



Federation of Malaysian
Consumers Associations

CRRC

Consumer Research and
Resource Centre



NATIONAL CONFERENCE

The New Economic Model, Globalisation and the Malaysian Consumer

Friday, 18th June, 2010; 8:45am - 12:30pm

Cititel Mid Valley, Kuala Lumpur

KEYNOTE ADDRESS

THE NEW ECONOMIC MODEL AND THE MALAYSIAN CONSUMER

by

DATO' NORIYAH BINTI AHMAD

Director-General,

Economic Planning Unit, Prime Minister's Department

Understand how the New Economic Model and the increasingly global economy will affect the Malaysian consumer, be it positively or negatively.

AGENDA

0800-0845	Arrival of Guests		
0845-0900	Welcome Address Datuk Marimuthu Nadason President, Federation of Malaysian Consumers Associations (FOMCA)		2. Strengthening Consumer Protection in Malaysia Tuan Haji Mohamed Iqbal Mohd Shafi Legal Adviser, FOMCA
0900-0945	Keynote Address The New Economic Model and the Malaysian Consumer Dato' Noriyah binti Ahmad Director-General, Economic Planning Unit, Prime Minister's Department	1100-1130	Globalisation Case Study: Marketing to Children Dato' Paul Selva Raj Chief Executive Officer Consumer Research and Resource Centre
1045-1000	Tea Break / Press Conference	1130-1215	Q & A Forum: Protecting Consumers in the New Economic Model and in the Era of Globalisation Chaired by: Datuk Marimuthu Nadason President, FOMCA
1000 - 1100	Strengthening Consumer Welfare and Consumer Protection in Malaysia 1. Competition Policy and Consumer Welfare Prof. Dr. Rajah Rasiah Department of Development Studies, Faculty of Economics and Administration, Universiti Malaya	1215	Lunch and Close

OBJECTIVES

- **To analyse the New Economic Model, and the impact of global changes and challenges on the Malaysian consumer.**
- **To formulate policy proposals and consumer actions to address these new domestic and global changes to minimise negative impacts and enhance the positives.**

WHO SHOULD ATTEND

- Government officials
- Policy makers
- Civil society members
- Academicians
- Private sector
- Media

and anyone interested to know more about the impact of the New Economic Model on Malaysian Consumers.

YOUR INVESTMENT

RM 200 / person

Participant fee includes conference materials, lunch, coffee break and certificate of participation

ABOUT US

The Federation of Malaysian Consumers AssociationS (FOMCA) has been advocating for better consumer protection legislation and carrying out consumer education programmes in the country for more than 35 years. Approach to policy reform and consumer education evolves with changing consumer issues due to globalisation, changes in trade practices, lifestyle and advances in technology. Consumer organisations are becoming increasingly involved in research and development activities to enhance advocacy effectiveness.

In order to remain relevant, FOMCA set up a research arm, the Consumer Research and Resource Centre, in 2008 to influence public policy on issues affecting the protection and welfare of Malaysian consumers.

Amongst critical issues affecting consumers are:

- Impact of Globalisation
- Increasing Food Prices and Issues of Food Security
- Fair Trade Policies
- Public Transport
- Healthcare Issues
- Children's Health Promotion
- Marketing to Children
- Spending Patterns of Malaysian Consumers

National Consumer Campaign 2008 - 2012

The National Consumer Campaign is a response to the deteriorating world economic situation that has brought on a negative impact on the lives of Malaysian Consumers.

- Food prices have gone up
- Oil prices are extremely volatile
- We are facing Climate Changes
- Water and energy scarcity is the next looming crises
- We are facing a Financial Crisis

These are global factors over which the Government has almost no control. Malaysians are used to their relatively comfortable lifestyle. Change is difficult. To face these challenges, Malaysian consumers have to take greater personal responsibility for their lives. We have to learn to better manage our spending, plan our finances and often, give up our old beliefs and prejudices that are obstacles to making these changes.

In essence, the Malaysian consumer has to move towards more mindful consumption. The National Consumer Campaign endeavours to empower consumers to make these changes. The theme of the Campaign is "Change Begins With Me".

The Campaign is an initiative of FOMCA and the Campaign partners are Petronas, National Council of Women's Organisations (NCWO), the Malaysian Youth Council (MBM) and the Congress of Union Employees in the Public and Civil Services (CUEPACS).

KONSUMERKINI- CONSUMER NEWSPORTAL

REGISTRATION FORM

Company Details

Company Name :

Mailing Address :

Person-in-charge : Position :
(for payment purpose)

Tel: Fax :

Email :

Participant Details

Title: Title:

Name : Name :
(as to be printed on certificate) (as to be printed on certificate)

Position : Position :

Department : Department :

Tel: Tel:

Fax : Fax :

Email : Email :

*Should you have more than 2 participants, please photostat the form.

REGISTRATION

Please fax the registration form to: +60(3)-78730636

Contact us: Tel: +60(3)-78774741

Contact person: Ms. Siew Hui
Email: siewhui@eraconsumer.org

Contact person: Ms. Natasha
Email: natasha@eraconsumer.org

Cheques or bank drafts to be made payable to :

CONSUMER RESEARCH AND RESOURCE CENTRE

Please post the cheque / bank draft to:

SECRETARIAT

Consumer Research and Resource Centre
No. 24, Jalan SS1/22A,
47300, Petaling Jaya, Selangor.

PAYMENT METHOD

- Crossed Cheque / bank draft / Cash / Cheque deposit
 Telegraphic Transfer (TT)

* Full payment of the fee should be made before seminar day. Please mail/fax the copy of transfer instruction to the secretariat.

ACCOUNT DETAILS

Account Name : CONSUMER RESEARCH
AND RESOURCE CENTRE

Name of Bank : RHB Bank Berhad
157 & 159 Jalan SS2/24,
Sg Way, Subang,
47300, Petaling Jaya,
Selangor, Malaysia.

Branch : Sungai Way Subang Branch

Account No : 2-12479-0004-4635

Swift Code : RHBBMYKL

CANCELLATION

Upon confirmation, your seat at the seminar is guaranteed. If you are unable to attend, a substitute is welcome, at no extra charge.

However, no refund will be made for any cancellation. A complete set of documents will be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond control.