

# Driving Towards Green Business

**SESTECH**<sup>TM</sup>  
sme enterprise software  
technology **Borneo**

November 15-17

**2011**

**BORNEO**  
CONVENTION  
CENTRE KUCHING  
SARAWAK, MALAYSIA

Annual Enterprise Software  
Conference & Exhibition  
in Asia

## Conference Prospectus

Growth. Opportunity. Momentum

ASEAN's Most Comprehensive  
Conference and Exhibition for  
Enterprise Software Technology

[www.sestech.asia](http://www.sestech.asia)

**SESTECH™**  
sme enterprise software  
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SARAWAK, MALAYSIA

Organizers

**PIKOM**

**idea**xpert™  
creative solutions

Supported by

**MOSTI**

**MDEC**  
Driving Transformation

**SMECORP**  
MALAYSIA

**SARAWAK**  
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Official Venue

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CONVENTION  
CENTRE KUCHING  
SARAWAK, MALAYSIA

Supporting Association

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PENANG

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**EAGLE**  
BUSINESS TRAVEL

Official Magazine

**asianjourneys**

Official Hotel

**pullman**  
HOTELS AND RESORTS  
KUCHING

Beneficiary

**TLC**

Local Partner

**UCSI**  
COMMUNICATIONS

## General Information

Industry Sector:	Information and Communication Technology
Theme:	Driving Towards Green Business
Frequency:	Annual
Dates:	November 15-17, 2011 (Tuesday - Thursday) Conference: November 16-17, 2011 Exhibition: November 15-17, 2011
Venue:	Borneo Convention Centre Kuching, Sarawak

## Key Facts

- 3 days exhibition
- 2 days conference
- 500 conference delegates
- 150 leading local and international IT solution providers are exhibiting
- 2,800 Sqm of exhibiting space
- 2,000 trade visitors

## An Event Full of Activities

- Networking cocktail on first day of exhibition, November 15, 2011
- Gala dinner on first night of conference, November 16, 2011
- Closing Ceremony Dinner, November 17, 2011

## The Best Place to Meet Enterprise Technology Professionals

Technology can lead the way to economic recovery, with innovations like virtualization and cloud computing promising to drive down costs, increase productivity and improve collaboration. As the economy continues to rebound in 2011, now is the time for technology companies to position for growth.

SESTECH hosts the largest enterprise technology audience in one place. Business owners and IT decision makers from every industry and across all sizes of companies come to SESTECH to evaluate and purchase products and services. No other platform provides the breadth of in-depth education and live demos to prepare business and IT professionals to invest in new technology.

SESTECH is the largest independent technology event with a comprehensive educational program including 14 themes and 2 full days conference focused on cloud computing, virtualization, data centre, information security, enterprise management software, mobility, video and all the most important topics shaping the future of enterprise technology.

### 5 REASONS TO ATTEND SESTECH Borneo 2011

- **LEARN** about topics that directly align with your IT priorities.
- **GAIN** knowledge that you can implement to drive business value.
- **DEALS!** Save RM150 on conference fee before June 1, 2011 and take advantage of travel offers and spouse program at [www.sestech.asia](http://www.sestech.asia).
- **TRIP REPORT:** You'll receive a customized list of exhibitors and post-event activities. Use this as a basis to present a report of major takeaways and recommendations.
- **UNIQUE OPPORTUNITY:** As the most comprehensive enterprise technology event in Asia, SESTECH provides IT information and inspiration you can't get anywhere else.

## Conference Delegates Profile

- CEO / President
- COO
- CIO
- CFO
- Managing Director
- General Manager
- Human Resources Director
- Procurement Director

## Conference Theme

- Cloud Computing
- Data Centre
- Desktop Virtualization
- Enterprise Software
- Information Security and Risk Management
- IT Management
- Networking
- Storage Solutions
- Video Conferencing
- Virtualization Concepts and Practices
- Virtualization Management
- VoIP and Unified Communications
- Wireless and Mobility

## Benefits for Conference Delegates

- Meet (Networking)  
Connect with key solution vendors and IT consultants to find technologies related to your industry and understand software implementation challenges.
- Learn (Access to Knowledge)  
Be ahead of the competition by keeping yourself abreast with the latest technologies and innovations that would help you succeed in challenging market and stay competitive.
- Grow (Business Development)  
Transform into a competitive, efficient, resilient and productive enterprise through the adoption of enterprise software as part of the IT transformation.

## The Industry's Most Comprehensive Exhibit Hall

At the most comprehensive business technology exhibition, see all the latest IT solutions in one place and identify technology must-haves for your business.

Evaluate products side-by-side to identify innovative solutions that will increase efficiency, improve your bottom-line and drive growth in your organization.

