



# Business Partnering for Success

Transforming Successful Partnership's Pillars in The Evolving Business World

4th & 5th May 2010 (Prince Hotel & Residence, Kuala Lumpur)

"Our success has really been based on partnerships from the very beginning." -Bill Gates-

## Why You Should Attend?

Forming a partnership can be challenging and demanding. But as we continue in these challenging times, the demands for business and the need for organisations to be agile and scalable will accelerate. Globalisation of business and the demands in terms of time to market requirements for new products and services, fierce competition everywhere, all of these, ingredients offer a context for why partnering is a critical success factor for business today.

In order to cope with current economic situation, it is important to have a trusted and reliable partners. As the business world is evolving, the word supplier, vendor, purchaser, etc are less meaningful. We have now come into terms of "Partnership".

Many organisations must establish a strong partnering relations across organisational and corporate boundaries to achieve specific business objectives and succeed in today's dynamic market place. Furthermore, organisations are finding that partnership across organisational boundaries is necessary. However, before we move on to partnership between organisations, the internal partners must be taken care of too. This is a crucial factor to strengthen the organisation structure and the first step to ensure the success in the organisation.

EMP Asia helps organisations to create successful partnering relationships quickly, both for fast track projects and long term venture. We would like those involved in our workshop to achieve high performance of KPIs in whatever industries they are in, cost effectiveness on the new future plan towards forming any types of partnerships and personal satisfactions towards the programme that will help to improve the overall performance of your organisation.

**...companies should expand beyond their existing resources through licensing arrangements, strategic alliances, and supplier relationships."**

-Business Week-

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## Who Should Attend?

Presidents, Vice Presidents, CEOs, CMOs, COOs, Directors, Managers, Heads, Leaders and Professionals of:

- Marketing
- Branding
- Public Relations
- Media Relations
- Business Development
- Strategic Planning
- Corporate Communications
- Marketing Communications
- Corporate Affairs

## From the following industries:

- Banking
- Retail
- Manufacturing
- Automotive
- Telecommunication
- Defense
- Food & Beverage
- Oil & Gas
- Information Technology
- Supply Chain/ Transport
- Construction
- Legal
- Healthcare

## 8 Key Benefits:

- Establish good partnership internally
- Learn the strategies to form a dynamic and successful business partnership
- Create a win-win situation when forming a partnership
- Develop positive and productive interaction and minimise potential misunderstanding in business relationship
- Implement cost reduction and generate more revenue through partnership
- Improve performance through collaborative business planning
- Mitigate the risk of failures in partnership
- Experience scenario related to partnerships (case study)

**"If you do not seek out allies and helpers, then you will be isolated and weak."**

- Sun Tzu, "The Art of War"-