



**MALYSIAN INSTITUTE OF MANAGEMENT**  
Institut Pengurusan Malaysia



SEKRETARIAT AAMO 2017-19 • MALAYSIA



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# CONTINUING PROFESSIONAL DEVELOPMENT TALK

26 April 2019  
3.00pm-5.00pm  
MIM Learning Centre, PJ33

## BUILDING EXPORT READINESS

## HARNESSING THE OPPORTUNITIES, MITIGATING THE RISKS



**EXPORT or PERISH' is the new mantra in the business world. The Malaysian market of 30 million people takes up less than 1% of global trade, the rest is out there. Gain knowledge on how you can be part of the global trade.**

### YOU WILL LEARN

- Gain an overview of the export environment and its importance
- The Challenges of being an exporter
- What it takes to be a successful exporter
- Understand and learn how to design export strategies
- Risk management and mitigation in Export

### WHO SHOULD ATTEND?

Business Leaders, Chief Executives, Marketing Directors keen on expanding export development or improving their understanding of exports. This talk is also suitable new exporters, looking to expand your business into new markets, or professionals in SME Consultancy or Mentoring services. Educators teaching international marketing are also encouraged to attend.



**HARIDASS NAGALINGAM,**  
*Trade Development  
Consultant with SILD*

### MEET YOUR SPEAKER

Haridass Nagalingam has over 25 years of experience in international trade having built his career at Malaysia External Trade Development Corporation (MATRADE). Having climbed the ranks he was promoted to become the Trade Commissioner (Western Europe) where he spearheaded the Paris MATRADE office and later appointed to the same role in Indonesia.

His next career growth saw him being promoted as the Deputy Director East Asia Division managing the trade promotional programmes designed to develop the East Asian Market and as Deputy Director (Trade Facilitation Division, Market Integration Directorate).

He was also part of ASEAN Secretariat for 2 years, leading the implementation of trade facilitation initiatives of the ASEAN Economic Integration Process. His most recent work involved project managing the ASEAN Customs Transit System Project.