

MALAYSIAN-MAURITIUS BUSINESS DEVELOPMENT COUNCIL

SCG's Managing Director, Bob Lee and Business Development Manager, Helen Mun have been invited to join the management committee of the Malaysia-Mauritius Business Development Council which is affiliated to the National Chamber of Commerce and Industry of Malaysia (NCCIM).

This council will provide a business forum for exchanging views and projects, both domestic and international, affecting Malaysia and Mauritian organisations and personnel.

Ghazali bin Dato' Yusoff is the President while SCG's Helen Mun is the Membership Director.

ECONSULT INVITED FOR MAJOR KTM PROJECT



Econsult has recently been invited to tender for a project which involves a reassessment of passenger fares on KTM trains and rail-buses. The project is an important integral part of KTM effort to increase income and become a more commercial organisation.

The study will involve large scales surveys of rail, road and air passengers as well as demand forecasts and cost analyses.

If successful, the Econsult team will include Dr Esther Tan and David Dennis from KL office and Dr Stewart Joy from Econsult Transport Service in Sydney. Dr Joy is a former Chief Economist for the British Railways Board and has consulted on railways in the U.K., the U.S., Australia and Malaysia.

MARKETING EXCELLENCE

The Strategic Consulting Group is honoured that its two associate consultants Professor Geoff Lancaster and Lester Massingham have co-authored a major work entitled "Essentials of Marketing" published by MC Graw - Hill. Professor Lancaster has published widely in learned journals and is an the Editorial Board of 3 marketing journals in the USA and UK. He has also served on the various Boards of The Institute of Marketing (UK) which has a worldwide membership of 21,000.



Professor Geoff Lancaster of London, SCG's associate consultant, shares a marketing insight with Chairman Abdullah Mohd. Yusof.

JAYCEES OUTREACH SALES SEMINAR



Kuala Lumpur Jaycees, a member of Jaycees International (JCI) with over 500,000 members worldwide, organised "the Winning Edge in Sales" on March 29, 1989. Speakers included Tan Joo Seet, Vice-President of Zenger Miller Southeast Asia, K.C. Lau, Executive Director of Markrite Sdn. Bhd. and SCG's Corporate Affairs Director Steve Subramaniam.

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