	Networking Lunch		Refreshments End of Programme
2.00 pm	Plenary Address		
2.15 pm	Track #5: The Role of Workplace Leadership Moderator: Salina Kamarudin Vice President, HR UMP Holdings Sdn Bhd Speakers: 1. Charles Brewer Group Chief Executive Officer, POS Malaysia 2. Nadiah Tan Abdullah Chief Human Resources Officer, S P Setia Berhad 3. TBC 4. TBC		

HRDF CONFERENCE & EXHIBITION 2019 AT A GLANCE



2,122 DELEGATES
attended the HRDF Conference
and Exhibition

200 EXHIBITORS
showcased their products
and services



28 RENOWNED
international and local speakers

More than
90% OF DELEGATES
are from large companies



EXHIBITION OPPORTUNITIES

HERE'S THE BIG WHY!

Grow your business by reaching the right audience at the NHCCE 2022.

Check out the following benefits of becoming our exhibitor!

- Active **FACE-TO-FACE INTERACTION** with your potential customers.
- Solid **BRAND EXPOSURE** for your organisation.
- Effective **NETWORKING AND COLLABORATION** opportunities with your industry peers.
- Brilliant opportunity to **BE SEEN AMONGST INDUSTRY LEADERS AND DISRUPTORS**.
- Amazing **VALUE** for your marketing and promotional needs.

Choose from the following locations and packages developed for optimum cost-effectiveness and designed to help you meet your business goals.

