



The National ICT Association of Malaysia

MEDIA RELEASE

Malaysian ICT Delegation Ready to Partner with Australian Businesses

Wednesday July 28, 2010. Immediate Past Chairman of PIKOM, the National ICT Association of Malaysia and current Outsourcing Malaysia Chairman Mr David Wong has confirmed that the trade mission delegation that will visit Sydney and Melbourne next week for “The *‘Collaboration, Through Cross Border Partnerships to go Global’* trade seminars and B2B meetings will provide an outstanding opportunity for Australian businesses to learn more about the commercial opportunities available to them in Malaysia.

The Trade Delegation will be lead by the Malaysian Minister of Science Technology & Innovation, Datuk Seri Dr. Maximus Johnity Ongkili and comprise of leading PIKOM’s delegates consisting of heads and representatives of the following ICT & SSO companies from Malaysia –

Basis Bay	Kompakar Inc Bhd
Brandt International Sdn Bhd	SNT Global
Broadband Multimedia	Symphony House Berhad
Centric 128 Sdn Bhd	Titanfour Solutions Sdn Bhd
Datacom SEA (M) Sdn Bhd	Vantage Point Consulting Sdn Bhd

The dates and venues for the *‘Collaboration, Through Cross Border Partnerships to go Global’* seminars and B2B meetings are as follows –

- August 3rd - Sydney Grace Hotel, cnr. York and King Streets
- August 5th - Melbourne Crown Towers 8 Whiteman Street Southbank (In conjunction with the AIIA’s National Conference & iAwards.

The Melbourne seminar program will include the keynote address by Malaysian Minister of Science Technology & Innovation, Datuk Seri Dr. Maximus Johnity Ongkili and will be followed by the signing of an MOU and exchange of Documents.

Mr. Wong also confirmed that Mr. Roy Prasad, Chief Executive Officer of Employment Management Systems (EMS), together with Mr. Bruce Coombes,

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Managing Director of the Accountants Resourcing Group (AR Group) will deliver the two cases studies of Australian businesses that are successfully operating in Malaysia.

EMS is a wholly owned Australian company delivering cloud e-recruitment enterprise solution through its product Skills Connect integrating Google Search.

A recent case study by Google on EMS <http://bit.ly/glcase> highlights the impact of the Skills Connect portal to cloud e-recruitment and benefits to businesses, HR and candidates seeking a job.

EMS established Skills Connect (M) Sdn Bhd in March 2010. The company is a joint collaboration with key Malaysian Business associate and a HR Consulting Firm.

Skills Connect (M) Sdn Bhd gained MSC Status approval on 6 July 2010.

Presently Skills Connect (M) Sdn Bhd is working with a boutique recruitment firm People Dynamics in Malaysia to migrate candidates to its database and to date has achieved some 11,000 pre-registrations with another 100,000 plus to be done in the next four weeks.

A number of proposals are being worked on at present as 'white label' offerings to Technology Park Malaysia and other organizations.

“The strategy of launching Skills Connect in Malaysia came through the keen interest and enthusiasm of our Malaysian associates and the strong interest inviting Technology organizations to Malaysia such as Skills Connect that is a paradigm shift in cloud e-recruitment,” said EMS Chairman and Founder Mr. Robert Day.

“The experience to date in dealing with our Malaysian Associates, MDeC and for MSC Status has been seamless and positive and we look forward to a long and successful future in Malaysia.”

Similarly, AR Group is experiencing marketplace success and rapid growth since it established an operational base in Kuala Lumpur.

Founded by Managing Director Mr. Bruce Coombes, AR Group provides Australian professional accountants with high quality compliance accounting services – and financial planners with expert wholesale Self Managed Superannuation Funds (SMSF) services.

AR Group's Kuala Lumpur office is staffed by high quality Malaysian born graduates from Australian universities who have completed the Australian CA or CPA programme and possess outstanding understanding of Australian accounting and financial regulatory requirements.

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“The provision of professional accounting and financial planning services is undergoing great change. Businesses that take advantage of the benefits derived from outsourcing will have a competitive lead over those that maintain an uncompetitive internally focused model,” said Mr. Coombes.

“The more time, resources and staff a professional practice devotes to commoditised functions and processes instead of value adding, client engagement and servicing activities, the greater will be the pressure on their revenue and profit margins.”

AR Group has developed a compelling marketplace offer that allows the accountant or financial planner to –

- Deliver high value business and financial advisory services
- Acquire more clients or undertake more work from existing clients
- Accept more compliance work without affecting the practice’s profitability or increasing staff numbers.

Australia Malaysia Business Council (AMBC) Victoria President and Managing Director of Anderson’s Business Facilitation Services Pty Ltd Mr. Mike Anderson will participate in the industry roundtable session of the Melbourne seminar program.

The *‘Collaboration, Through Cross Border Partnerships to go Global’* trade seminars and B2B meetings are endorsed by –

- AIIA (Australian Information Industry Association)
- Ministry of Science, Technology and Innovation, Malaysia
- MATRADE (Malaysia External Trade Development Corporation) and
- MDeC (Multimedia Development Corporation).

Those who are interested in the seminars can contact Mr. Azreel Aswad or Mr. Victor Low at +603 7955 2922, or write in your enquiry to azreel@pikom.org.my or victor@pikom.org.my

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