



# The Asia HRD Congress 2015

*As One of the Leading HR Conferences,  
We Proudly Bring You to the City of  
Gold, Dubai*

the **Asia HRD Congress**™ **2015**  
The Learning Platform: Global Vision, Asian Insights  
International Conference & Exhibition

**June 8-11, 2015**  
**Grand Hyatt Hotel, Dubai, United Arab Emirates**

## **THE NEW TALENT EQUATION**

**The Asia HRD Congress Annual International  
Conference & Exhibition**

This event brings together HR and business experts to share their knowledge, perspectives, strategies, tools and tips to increase your organisational performance.



Join us for one of the largest, most dynamic event in the region. [www.hrdcongress.com](http://www.hrdcongress.com)



# THE NEW TALENT EQUATION

Are our traditional models of managing and developing talent sufficient and can the new Talent Equation help build a competitive workforce?

How do we, as leaders, harness the creative capabilities of the workforce and accelerate performance to align with the business goals and bottom-line?

- Organisations struggle to stay alive and thrive during these challenging times
- Businesses are realising the critical value of a more integrated approach to talent development
- Talent management proves to be the heart that sustains the organisation's health
- With workforce demographics rapidly changing, developing leaders with a diverse range of challenges including the expectations of a multigenerational workforce, can affect the retention of highly-skilled and valued talent
- There is a critical need to shift business management to one that meets the competitiveness of today's new economy

## Conference Highlights

**DAY 01**  
8th June, 2015

Masterclass Workshop  
Asia HRD Awards & Gala Dinner

**DAY 02**  
9th June, 2015

4 Mega Sessions  
4 Concurrent Sessions  
2 Panel Sessions

### Also:

- Inspiring Masterclass to change and move you to greater heights
- Exciting concurrent sessions that will stimulate your thirst for knowledge
- Acquire tools, tips or strategies you need to enhance your career
- Whether you are seeking operational "how-to" information to apply in the workplace, or strategically oriented topics that reaffirm HR's value to your organisation's success, you will find educational sessions that meet your unique professional development needs
- Session topics address a wide variety of HR and business-related topics required to lead today's workforce

## Conference Tracks

### Best Practices From The Field

Leading experts will share the best practices during these sessions, so you can create an environment where your best people will thrive.

### Cutting Edge Research

Hear the latest on research impacting HR strategic management.

### Personal & Skill Development

Make sure you have the right set of tools, skills and traits to be an exceptional leader.



## Top presenters. Thought-provoking content. Share ideas.

Take advantage to learn from world-renowned experts as they share their experiences, knowledge and insights during this exciting event.

*Featuring some of the speakers you do not want to miss:*

### His Excellency Sheikh Nahyan Bin Mubarak Al Nahyan

#### Opening Keynote Speaker

Minister of Culture, Youth and Community Development,  
United Arab Emirates



### Professor Peter Cappelli

#### Masterclass Speaker

Professor at Wharton School, University of Pennsylvania and Director of Wharton's Center for Human Resources, United States of America. Recently named by HR Magazine as one of the top 5 most influential management thinkers and was elected a fellow of the National Academy of Human Resources.

Author of the most popular talent management books, Talent on Demand: Managing Talent in an Age of Uncertainty named as the "best business book" for 2008 by Booz-Allen and The New Deal at Work: Managing the Market-Driven Workforce.



### Dr. Edward Shelton

Competency Consultant,  
Competency Development &  
Consultation Group  
Saudi Aramco Oil,  
Saudi Arabia



### Roopa Sharma Hassan

Manager, Resourcing  
Specialist  
Dubai Electricity & Water  
Authority (DEWA), Dubai



### Ahmed A. Aziz Al-Khayat

Asst. Undersecretary,  
Technical Services and  
In-charge of Human and  
Financial Resources,  
Ministry of Works,  
Bahrain



### Dato' Dr. Ibrahim Ahmad Bajunid

Deputy Vice Chancellor  
INTI-UC Laurate International  
Universities and professor of  
Management, Malaysia



### Humaid Al-Sawafi

Performance &  
Development Manager  
Orpic, Oman



### Paul Keijzer

CEO, Engage Consulting,  
United Arab Emirates



### Muhammad Rizal

COO, Human Resource  
Professional Services  
SMR Group, Malaysia



# The Asia HRD Congress 2015

Exhibitors show off the latest in HR products and services, especially in areas of HR software, publications, training and consulting providers.

