



SPEAKER

SHUKRI RIFAIE

Co-Founder of Rifaie Chua
Sethi Sdn Bhd

Shukri has over 30 years experience in the Malaysian branding and advertising industry. He is the co-founder of Rifaie Chua Sethi Sdn Bhd, a brand strategy consultancy which he currently runs.

From 2007 - 2009 he was the CEO of Publicis Groupe Malaysia. Prior to that he was the CEO of Bates Malaysia since 2002. He has worked on and been part of the success of some of the global and Malaysia's most respected brands including Malaysia Airlines, Tourism Malaysia, Maxis, Sepang F1 Circuit, Sime Darby Property, Coca-Cola, Levi's, Nokia, Citibank, Hewlett Packard, Cadbury, F&N, Nestle, Unilever, Gillette, Honda, Min of Health, NBOS campaign and many more.

He was awarded the prestigious McCann-Erickson Chairman Circle Award, New York -Top 50 Executives Worldwide in 1998 & the Harrison K McCann Leadership award in 2001. In 2008, he received the Anugerah Khidmat Cemerlang from Matrade, Ministry of International Trade & Industry - Brand Promotion Grant Technical Committee. Council Members of the 4As 2005 - 2009. Malaysia Design Council (MRM) Council Member 2005 - 2009 & 2017 - current.

Shukri and his team strongly believe and are committed to distilling the best practices and solutions gleaned from their diverse, multinational experiences for the benefit of Malaysian clients - With an aim to help local businesses compete with international brands from a position of strength.

Malaysian Institute of Interior Designers (MIID), which represents the interior design profession in Malaysia, is pleased to present the MIID REKA Sessions 2018. REKA Sessions are a series of professional talks held to generate engaging discourse and to promote the profession of interior design in Malaysia.



Venue : Bunga Kenanga & Bunga Melor, Level 3,
Seri Pacific Hotel Kuala Lumpur,
Jalan Putra,
50350 Kuala Lumpur

Date : Thursday, 28 June 2018

Programme:

17:00 - 18:00 Registration
18:00 - 18:30 Introduction
18:30 - 19:30 MIID REKA Session 30
19:30 - 20:00 Refreshment / End

THE POWER OF BRANDING

Every brand carries a certain meaning in the consumer's mind. A positioning highlighting their unique proposition in providing that competitive edge. This is key to determine the success of a product or service in a marketplace where product offering is at a state-of-parity.

A consumer's acceptance is heavily based on the brand awareness with consistent exposure of what it stands for, in the most relevant manner. The most relatable brand would form an affinity with the consumers leading to preference and a brand of choice.

**LAM CPD POINTS APPLIED FOR.
OPEN TO MIID MEMBERS.
ENTRANCE FEE OF RM100 / PERSON FOR NON-MEMBERS.
LIMITED SEATS.**

MIID REKA Sessions 2016 / 2018

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MIID REKA SESSION 2016/2018
“THE POWER OF BRANDING”

Speaker: SHUKRI RIFAIE –
CO-FOUNDER OF RIFAIE CHUA SETHI SDN BHD

Dear Members of MIID,

We are pleased to inform you that MIID REKA Session 30, will be held as per following details:

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OPEN TO MIID MEMBERS, ADMISSION FREE.
LIMITED SEATS.
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-REPLY FORM-

Non MIID Member MIID Member _____ (Membership No.)

I, _____ (Name) will attend / not attending.

Please fill in below should there be any additional attendee(s)

No.	Name / MIID Membership No	Mobile No.	Email
1			
2			
3			
4			
5			

Kindly confirm your attendance latest by **Friday, 22 June 2018, 5pm** by email or fax this “Reply Form” to MIID Secretariat at **email: info@miid.org.my** or **fax: +603 6411 6802**.

Signature : _____ **Mobile No. :** _____

Date : _____ **Email :** _____