“The crisis will be long and will profoundly alter the world’s auto sector. The future will belong to those who used this crisis as an opportunity to transform themselves and adapt to the new conditions of the market. Renault’s first priority was to try to generate ‘positive cash flow’ in 2009.”

Carlos Ghosn, February 2009
ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI) is Malaysia's leading independent private think-tank which is committed to the development of Asian leadership and strategic thinking. ASLI's vision is to create a better society and the mission is to help organisations enhance competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, business councils and CEO peer groups.

ASLI provides trusted insights to governments, businesses and the diplomatic community. It also acts as a knowledge channel through interaction and dialogues with thought leaders. ASLI is owned by the non-profit ASLI Foundation which is managed by an independent Board of Trustees. ASLI's value propositions are its valuable insights, high-level interaction, thought-leadership and in-depth research studies.

Since its inception in 1993, ASLI had organised a number of high-powered international conferences as well as annual business and industry conferences. ASLI is widely recognised to be the Malaysia's leading conference organiser. ASLI initiated the World Ethics & Integrity Forum, the World Islamic Economic Forum, the Non-Aligned Movements Business Forum and the OIC Business Forum. ASLI also provides professional conference management services to corporate clients and the public sector.

MALAYSIAN AUTOMOTIVE ASSOCIATION (MAA), formerly known as the Malaysian Motor Traders Association (MMTA), was established in November, 1960. The aim of MAA is to support the development and protect the interests of motor traders in Malaysia, as well as to make representation to the various Government bodies on important issues pertaining to the automotive industry.

Besides serving as a liaison with the Government agencies, MAA also communicates industry positions and objectives to the media frequently. To date, MAA has 251 members, comprising 47 full members who are franchise holders and assemblers, 5 associate members nominated by franchise holders and 199 subscriber members from various institutions and associations (banks, stockbrokers, etc.) who have an interest in the local automotive industry.

WHO SHOULD ATTEND

- CEOs
- Managing Directors
- Senior & Middle Management in the Automotive industry
- Industrial Policy Makers & Decision Makers
- Automotive Assemblers, Suppliers and Service Providers
- Small and Medium-sized Automotive Part Companies
- Supply Chain Directors
- High Performance individuals, investors and entrepreneurs
- Top Government & Senior Officials
- Trading Companies and Manufacturers
- Regulators
- Corporate and Commercial Bankers
- Institutional and Investment Investors
- Investment and Private Bankers
- Private Equity Fund Managers
- Professionals
- Corporate Financiers
- Venture Capitalists
- Academicians
- Consultants
- Industry Analysts
- Researchers
- Interested public – individuals and companies interested to seek knowledge
INTRODUCTION

Asian Strategy & Leadership Institute (ASLI) together with the Malaysian Automotive Association (MAA) will once again organise the 2nd KL International Automotive Conference (KLIAC) 2009 on 26 & 27 May 2009 at the Putra World Trade Centre (PWTC) in Kuala Lumpur. This conference is also supported by the Interexpo (M) Sdn. Bhd., joint organiser of the KL International Motor Show, the largest motor show in Malaysia.

In view of the recent developments as well as the current auto and global financial crises, we need to adopt ‘cautious optimism’ and invite all industry players to focus on the current development and key issues and challenges in the automotive industry. Global banking system is broken and almost all major international banks are insolvent and world trade has dived. It is said that the 1st and 2nd Quarters of 2009 would be critical. Therefore, we need to acknowledge the need for a more dynamic and hands-on approach in addressing and countering the effects of a global economic slowdown. The industry-specific rescue package and wide-ranging policy are lauded. They will be able to keep the economy growing with the multiplier effects and help to spur the country’s automotive sector with important job creation in the wake of the global economic crunch and consequently resolve inherent structural issues in the economy.

This conference will provide the platform for intellectually stimulating, constructive and healthy interchange of views among the role-players and delegates. Several recommendations should be discussed and submitted to the Government in implementing wide-ranging supportive, proactive and positive measures to stabilise and boost the automotive demand and industry.

Due to the crucial need for all to receive and share inputs with those affected by the crises as well as the importance and relevance of sustainability ability to change, KLIAC 2009 is timely and aptly themed “Surviving and Thriving during the Economic Downturn”. The conference is geared towards addressing some of the key issues that are currently faced by the automotive industry. We are planning to bring together experts and leading players to unlock secrets to developing unique capabilities that helped them to seize market opportunities and transformed their businesses into successful trailblazers. Role-players and delegates will be able to share the latest key and innovative trends, unique value-creating strategies and unlimited opportunities. This conference will create a plethora of networking opportunities, sharing of views, thoughts and ideas on numerous topics for participants and role-players to brainstorm and deliberate.

