

the Asia HRD Congress™ 2013

The Learning Platform: Global Vision, Asian Insights

International Conference & Exhibition

www.hrdcongress.com

June 12 - 14, 2013 | The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia



Tracy Al Saidi
Director of L&D
Jumeirah Beach Hotel
United Arab Emirates



Torstein Dale Sjøtveit
Chief Executive Officer
Sarawak Energy
Malaysia



Scott Friedman
Motivational Humorist
USA



Jamilah Abdul Sallam
GM, Human Resources
Bank Islam Malaysia Berhad
Malaysia



Hasnul Suhaimi
President Director
PT XL Axiata, Tbk
Indonesia



Donna Grande
Country HR Director
Dell
Philippines

Reinventing the HR BUSINESS Model

LEARNING TRACKS

Competency and Talent Mapping in Employee Development
Performance Management – Complexity to Pragmatism
Building a Value-Based Organisation
Developing People to Support Innovation
Technology Drivers for the New World of HR

Brought to you by



Organised by



SMR HR Group Sdn Bhd
Unit 15-7, Signature Office (Blk A)
The Boulevard, Mid Valley City
Lingkaran Syed Putra, 59200
Kuala Lumpur, Malaysia
T: 603 - 2296 9199
F: 603 - 2296 9099

Strategic Partner



PPM Manajemen
Jl. Menteng Raya 9
Jakarta 10340
Indonesia
T: +62 21 230 0313
F: +62 21 230 2051

info@hrdcongress.com
www.hrdcongress.com

Connect with us



For more information please call
Sales at + 603 22969199
or email info@smrhrgroup.com



SMR GROUP (SMR)

Comprising award winning and ISO-certified companies, the SMR Group has been in the business of HR-related services, in particular HR development, since 1978. With the confidence and support of our esteemed clients, SMR has grown tremendously in the last 30 years.

SMR has built its trust with clients over the years with excellent products and services. With its intense efforts in R&D, the SMR Group is a highly valued partner for organisations seeking to build their talent via HRD technology, consulting, outsourcing and training.

SMR is motivated towards excellence by the wide acceptance of its solutions which are extensively used across the world in numerous industries - airlines, manufacturing, financial services, health, education and hospitality among others.

PPM MANAJEMEN (PPM)

PPM Manajemen (PPM) is an organisation partner in developing managers in Indonesia studying the theory and practices of management studies.

As a market-oriented organisation with a clear and responsible mission, PPM has been the pioneer institution in management through practice of management studies and research in Indonesia since 1967. This is carried out to realise the goal of promoting productivity and humanity in business and management.

Improving the management competition through non-stop learning enables PPM to provide high-quality services to companies and organisations.

Who Should Attend

This Congress has been tailored to address top decision makers such as CEOs, Presidents, Managing Directors, Directors, Vice Presidents, Heads, Managers, Advisors, HR Gurus, Industry Leaders, Consultants and Specialists in the following fields:

- Human Resources
- Human Capital
- Corporate Management
- Policy Planning
- Strategic Planning
- Corporate Resources
- Workforce Management
- People Management
- Learning & Development
- Talent Management
- Recruitment & Retention
- Employee Relations
- Compensation & Benefits

and from across all industrial sectors such as:

- FMCG
- Food and Beverage
- Manufacturing
- Banking
- Financial Institutions
- Aviation
- Hospitality
- Telecommunications
- Automobile
- Government
- Education
- Consultancy
- Retail
- Utilities

REINVENTING THE HR BUSINESS MODEL

Reinventing the HR BUSINESS Model

The current economic uncertainty demands that organisations reinvent themselves and adopt new business paradigms in creating sustainable advantage. Globalisation and its need for stronger regional HR capabilities, coupled with the demographic shifts which have dramatically affected the availability of qualified people around the world, have significantly redefined people management beyond the traditional perspective of HR into a more strategic role. In essence, the HR business model needs to be rethought to keep pace with the reality of a rapidly complex and changing business environment.

Business success requires a disciplined approach to improving people performance - the key source of competitive advantage in a global knowledge economy. The paradigm shift in the business model is also having a dramatic impact on HR and the HR strategies needed to reflect talent's role in this competitive advantage. Organisations are not relying exclusively on IT or marketing strategies to sustain their competitive position but also on how their employees develop and contribute. As such, the role of HR is no longer limited to recruitment, incentives and people management. HR has evolved to become an important partner in every organization's growth, driving the critical need to align HR strategies with the business.

