

**EUM-BIO Business Preparatory Seminar (BPS)**  
**23 October 2007, Tuesday**  
**Room 5-6, MATRADE Exhibition & Convention Centre (MECC), Kuala Lumpur**

**Programme**

- 8:30 am Registration
- 9:00 am Welcoming Remarks by MiGHT  
**Mr. Asmadi Md Said**  
*Vice President, Business Development, Malaysian Industry-Government Group for High Technology (MiGHT)*
- 9:10 am Doing Business with EU Biotech SMEs  
**Mr. Johan Vanhemelrijck**  
*Secretary General, European Association for Bioindustries (EuropaBio), Belgium*
- 10:10 am Adapting Asian Products to Meet Changing EU Regulatory Requirements – Special focus to BioPharmaceutical Industry  
**Ir. Johan G. Hanstede**  
*Chairman, Association for the BioPharmaceutical Industry (BioFarmind), The Netherlands*
- 11:10 am Tea Break
- 11:30 am Leveraging on MATRADE's Services on Exports to EU Markets  
**Pn Nor Haslina**  
*Malaysian External Trade Development Corporation (MATRADE)*
- 12:30 pm Q & A
- 12:50 pm Lunch/ Break
- 2:00 pm European Business and Cultural Value  
**Dr. Peter Shephard**  
*Chief Executive Officer, Principal Consultant, Brain Dynamics Global*
- 2:50 pm Negotiation Skills for Business –Getting ready for Global Partnership and Internationalisation  
**Dr. Kamarul Zaman Ahmad**  
*Faculty of Business & Accountancy, University Melaya*
- 3:30 pm Q&A
- 4:00 pm Refreshment & End of Seminar

*\*Note: Proposed speakers and subject to confirmation*