

CASE STUDY

COMPANY DIRECTORS CONFERENCE, DIRECTORSHIP: 15

FAST FACTS:

Date

20 – 23 May 2015

Venue

Kuala Lumpur, Malaysia

Host Organisation

Australian Institute of Company
Directors

“Directorship:15 was very well received by delegates, the speakers were outstanding and the social events at the Symphony Lakehouse Suite and Feast Village were a great success. We certainly found the service at the Mandarin Oriental Hotel second to none and I believe many of our delegates were first time visitors to Kuala Lumpur.”

- Jannene Stephens-Roberts, Manager,
National Programs of Australian
Institute of Company Directors

MARKING ANOTHER REMARKABLE MILESTONE

Malaysia marked another milestone in hosting a successful international conference this year. From the 20 – 23 May 2015, the country seamlessly hosted the Company Directors’ Conference, Directorship: 15 here in Kuala Lumpur. The conference that was held for three consecutive days presented an inspiring theme “Australian Business and ASEAN: Beyond 2020”. The Company Directors Conference is the Australian Institute of Company Directors flagship event in an annual program of continuing professional development for Directors.

The format of the conference is constructed to provide the delegates with the opportunity to hear and learn from excellent speakers as well as learn and experience the political, cultural and business environment of the destination.

The purpose of the conference is to provide further insights and debate around current global issues, implications for the economy, business and directors. Additionally, the conference provides a platform for Australia's leading chairmen, directors and senior executives to explore topics which are relevant to their professional interests in an environment that is conducive to peer involvement.

In 2007 the conference was held for the first time off-shore in Shanghai. Since 2007, the conference has been held off shore every second year. Following Shanghai was Beijing, Christchurch and Singapore.

The conference was attended by Chairmen, Directors and business leaders from the broad spectrum of public companies, medium to large private companies, government and not-for-profit boards. The Conference was attended by delegates from the ASX Top 200 companies. Over the past five years, 15% of attendees to the Conferences were from the Top 200 segment.

BUILDING BUSINESS CONNECTIONS

••• The AICD and Austrade formed a Business Connections program whereby delegates were able to contact Austrade prior to the conference to set up meetings with businesses in Kuala Lumpur or simply meet with Austrade to gain knowledge and advice on doing business in Malaysia

Austrade offered delegates the opportunity to get advice on what it takes to achieve commercial success in ASEAN markets. This provided delegates the opportunity to take a closer look at doing business in South-East Asia, whether as a first time visitor, a potential exporter, or a director wanting professional advice on their existing operations in the region.

MALAYSIA – THE DESTINATION TO MEET FOR INTERNATIONAL CONFERENCE

With Malaysia taking on the 2015 Chairmanship of ASEAN and being at the heart of this increasingly significant economic region, the country was selected as an ideal place to investigate and discuss Australian business and economic ASEAN relationships moving beyond 2020. Malaysia is also viewed as a key trading, economic and strategic partner of Australia.

The AICD annual conference ventures off-shore every second year to provide members with the opportunity to learn more about the business, political and cultural environments of the selected destinations and to provide the opportunity to delve into global issues beyond the Australian perspectives.

SUPPORT FROM THE MALAYSIA CONVENTION & EXHIBITION BUREAU (MyCEB)

During the planning stage of the Conference, Malaysia Convention & Exhibition Bureau (MyCEB) offered a professional and a full-fledged service to the Organiser, from proposing a list of local iconic venues, identify potential hotels for the main conference venue up to recommending unique venues and suppliers for the Organiser's social and partners programs.

STANDING IN THE EYES OF THE WORLD

Malaysia has an outstanding track record for securing and hosting some of the world's largest and most prestigious international conferences and conventions.

Several major conventions and conferences hosted in Malaysia:

2015 International Olympic Committee Session (IOC 2015)

2015 World Scholars' Cup 2015

2015 Australian Directors' Conference 2015

2014 The 25th International Federation of Surveyors (FIG) Congress

2014 The 9th Congress of The Asian Society of Cardiovascular Imaging (ASCO) 2015

2014 Meeting & Events Australia (MEA) Annual National Conference 2014

2014 The 61st UICH (Union International des Concierge Hotels) Les Clefs d'Or International Concierge Congress