Essentially, the HR business model needs to be reinvented with a priority to develop and integrate all the elements of organising and managing talent into a coordinated approach to support, complement and indeed drive business strategy. The

term "HR business partner", coined by management guru David Ulrich more than a decade ago, has fuelled the debate about HR's emergence as a strategic player in today's fast changing business and economic environment. Ulrich asserts that HR plays a direct role in determining competitive advantage through greater participation in strategic planning to help the business meet present and future goals. In this sense, HR's functions should be integrated more thoroughly into business processes and outcomes - from the day-to-day all the way through to the long-term vista.

Despite the emergence of Ulrich's model, the surrounding discussions in the HR world, and the understanding of HR's growing importance in business strategy, there are still barriers that inhibit HR from taking this central role in the organisation. Studies have shown that while HR professionals perceive their department as a business partner, less than 15% of their time is actually allocated to related strategic activities. More often than not, the HR function is still treated as a service provider rather than one of the organisation's core strategic functions. Given the crucial nature of the role of HR in a complex business landscape, HR professionals still face a struggle to reposition themselves as strategic partners to the business.

We have chosen this as the theme of this year's Asia HRD Congress due to the centrality of this issue in the modern HR world and our drive to fully align HR and business strategies across the region.



Conference at a Glance

DAY 1 – 12 JUNE 2013

2 General Sessions
9 Concurrent Sessions
Exhibition

DAY 2 – 13 JUNE 2013

2 General Sessions
12 Concurrent Sessions
Exhibition
Asia HRD Awards

DAY 3 – 14 JUNE 2013

5 Workshops





COMPETENCY AND TALENT MAPPING IN EMPLOYEE DEVELOPMENT

“It was the best of times; it was the worst of times”. These words written by Charles Dickens over 200 years ago describe the paradox facing organisations today with regards to talent. In uncertain economic times, talent management has moved to the pinnacle of many organisations’ strategic growth agenda. Organisational growth has shifted the perspective from the previous ‘quantity of talent’ to ‘quality of talent’. As organisations have realised that employees’ talents and skills are essential to driving business success, competency and talent mapping has become a vital component of business growth and organisation success. The way talent is mapped and managed can be the game-changer as it can clarify and unlock the potential in an organisation. An effective competency and talent framework also provides the underpinning link in developing, retaining and promoting the best talent with the abilities and aptitudes to meet business goals and strategies.

PERFORMANCE MANAGEMENT – COMPLEXITY TO PRAGMATISM

The nature of performance management has greatly evolved over the course of the last two decades from incentive-linked activities to a holistic process that brings together many of the elements of a successful talent management process, including learning and development. Performance management extends beyond mere performance appraisal or formal review process to include defining performance, measuring performance, feeding back performance information, and charting a way

forward. Essentially, performance management is about aligning individual and organisational expectations. Although performance management has become the cornerstone of an integrated talent management system, it remains one of the most misunderstood areas in people management. In most organisations, the process is often too complex, time-consuming and bureaucratic. As a strategic management technique that links business objectives and strategies to individual goals and actions, effective performance management has the potential to drive the performance of the organisation as a whole as well as acting as a lever to achieve cultural change.

BUILDING A VALUE-BASED ORGANISATION

In the wake of scandals in recent years involving high profile organisations, there is a growing call for corporations to focus on value-based organisational development with the prime objective of generating business sustainability through relationship development. The concept of a value-based organisation rests on the premise that successful organisations are built on the foundation of quality relationships. The ability to develop such a culture lies in the total involvement of employees and leadership, which in turn unlocks their potential. Hence, the success of organisations must also be measured in the quality of relationships, morale and professional development. Research has clearly shown that a strong, aligned values base fosters commitment, performance and focus.



DEVELOPING PEOPLE TO SUPPORT INNOVATION

The organisation of the future is one that is a learning organisation which focuses on pull rather than push-driven learning experiences. The organisation of the future is one in which innovation is encouraged and fostered throughout. Focusing on pull methodology allows more interactive, engaging and integrated learning, allowing employees far more control over their learning and development. It is only when employees are genuinely motivated to learn that they learn faster, retain information longer, and are more likely to apply the new knowledge at work. In turn, this breeds innovation – new ideas, new products, new processes, new approaches to workplace issues, new strengths in the talent pipeline, and more. The old pedagogy of training needs to be transformed into a development approach which is more engaging to the modern workforce and more effective to create an innovative workplace.