OBJECTIVES & AIDS

- The implementation of the innovative and highly interactive ‘Talk Show’ format will offer a relaxed, more conversational approach or ‘cross-fire deliberations’ to disseminating needed information. Role-Players can interact among themselves as well as with the delegates and gain ever-shifting perspectives
- Focuses on Current Developments and Key Issues in the Automotive Industry
- Provide intellectually stimulating, constructive and healthy interchange of views among the role-players and delegates
- Identify what can be the new drivers of growth
- Learn first hand from successful automotive companies how they manage their products to emerge as winners
- Search for ways to build environmental thinking into business strategies and cope with the pressures and responsibility of managing environmental challenges
- To identify and evaluate key and latest trends, dynamic forces and development that will shape the businesses and the automotive industry
- Learn how to build and spread global businesses in, and formulate business strategies for emerging economies
- Provide the opportunity to gain a greater understanding of the future of the industry and to take away tangible and actionable solutions to keep your companies ahead of the competitors
- Provides unparalleled opportunity for marketers to gain critical insights on positioning their products more effectively
- Delegates and senior automotive executives to have in-depth discussion on the challenges, opportunities and trade-offs of reducing the carbon footprints of their vehicles
- Learn from the ideas, in-depth assessments and practices of the role-players as they candidly share their pathway to business success road to excellence under varying conditions
- Provide fantastic opportunities for participating companies to broaden their contact base and network with industry leaders and delegates
- Provide the opportunity to network with top management from the industry’s leading automakers and suppliers
- Provide opportunity to both seek and share diverse arrays of ideas, opinions, knowledge, strategies, skills, practices and techniques
Through trade and investment linkages, Malaysia is increasingly feeling the shock from the slowing global economy downturn. Even though Malaysia has no direct exposure to the US market but is not going to be insulated from the global financial crisis. The Malaysian economy has been resilient in the first half of 2008 but it is not going to be insulated from the global downturn. Malaysia has no direct exposure to the US market but is increasingly feeling the shock from the slowing global economy through trade and investment linkages.

We are currently facing a synchronised global economic depression with world’s most advanced economies—US, Western Europe and Japan already in depression. This synchronicity has been made possible by the globalisation and accompanying deregulation, the very things that were making economies more flexible and the rich, richer. All the economies are suffering. In Malaysia, despite concerted interest rate cuts and massive liquidity injection, the global credit crisis continues to deepen with little signs of abating. The IMF has slashed its global growth forecast to 2.2% in 2009 from earlier projected at 3.0% in 2008. The Malaysian economy has been resilient in the first half of 2008 but it is not going to be insulated from the global downturn. Malaysia has no direct exposure to the US market but is increasingly feeling the shock from the slowing global economy through trade and investment linkages.

The Government has thrown a RM 60.0 billion lifeline for the auto-scrapping scheme for PROTON and PERODUA, i.e. discount of RM 5,000 for car owners who trade in their cars which are at least 10 years old in order to buy new PROTON and PERODUA cars able to stimulate and boost car sales, rejuvenate the local motor vehicle industry and reduce carbon emissions? Is the additional RM 200 Million for the Automotive Development Fund tabled in the mini budget Optimal?

Will the joint effort between the Government and the private sector in the auto-scrapping scheme for PROTON and PERODUA, i.e. discount of RM 5,000 for car owners who trade in their cars which are at least 10 years old to buy new PROTON and PERODUA cars able to stimulate and boost car sales, rejuvenate the local motor vehicle industry and reduce carbon emissions? Is the additional RM 200 Million for the Automotive Development Fund tabled in the mini budget Optimal?

Will the stimulus package would at best buy the automotive sector time and ease the difficulties? Is there a need to adopt cautious optimism due to the impact of positives that will underpin demand in 2009 including lower fuel prices and reduced interest rates?

What are the strategies in dealing with big drops in new-car sales, sales downturn and impact on the industry’s profitability?

Measures in Sustaining the Profitability in the Competitive Market Is Cost-cutting Measures to Counter Back the Increasing Price of Raw Material especially Steel? Effective?

In positioning themselves for the ASEAN Free Trade Area (AFTA), Will They Compete with Each Other or to Follow the Global Need of Forming Strategic Partnerships and Alliances e.g. Honda and DBR-HICOM and Oriental?