## Conference At A Glance

Tuesday, November 15	Wednesday, November 16	Thursday, November 17
<p><b>PRE-CONFERENCE</b></p> <p>5:00 p.m. – 6:30 p.m. Check-in / Registration &amp; Refreshments</p> <p>7:00 p.m. – 9:30 p.m. Networking Cocktail Reception</p>	<p>8:00 a.m. – 9:00 a.m. Check-in / Registration</p> <p>9:00 a.m. – 9:15 a.m. Opening Ceremony</p> <p>9:15 a.m. – 9:30 a.m. <b>Welcome Address</b> PIKOM</p> <p>9:30 a.m. – 10:00 a.m. <b>KEYNOTE SPEAKER 1:</b> MOSTI Minister</p> <p>10:00 a.m. – 10:30 a.m. <b>Refreshment Break</b></p> <p>10:30 a.m. – 11:30 a.m. Enterprise Management Software</p> <p>11:30 a.m. – 12:30 a.m. <b>Cloud Computing</b></p> <p>12:30 a.m. – 2:00 p.m. <b>Lunch &amp; Exhibits</b></p> <p>1:00 p.m. – 6:00 p.m. <b>Poster Session</b></p> <p>2:00 p.m. – 3:00 p.m. Business Intelligence</p> <p>3:00 p.m. – 4:00 p.m. <b>IT Management</b></p> <p>4:00 p.m. – 4:30 p.m. <b>Refreshment Break</b></p> <p>4:30 p.m. – 5:30 p.m. Green IT</p> <p>5:30 p.m. – 6:00 p.m. <b>Closing Remarks</b></p> <p>7:00 p.m. – 10:30 p.m. <b>Gala Dinner at Pullman Hotel</b></p>	<p>8:30 a.m. – 9:00 a.m. Check-in / Refreshments</p> <p>9:00 a.m. – 9:30 a.m. <b>Opening Remarks</b> Day 2 Kick off</p> <p>9:30 a.m. – 10:00 a.m. <b>KEYNOTE SPEAKER 2:</b> MDEC</p> <p>10:00 a.m. – 10:30 a.m. <b>Refreshment Break</b></p> <p>10:30 a.m. – 11:30 a.m. Data Centre</p> <p>11:30 a.m. – 12:30 a.m. <b>Networking</b></p> <p>12:30 a.m. – 2:00 p.m. <b>Lunch &amp; Exhibits</b></p> <p>1:00 p.m. – 5:00 p.m. <b>Poster Session</b></p> <p>2:00 p.m. – 3:00 p.m. Storage Solutions</p> <p>3:00 p.m. – 4:00 p.m. <b>Information Security</b></p> <p>4:00 p.m. – 4:30 p.m. <b>Refreshment Break</b></p> <p>4:30 p.m. – 5:30 p.m. Open Source</p> <p>5:30 p.m. – 6:15 p.m. <b>Wireless &amp; Mobility</b></p> <p>6:15 p.m. – 6:30 p.m. <b>Closing Remarks</b></p> <p>7:30 p.m. – 9:30 p.m. <b>Launching SESTECH 2012</b></p>

# CONFERENCE REGISTRATION FORM

November 15-17, 2011  
Borneo Convention Centre Kuching

Growth. Opportunity. Momentum  
Annual Enterprise Software Conference & Exhibition in Asia

## 5 EASY WAYS TO REGISTER

online : [www.sestech.asia](http://www.sestech.asia)  
email : [info@sestech.asia](mailto:info@sestech.asia)  
call : +60 3 8060 3070  
fax : +60 3 8060 3602  
mail : Level 40, Tower 2  
Petronas Twin Towers  
50088 Kuala Lumpur



### GENERAL INFORMATION

Mr.  Ms.  Mrs.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Mobile : \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

In case of emergency, please contact: \_\_\_\_\_

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Check all that apply:

I need special assistance. Please specify: \_\_\_\_\_

I need special dietary. Please specify: \_\_\_\_\_

### SELECT YOUR INDUSTRY

(Select one)

#### MANUFACTURING

- Automotive
- Aerospace
- Computer & Communication
- Consumer Goods
- Defense
- Electronics
- Industrial & Commercial Machinery
- Medical & Health
- Agriculture
- Other \_\_\_\_\_

#### NON-MANUFACTURING

- Education
- Retail & Wholesale
- Service (Hair, Beauty and Spa)
- Food & Beverage
- Healthcare
- Travel & Hospitality
- Financial
- Transportation
- Government
- Consulting

### HOW DID YOU HEAR ABOUT SESTECH BORNEO 2011?

- Invitation: Direct from the organizer / the sponsor / the exhibitor
- Publications
- Promotional brochures
- Website/email
- Newsletter
- Business Associate / Supplier / Government / Association
- Other (Please specify) \_\_\_\_\_

**EARLY BIRD** Register before  
**RM850** June 1, 2011  
Standard Conference Fee: RM1000

### EVENT FEES

Early Bird Registration - A Great Deal!

(Must be received by June 1, 2011)

RM850

Standard Registration

(Must be received by September 1, 2011)

RM1000

### PAYMENT INFORMATION

#### PAYMENT OPTIONS

(Select one)

Visa  MasterCard  Cheque

(Cheque should be submitted with the registration form)

Credit Card Number: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Security Code: \_\_\_\_\_

I authorize IDEAXPERT SDN BHD to charge the above referenced credit card for conference registration fee as requested in the total amount of RM \_\_\_\_\_

#### BANK IN

Account No.: 127 - 001 - 06110 - 1933, Al Rajhi Bank

Recipient: IDEAXPERT SDN BHD

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Cheques and bankdrafts should be crossed / made payable to:

IDEAXPERT SDN BHD and mailed to: Level 40, Tower 2,

Petronas Twin Towers, 50088 Kuala Lumpur.

(Credit card payments only may be sent via fax.)

### CANCELLATION AND REFUND POLICY

Written registration cancellations received by August 30, 2011 are

50% refundable. There are no refunds after September 1, 2011.

Those who do not cancel nor attend are responsible for the full registration fee. Terms and conditions are subject to change without notice.

### A NOTE ABOUT BOOKING YOUR HOTEL

Your event organizer has worked hard to secure the best possible rate for you at the arranged official SESTECH hotels. We urge you to book your stay at these hotels. For more information about booking your stay, visit [www.sestech.asia](http://www.sestech.asia) or call us at: +60 (3) 8060 3070

REGISTER TODAY!

[www.sestech.asia](http://www.sestech.asia)

For any further enquiries or information about SESTECH Borneo 2011 please email [info@sestech.asia](mailto:info@sestech.asia)

ORGANIZERS



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