TECHNOLOGY DRIVERS FOR THE NEW WORLD OF HR

In a global, flat and connected new world, technology is a primary driver of change in HR. Continuous innovation is fundamentally changing the way HR work is accomplished. As HR evolves into a more technology-based function, organisations which are able to combine effective HR management processes with effective HR technology are far more likely to be productive and successful. Studies have proven that those organisations that successfully adopt sophisticated HR technology tools outperform those that do not. The challenge for HR managers is to manage this technology to maximise its benefits and understand how the changing trends in technology will impact HR practices, particularly in relation to recruitment, learning and development, performance management, payroll, employee benefits, etc.

For more information visit

www.hrdcongress.com

Highlight on **Speakers**



Choo Siow Leng
Director
Human Resources
*National University of
Singapore*
Singapore



Rich Atkinson
HR Director
APAC PayPal
Singapore



**Jamilah Abdul
Sallam**
GM, Human Resources
*Bank Islam Malaysia
Berhad*
Malaysia



**Michelle
Cordero-Garcia**
Country HR Director
SGS
Philippines



Julian King
COO
SMR Group
Malaysia



Tracy Al Saidi
Director of L&D
Jumeirah Beach Hotel
United Arab Emirates



Donna Grande
Country HR Director
Dell
Philippines



Natalie Goldman
National Learning &
Development Manager
Peoplebank Australia
Australia



Scott Friedman
Motivational Humorst
USA



**Torstein Dale
Sjøtveit**
Chief Executive Officer
Sarawak Energy
Malaysia



Hasnul Suhaimi
President Director
PT XL Axiata, Tbk
Indonesia



Mirta Amaranti
Division Head of
Assessment Center
*PPM School of
Manajemen*
Indonesia



Dwi Idawati
Core Faculty
*PPM School of
Manajemen*
Indonesia



Maezar Maolana
HC Director
Danone
Indonesia



RJ Lino
CEO
Indonesia Port
Indonesia



FX Sri Martono
Vice President Chief
Astra International
Indonesia



Exhibition Highlights



A showcase of HR Products and Services, **The Asia HRD Congress™ 2013 exhibition** is the place for HR professionals to shop around and update themselves on the latest in HR products and services, especially in areas of HR software, publications, training and consulting providers. For service providers, this is an opportunity to market your organisation before the largest gathering of HR decision makers in the region.

Exhibition Hours:

Date : June 12 – 13, 2013
Time : 8.00am – 5.00pm
Venue : The Ritz-Carlton Jakarta,
Mega Kuningan, Indonesia

**For booking of exhibition booth,
please contact Sales at
Phone: +603 2296 9199 Fax: +603 2296 9099
E mail: info@smrhrgroup.com**

REINVENTING THE HR BUSINESS MODEL

6 June 12 - 14, 2013 | The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia

Past Exhibitors

Here are some of our past exhibitors:

- Asian Institute of Management
- BP Nam Yang Printers & Papers Box Sdn Bhd
- Cubiks Malaysia Sdn. Bhd.
- D' Jungle People Sdn. Bhd.
- Directive Communication International
- DMS Macsimize Sdn. Bhd.
- EC-Council Academy
- Effective Living Sdn. Bhd.
- Focus Learning Corporation Sdn. Bhd.
- ICT Zone Sdn. Bhd.
- Institut Bank-Bank Malaysia
- International Centre For Leadership in Finance
- John Wiley & Sons (Asia) Pte Ltd
- Kepner-Tregoe (M) Sdn. Bhd.
- KZen Solutions Bhd.
- Management Concepts Asia Pacific (M) Sdn. Bhd.
- Malaysian Institute of Human Resource
- Malaysian Psychology Centre
- Microguard Technologies Sdn. Bhd.
- MHS Inc.
- National Productivity Corporation (NPC)
- Outward Bound Indonesia
- Pembangunan Sumber Manusia Berhad
- PT Binaman Utama (PPM Assessment)
- PT Dunamis Organization Services
- PT International Test Centre
- PT Masdi Raga Putra
- Pustaka Binaman Pressindo
- S.F.R. Consultants Sdn Bhd
- SPACE UTM, School of Professional and Continuing Education
- SQ Centre (Malaysia) Sdn. Bhd.
- STAR Publications (M) Berhad
- TopHuman Technology Ltd.



About Jakarta



Indonesia is an archipelago country consisting of about 13,000 islands and 200 million people, and with a unique diversity of tribes, languages, culture, customs and religion. This diversity is mirrored in the capital city of Jakarta. With a population approaching 10 million, Jakarta is one of the most talked about cities in Asia.

Jakarta continues to develop very rapidly and is certain to be at the forefront of tourism in Asia over the next few decades. Amusement parks, forests of skyscrapers, high fashion shopping centers, the finest culinary dining, nightlife and entertainment places, luxurious houses, hotels and apartments, research institutions and education facilities, cultural organizations....all of these have made Jakarta into a popular tourist destination.

