



**RosettaNet Malaysia and the SMIDEC's 2005
Promotional Road Show**

"Enhancing Organizational Competitiveness using RosettaNet Standards"
Penang • Ipoh • Kuantan • Malacca • Johor • Kuching • Petaling Jaya

Overview

This event will give business and technology executives and managers the opportunity to learn about Supply Chain Management and how the usage of RosettaNet's standards can enhance organizational efficiency and competitiveness. As the business world becomes more competitive and companies seek to fulfill their customers' demanding requirements, achieving optimized and efficient results can be challenging if parts of the supply chain are not fully integrated. **Admission is free.**

Objectives

This event will introduce RosettaNet and the benefits it brings to business-to-business (B2B) supply-chain trading partners. The origins of RosettaNet will be briefly examined, along with the business processes it deals with, and how it fits in with other B2B integration initiatives. We will also examine RosettaNet's specification structure, usage scenarios, and design patterns for implementing RosettaNet solutions. Learn what the RosettaNet standard is and how you can plan, fund, implement and use the standard to get onboard the global supply chain!

About the RosettaNet Grant

The Malaysian government has allocated RM5 million as a grant for local manufacturing, manufacturing related services and the services sector to implement the RosettaNet standard. The grant is aimed at preparing Malaysian companies for early adoption and implementation of global supply chain management system.

**FAX or EMAIL RESERVATION REPLY FORM
(604) 630 3601 or hhfoong@rosettanet.org**

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|----------------|--|---------------------|--|
| Company | | Submitted By | |
| Tel | | Fax | |
| E-Mail | | Venue Chosen | |

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About RosettaNet

A not-for-profit organization, RosettaNet seeks to provide a common platform of communication, or a common language, that allows the different trading partners involved in a business process to automate that process and to conduct it over the Internet. Established in 1998 the 500 member consortium includes companies like DHL, Microsoft, Intel, Dell, Exel Logistics, Sony and IBM. The principal goal of RosettaNet is to focus on the supply chain and its optimization by improving efficiency and performance through enhanced B2B integration.

About SMIDEC

The establishment of SMIDEC in 1996 was in recognition of the need for a specialized agency to further promote the development of Small and Medium Industries (SMIs) in the manufacturing sector through the provision of advisory services, fiscal and financial assistance, infrastructural facilities, market access and other support programs. SMIDEC strives to create resilient and efficient Small and Medium Enterprises (SMEs), able to compete in a liberalized market environment.

REGISTER NOW – LIMITED SEATS AVAILABLE

RosettaNet Malaysia and the SMIDEC's 2005 Promotional Road Show

Venues

| Dates | State | Venue |
|--------------|-------------------------|--------------------------------|
| 12 September | Penang | SMIDEC Prai Office |
| 15 September | Ipoh, Perak | Perak State Development Centre |
| 19 September | Kuantan, Pahang | SMIDEC Kuantan Office |
| 21 September | Malacca | SIRIM Office |
| 23 September | Johor Baru, Johor | UITM |
| 29 September | Kuching, Sarawak | FMM Representative Office |
| 03 October | Petaling Jaya, Selangor | SMIDEC Main Office |

Agenda and Session Description

08.30

Registration

Business Track

09.30

Understanding RosettaNet E-Business Processes

- *To provide participants basic knowledge on RosettaNet and Supply Chain Management*
- *Presenter: RosettaNet Malaysia*

10.30

Getting Started with RosettaNet

- *To provide participants with awareness on the different tools and packages (e.g. BizTalk) that can be used to automate their Supply Chain by implementing RosettaNet*
- *Presenter: RosettaNet Solutions Provider*

11.30

Funding RosettaNet Implementations (Panel)

- *Panel will provide examples of how RosettaNet implementations can done along with a presentation on the Malaysian RosettaNet Grant and financing options available*
- *Panelists: SMIDEC and Maybank*

12.30

Lunch

Standards and Implementation Track

1.30

RosettaNet Technical Basics

- *To provide knowledge needed by the technical community in regards to the Architecture of RosettaNet standards*
- *Presenter: RosettaNet Malaysia*

2.30

Enabling RosettaNet: Implementation, Services, Tools and Resources

- *To provide information on the stages and methodologies of deploying a typical RosettaNet implementation*
- *Presenter: RosettaNet Solutions Provider*

3.30

RosettaNet Automated Enablement (RAE): Introduction and Getting Started

- *To provide information on RAE and how it can be used to facilitate faster and more cost effective RosettaNet implementations*
- *RosettaNet Solutions Provider*