Automobile and automotive Businesses are evolving rapidly. Car and Parts Manufacturers are Merging, Component Design and Development Capacity including research) and Cutting off

Will the possible Strategic Partnerships, Business Tie-Up and Joint Cooperation that cover Diverse Areas such as Product Development, Manufacturing, Quality Initiatives, Vendor Development, Contract Assembly and Distribution; Will Benefit the Vehicle Manufacturers and Assemblers to R\main Competitive?

Examines, Evaluate and Implement New and Current Trends in the Industry – E-Commerce that enable Consumers to use the Internet to become better informed before making any purchase; Latest E-Commerce methods to manage Supply Chains and Replenish Inventories; Advances in Automotive Technologies, Manufacturing Technology, Design and T
technology; Fuel Efficiency, Hybrid Vehicles and Fuel Cells; Focus on Safety Improvements; Automobile Loans, Insurance and Other Financial Services by the Automotive Companies; Customised Market Research; Global Market Dynamics Investment in Production Facilities in Emerging Markets to Reduce Production Costs and Expand Production Capacity such as Latin America, China, Thailand, Malaysia and other Southeast Asian Countries, and Global Alliances i.e. Commercial Strategic Partnerships; Globalisation: How Will the Automotive Industries Compete? Are we seeing already a Particular Model Here?

Is the Continuously Unforgiving Business Climate in the Industry Really Optimal?
Will the Development of Skill Certification System Improve HR Capability in the Automotive Industry Sector?

What Are the Primary Issues Driving the Development of the ASEAN + 3 Automotive Markets?

**TRACK 3: HOW IS THE CURRENT GLOBAL FINANCIAL TURMOIL AND MARKET MELTDOWN AFFECTING THE AUTOMOTIVE INDUSTRY?**

The changing economic environment and the current global financial crisis have definitely put a strain in the businesses. Due to the effects of the skyrocketing prices of goods and services and changes in consumer purchasing power especially among the middle- and lower-income class, the Crisis now has had a dramatic effect on the value of the brands of some of the world’s most famous car companies. All the car makers have been hit by the Credit Crunch. Sales of normal cars have declined and sales of luxury cars have plummeted even further. More Auto Makers have unveiled smaller, cleaner and more fuel-efficient cars to cater to consumers both cash-strapped and environmentally conscious.

The Global Automotive Industry is predicting a Weak Year. How Weak is a Weak, and Does this Affect all Models for Economy and Luxury Cars?

Are the Automotive Industry Markets in the Emerging Economies (China and India) Still Growing?

How hard are the auto makers being hit and what should the Big Three - GM, Toyota and Ford Motor do to stem the Damage?

With lending drying up, will the Auto Dealers sitting with inventory they cannot move?

Will the Established Auto Makers Rethink Their Strategies?

What is the Governments’ ‘Real Commitment’ to further Support the Car Industry citing Evidence that the Global Financial Turmoil has dried up the Banking Credit?

Will attractive pricing scheme attract consumers to be less price-conscious and fit the purchases of new cars into their Budgets?

Will the Current Economic Fundamentals could tide over the current Global Financial Crisis?
# Registration Form

## 1st Delegate

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## Registration Information

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<td>Full Registration (Local)</td>
<td>RM1,800.00</td>
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<td>Full Registration (Foreign)</td>
<td>USD$500.00</td>
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<td>Early Bird Rate (Local)</td>
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<td>Early Bird Rate (Foreign)</td>
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<td>Early Bird Rate (MAA Members)</td>
<td>RM1,300.00</td>
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<td>MAA Members</td>
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<td>Group Discount – 3 &amp; More (Local)</td>
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<td>Group Discount – 3 &amp; More (Foreign)</td>
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Registration fee includes participation at the conference sessions, lunches and contact breaks during the conference, conference materials and invitations to all hosted functions (if any).

**Early Bird Closing Date is Friday, 17 April 2009.**

**VenuE:**
Putra World Trade Centre, Kuala Lumpur

**Payment:**
The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on ‘space availability’ basis. Cheques or bank drafts should be crossed and made payable to Asian Strategy & Leadership Incorporated Sdn Bhd.

**For Private Sector:**
The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have NOT paid the registration fees prior to the event date.

**For Government Officials:**
A Local Order (LO) or letter of approval to participate must be presented before the event.

### SUBSTITUTION/CANCELLATION:

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in writing by 16 May 2009. No refund will be made for cancellation received after 16 May 2009.

### Registration

Send/fax this entire form (or a photocopy) to:

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