In addition to the new tourism infrastructures, entertainment centres, and international-class hotels and restaurants, Jakarta also possesses many historical attractions and cultural heritage sites. Aside from monuments, landmarks, and museums around Merdeka Square and Jakarta Old Town, tourist attractions include Taman Mini Indonesia Indah, Ragunan Zoo, Sunda Kelapa old port and the Ancol Dreamland complex on Jakarta Bay. This includes Dunia Fantasi theme park, Sea World, Atlantis Water Adventure, and Gelanggang Samudra. As the gateway to Indonesia, Jakarta often serves as well as a stopover for foreign visitors on their way to popular tourist destinations such as Bali and Yogyakarta.



Jakarta is also one of the best places to shop in South East Asia. The city has numerous shopping malls and traditional markets. The annual "Jakarta Great Sale" is held every year in June and July. Internationally known luxury brands such as Louis Vuitton, Bulgari, Chanel, Gucci, Christian Louboutin, Balenciaga, and Giorgio Armani can be easily found in the city's luxury shopping malls.



**REMEMBER TO REGISTER
BEFORE April 30, 2013
and benefit from the low
advance booking rates!!
Call Sales at (603) 2279 9199
email: info@smhrgroup.com**



Registration Form (Please photocopy for additional participants)

Date of Registration _____

PLEASE COMPLETE BILLING DETAILS

Company Name _____

Nature of Business _____

Billing Address _____

City _____ State _____

Post code _____ Country _____

CONTACT PERSON DETAILS

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) _____

Telephone _____ Ext _____

Fax _____ Mobile _____

E-mail _____

DELEGATE INFORMATION (Please complete details)

Name: (Prof. / Dr./ Mr./ Mrs./ Ms.) _____

Position _____ Department _____

Telephone _____ Ext _____

Fax _____ Mobile _____

E-mail _____

Meal Option ☐ Vegetarian ☐ Non-Vegetarian ☐ Non-Seafood (please tick)

FEE PACKAGES please tick (✓)

Item	Early Bird Fee	Regular Fee	Please tick (✓)
Platinum Package			
• 2 Days Conference (12-13 June)	RM 4,050.00	RM 4,500.00	
• Post Conference Workshop (14 June)	USD 1,350.00	USD 1,500.00	
• Awards Gala Dinner (13 June)			
Exhibition Space	RM 3,000.00 USD 1,000.00		

REMEMBER TO REGISTER BEFORE
April 30, 2013
and benefit from the low advance
booking rates!!
Call Sales at (603) 2296 9199
email: info@smhrgroup.com

How did you learn of Asia HRD Congress™ 2013?

☐ Past Delegate ☐ E-Flyer ☐ Brochure

☐ Marketing Partner

☐ Newspaper

☐ Magazines

☐ Others

METHODS OF PAYMENT please tick (✓)

- ☐ I enclose a cheque for RM _____ made payable to: **SMR HR Group Sdn Bhd**
- ☐ I prefer to pay online.
Please check our website: **www.hrdcongress.com**
- ☐ Bank Transfer: **SMR HR Group Sdn Bhd**
Malayan Banking Berhad
Level 1, Mayban Finance Tower,
No. 1, Jalan Maarof, Dataran Maybank,
59000 Kuala Lumpur.
Account No. 5142 5340 6092
Swift Code : MBBEMYKL
- For Purchase Order: (For government agencies only).
You must attach the purchase order with the registration form
 - SMR is registered with the 'Malaysian Ministry of Finance'
 - As proof of payment, kindly fax the payment slip to 'AHRDC 2013- Registration' at +603 2279 9099

IMPORTANT NOTE:

- For guaranteed seats, full payment is required before the event.
- The organiser reserves the right to refuse delegates on site if payment has not been made.
- Registration and payment must be made on or before due date to enjoy the discounts. Payments made after the Early Bird date will be re-invoiced as 'Regular Fee'
- If the nominated delegate is not able to attend, the registration can be transferred to a new delegate. However, to avoid confusion, please ensure the name of the substitute delegate is forwarded to us at least 5 working days prior to the event.
- Onsite registration with payment is subjected to availability of space.
- Brochure reflects programme at the time of printing. The organisers reserve the right to change any speakers, sessions or programme in the event of unavoidable circumstances.

Conference & Exhibition Cancellation

- 90 days before event : 50% of fee will be refunded
- 60 days before event : No Refund, but substitutes are welcome
- No - Show : No Refund / Full payment still applies.