**SAPPHIRE ZONE
(CORNER)**

RM4,500.00

**PREMIUM ZONE
(INTERMEDIATE)**

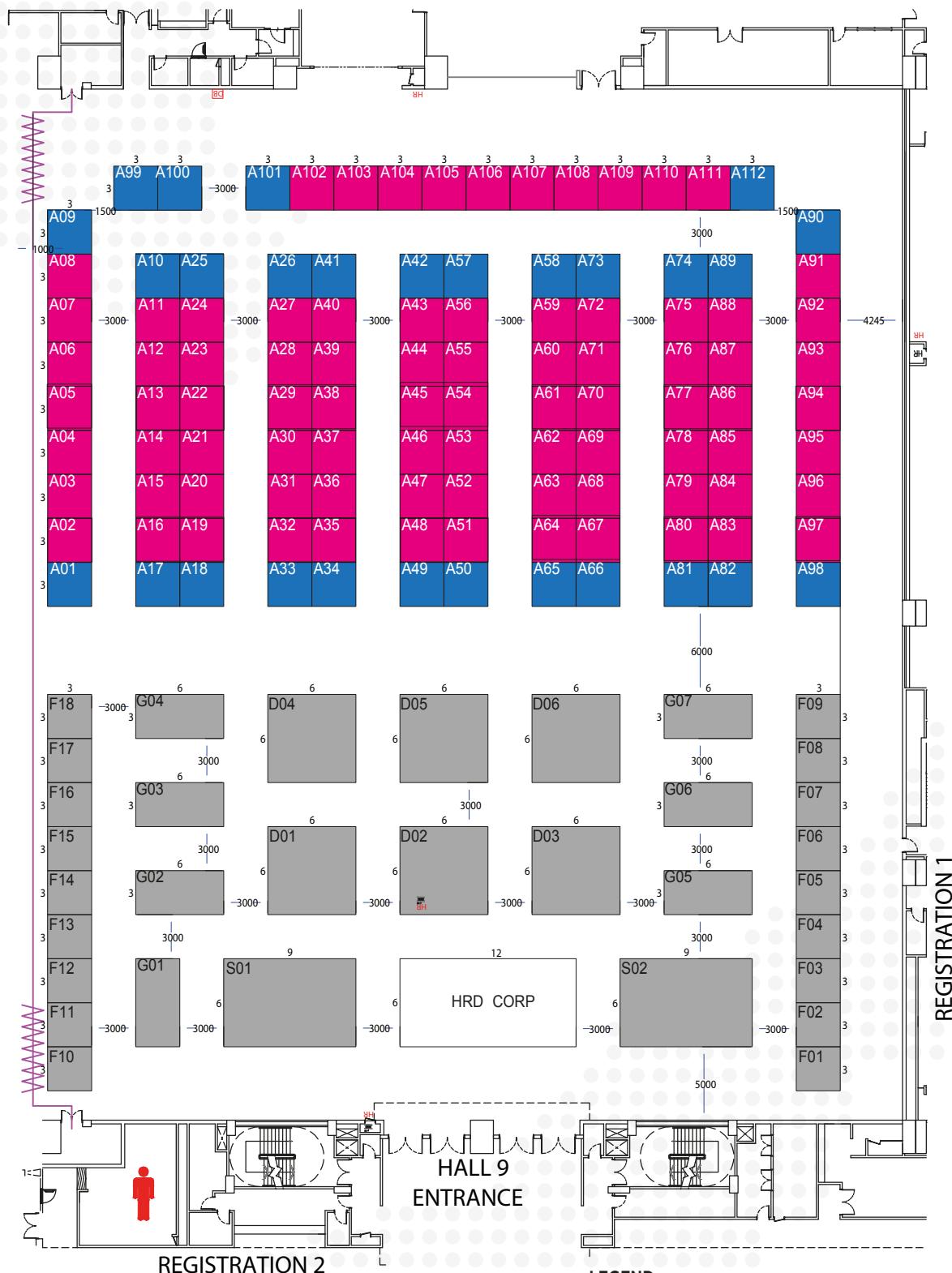
RM4,000.00

EXHIBITION SPECIFICATIONS

Standard Shell Scheme Booth

- Exhibition booth size 3m x 3m
- 3 dividing walls using pilex system with an open front
- 1 unit information desk
- 2 units of folding chairs
- 1 unit of wastepaper basket
- 2 units of fluorescent lights (40watt each)
- 1 unit of 13 amp power point
- Fascia board with exhibitor's name and booth number
- 2 exhibitor tags, including daily tea breaks and lunch
(conference sessions are not accessible through exhibitor tags)

MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC) EXHIBITION AREA (HALL 9)



SPONSORSHIP OPPORTUNITIES AND PACKAGES

Make a strong impact on your potential clients by investing in the following sponsorship opportunities.

Your brand will be promoted to leading HR professionals to boost your organisation's prestige.

Signature Package **RM150,000.00**

Diamond Package **RM100,000.00**

Platinum Package **RM50,000.00**

Gold Package **RM30,000.00**

Silver Package **RM15,000.00**

SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES & BENEFITS

BENEFITS	SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER
	RM 150,000	RM 100,000	RM 50,000	RM 30,000	RM 15,000
Prime Position					
Complimentary exhibition booth	54 sqm	36 sqm	18 sqm	9 sqm	-
Speaking Slot	1 Slot	1 Slot	1 Slot	-	-
Complimentary Passes					
Full Delegate Passes to attend all sessions and enter exhibition area	20 seats	15 seats	10 seats	5 seats	3 seats
VIP seats to the Gala Dinner	2 seats	2 seats	1 seat	-	-
Complimentary seats to the Gala Dinner	2 tables	1 table	5 seats	3 seats	1 seat
VIP seats for the Opening Ceremony	2 seats	2 seats	1 seat	-	-
Branding and Awareness	✓	✓	✓	✓	✓
Company logo and sponsor credit in all marketing collaterals including: advertisements, direct mailers, NHCCE dedicated landing page (with link to your website), mobile app and all stream stage backdrops and banners at the event.					

SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES & BENEFITS

BENEFITS	SIGNATURE	DIAMOND	PLATINUM	GOLD	SILVER
Verbal Acknowledgement Recognition as sponsor in all speeches and mentions at the Opening Ceremony.	✓	✓	✓	-	-
Inserts Your collateral or corporate literature included in all Delegate Welcome Packs.	✓	✓	✓	✓	✓
Social Media A dedicated announcement of your partnership as the Signature Sponsor across our social media channels (Facebook, Twitter, Instagram, LinkedIn and YouTube).	✓	✓	✓	✓	✓
Actual exposure and advertising equivalent value (AEV)	RM450,000	RM300,000	RM150,000	RM90,000	RM45,000

BOOKING PROCEDURES

Booking Procedures for Booth and Sponsorship

- A confirmation letter and invoice will be sent upon receipt of registration. Payment must be made **within 30 days** of invoice issuance.
- Price for exhibition booth will be subjected to 6% SST.
- PSMB reserves the right to cancel or withdraw the bookings made by the exhibitor/sponsor at any time, for any reasons whatsoever in which no liabilities shall be borne by PSMB of such cancellations or withdrawals. In these circumstances, a full refund of all monies paid without interest will be made to the exhibitor/sponsor. The decision of PSMB shall be final and conclusive.
- Payment must be made to:

NATIONAL HRD CONFERENCE (RHB BANK 2-14334-0000956-6)

For further enquiries or to confirm your participation, please contact the person in charge using the details below.

Exhibition

Siti Norzuliana Binti Sazali	Nur Aisyah Binti Hassan
012-224 8376/03-2096 4826	013-610 0264/03-2096 4808
norzuliana@hrdcorp.gov.my	nuraisyah@hrdcorp.gov.my

Sponsorship

Soffian Bin Mohammed Amin	Mohd Shahiswan Bin Osman	Azim Bin Md Yusof
016-237 0224/03-2096 4797	019-593 5950/03-2096 4730	010-659 1120/03-2096 4671
soffian@hrdcorp.gov.my	mshahiswan@hrdcorp.gov.my	azimmdyusof@hrdcorp.gov.my

APPLICATION / CONTRACTOR EXHIBITION BOOTH

This is an application for exhibition space at the National Human Capital Conference & Exhibition 2022 (NHCCE), which becomes a binding contract if the potential exhibitor satisfies HRD Corp's exhibitor requirements and if such application is accepted by HRD Corp. The undersigned company (the "Exhibitor") hereby submit our application to participate as an Exhibitor in the National Human Capital Conference & Exhibition 2022 to be held at the Malaysia International Trade and Exhibition Centre (MITEC) on 8 & 9 November 2022. We request HRD Corp to reserve the exhibition space for our use at the National Human Capital Conference & Exhibition 2022. We understand that specific booths will be assigned based on a first come, first serve basis.

