

# Management UPDATE

- Econsult Sdn. Bhd.
- Strategic Consulting Group Sdn. Bhd.

## SCG COMPLETES FIRST STAGE OF EXPORT MARKETING PROGRAMME

The Geneva-based Market Development Institute has complimented SCG on its successful implementation of the first stage of its Professional International Diploma in Export Marketing. Its Principal, Dr G A Schmoll, a consultant to international organisations as the International Trade Centre, UNCTAD, GATT, and the World Tourism Organisation, is keen to launch a Senior Managers' Export Management programme later this year.



## AUSTRALIAN MANUFACTURERS SEEK MALAYSIAN AGENTS

As follow up to recommendations made in Econsult market research studies, an increasing number of Australian manufacturers are visiting Malaysia. They are coming to make a first hand assessment of market potential and to have discussions with the suitable agents for their products that were identified in the Econsult studies.

Recent and confirmed visitors have included manufacturers of : computer software; ploughs; optic fibres; gearboxes; valves; road maintenance and repair equipment etc.

## EXPORT MARKETING FOR BUSINESS EXPORT

Economist David Dennis and Senior Export Marketing consultants, Adrian Villanueva and Allen Oberndorf will be conducting a two-day seminar on "Export Management" in Kuala Lumpur from July 20-23, 1989. The seminar is designed for government agencies, manufacturing, trade organisations, financial institutions, shipping companies, airlines, and other export-oriented organisations. Key topics include Opportunities and Prospects for Asean countries, a case study on "Penetrating the Japanese Market", and a dialogue session on "Fortress Europe 1992".



SCG's Senior Executives with the Honourable Minister of Education, YB Anwar Ibrahim