Browse and test the products yourself. Watch demonstrations and learn firsthand how these products and services can help you and your organisation achieve your goals.

For service providers, this is an opportunity to market your organisation before the largest gathering of HR decision makers in the region.

## Exhibition Hours

Date: June 8-9, 2015  
Time: 8:00 a.m. - 3:30 p.m.  
Venue: Grand Hyatt Hotel, Dubai

For booking of exhibition space, please contact the Congress Secretariat at  
Phone: +603 2296 9199  
Fax: +603 2296 9099  
E-mail: [congress@smrhrgroup.com](mailto:congress@smrhrgroup.com)

## Networking Opportunities

There are plenty of opportunities at the Congress to connect and build careers.

### Global Network Lounge

Look out for signs leading to this area where you can meet delegates from all over the world.

### Exhibition

Meet and connect with other delegates at this exhibition and test the latest HR products and services.

### Awards Celebration

Expand your contact list at this prestigious Awards ceremony attended by some of the top leading delegates.

For registration and more info visit [www.hrdcongress.com](http://www.hrdcongress.com)

## THE CONGRESS

The annual Congress conference provides you knowledge and strategies to operate your organisation and develop talent that is highly engaging, interactive and thought provoking around Asia and beyond. We bring you global top leaders that are dynamic and engaging to present fresh insights drawn from real-world case studies and industry best practices to elevate the strategic capabilities of your organisation. Speakers range from local to international-level leaders in the industry, business consultants and academics.

Other events sponsored by us include the annual Asia HRD Awards, an event that celebrates excellence and leadership in the field of human capital development, the Learning Extravaganza World Tour, an annual tour for HR professionals seeking practical training and insights to hone their skills, and several topical HR events in Malaysia and the surrounding region in Asia. We invite you to explore the world of HR learning events through the practical useful learning events we have created with you in mind.

For more information about this annual event, go to [www.hrdcongress.com](http://www.hrdcongress.com)

Asia  
**HRD**  
Congress  
Sdn Bhd

## ABOUT THE ORGANISER



The Asia HRD Congress is brought to you by the SMR Group based in Kuala Lumpur, Malaysia. An award-winning and ISO certified company, SMR Group has operated for over 30 years since its inception in 1978, focusing on offering services and products in human resource development. Our commitment to providing customer satisfaction is reflected in the strong confidence and trust of our clients over these years. Emphasizing on the research and development aspect of our products and services that include HRD technology, consulting, sourcing and training, we have become the industry's trusted partner for building strong talent development among businesses and organisations. We are motivated towards excellence by the wide acceptance of our solutions which are extensively used across the world in various industries - airlines, manufacturing, financial services, health, education and hospitality among others.

For more information about SMR Group, visit us at [www.smrhub.com](http://www.smrhub.com)



# WELCOME TO DUBAI

Emerged as a global city and business hub of the Arabian Gulf region.

## Hotel & Travel

Where to stay:

We recommend staying at the Grand Hyatt Hotel in Dubai where the conference will also be held. Make reservations online via the online link for the special delegate rate at [www.hrdcongress.com](http://www.hrdcongress.com) or call +971-4-317-1234.

It is recommended that you make your reservations early. For full description of lodging at the Grand Hyatt Hotel, Dubai and other options in the area will be available at [www.hrdcongress.com](http://www.hrdcongress.com)



**Book your travel and plan your visit today!**

**Register Early!** Registrations fill up quickly, we highly encourage early registrations to take advantage of the **\*Early Bird Fee** discount and a seat at this once-a-year only event. To register online, visit [www.hrdcongress.com](http://www.hrdcongress.com).

Item	Early Bird Fee	Regular Fee (after 30 April, 2015)
<b>Masterclass Workshop</b> (8 June) <b>Conference</b> (9 June) <b>Asia HRD Awards &amp; Gala Dinner</b> (8 June) <b>2 days Corporate Visits</b> (10-11 June)	<b>RM 6,000 / USD 1,900</b>	<b>RM 6,700 / USD 2,100</b>
<b>Exhibition Table Space</b>	<b>RM 1,000 / USD 310</b>	

\* Early Bird Fee expires 30 April, 2015

**For registration of 3 persons and more enjoy 10% GROUP DISCOUNT of the regular price**

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