I would like to confirm application of the following:

(Kindly tick (✓) the appropriate box)

Booth Number

PACKAGE FOR 2 DAYS

Exhibition on 8 - 9 November 2022 (National Human Capital Conference & Exhibition 2022)

● **SAPPHIRE ZONE**
RM 4,500.00 (Corner 3 x 3)

● **PREMIUM ZONE**
RM 4,000.00 (Intermediate 3 x 3)

SPONSORSHIP

● **SPONSORSHIP ZONE**
Offered based on the details
in the sponsorship packages.

PURCHASE OF ADDITIONAL EXHIBITOR'S TAG

Additional exhibitor's tag is priced at **RM150.00/per tag**.
Please state additional quantity required.

No. of tag(s) required

* All price quoted in the exhibition packages and purchase of additional exhibitor's tag are inclusive of SST.

I/We hereby confirm that I/We understand the cancellation conditions and waive any and all rights against HRD Corp, any claim or action or to sue for damages for any injury or loss or damage, whether direct or indirect (including loss of profits, damage to reputation and/or legal fees) that I/We may suffer as a result of my/our participation in the National Human Capital Conference & Exhibition 2022. I/We shall comply with all rules, regulations, and/or guidelines including the regulations contained in the prospectus by HRD Corp and Malaysia International Trade and Exhibition Centre.

I/We hereby also agree to indemnify and keep HRD Corp indemnified against all costs, claims, fines or penalties which may be brought, suffered or levied against HRD Corp as a result of, directly or otherwise, from my/our non-compliance with any of the rules, regulations, guidelines, including the prospectus provided by HRD Corp and/or directions, instructions and/or requirements from the Centre Management or Owner of the Centre as may be furnished at any time, from time to time.

Company Name												
Address												
Telephone Number					Fax Number							
Website					Email							
Authorised Signature					Company Stamp							
					SST Registration No.							

PERSONAL DATA PROTECTION DISCLAIMER

I/We hereby confirm that I/we have read and understood the Pembangunan Sumber Manusia Berhad (PSMB) policy on personal data, in conjunction with the Personal Data Protection Act (PDPA) 2010, at www.hrdcorp.gov.my:

- Acknowledge and agree to the terms and conditions of the PDPA policy and consent to the use of my personal data in the manner aligned to and for the purposes stipulated in said policy.
- Do not consent to the use of my personal data for receiving PSMB exclusive event invitations, marketing materials and updates on its latest products and promotions.

Cancellation Notice

① If the notice is received on or **before 15 October 2022**, the organiser reserves the right to retain or collect 50% of the total cost.

② However, if the notice is received **after 15 October 2022**, the organiser reserves the right to retain or collect 100% of the total cost.

APPLICATION OF SPONSORSHIP

I would like to participate in the National Human Capital Conference & Exhibition 2022 as the following sponsor:
Please tick (✓) the appropriate box.

SPONSORSHIP PACKAGES

<input type="checkbox"/>	SIGNATURE SPONSORSHIP	RM150,000.00
<input type="checkbox"/>	DIAMOND SPONSORSHIP	RM100,000.00
<input type="checkbox"/>	PLATINUM SPONSORSHIP	RM50,000.00
<input type="checkbox"/>	GOLD SPONSORSHIP	RM30,000.00
<input type="checkbox"/>	SILVER SPONSORSHIP	RM15,000.00

I/We hereby confirm that I/We understand the cancellation conditions and waive any and all rights against HRD Corp, any claim or action or to sue for damages for any injury or loss or damage, whether direct or indirect (including loss of profits, damage to reputation and/or legal fees) that I/We may suffer as a result of my/our participation in the National Human Capital Conference & Exhibition 2022. I/We shall comply with all rules, regulations, and/or guidelines including the regulations contained in the prospectus by HRD Corp and Malaysia International Trade and Exhibition Centre.

I/We hereby also agree to indemnify and keep HRD Corp indemnified against all costs, claims, fines or penalties which may be brought, suffered or levied against HRD Corp as a result of, directly or otherwise, from my/our non-compliance with any of the rules, regulations, guidelines, including the prospectus provided by HRD Corp and/or directions, instructions and/or requirements from the Centre Management or Owner of the Centre as may be furnished at any time, from time to time.

Company Name															
Address															
Telephone Number				Fax Number											
Website				Email											
Authorised Signature				Company Stamp											
				SST Registration No.											

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NOTES

NOTES



Human Resource Development Corporation (545143-D)

Wisma HRD Corp,
Jalan Beringin, Damansara Heights,
50490 Kuala Lumpur.

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