



## AMF BOARD OF MANAGEMENT MEETING

**DATE:** 6<sup>th</sup> June 2020 at 10:30am Singapore (GMT +08:00)

**VENUE:** Zoom Cloud Online Meeting

### **Agenda**

*Dress code: National or Formal attire*

TIME ALLOTTED	ITEM	PRESENTER
30 mins	Welcome note	Mr. Rohan Somawansa, <i>AMF President</i>
	<b>2 minutes</b> for a moment of silence to honor those who passed away due to the continuing dire global crisis	
	Declaration of Quorum	Dr. Pradeep Edward, <i>AMF Sect. General</i>
	Approval of minutes of AGM meeting in Taipei, Taiwan (Oct 24 <sup>th</sup> 2019) – shared on 17 <sup>th</sup> Jan 2020	
20 mins	Special message	<i>AMF Patron</i> Mr. Hermawan Kartajaya
15 mins	Special Guest message	Mr. Edimon Ginting, <i>Deputy Director General of ADB</i>
45 mins	Informing updates for pending matters & future projects	Mr. Rohan Somawansa, <i>AMF President</i>
	Pending matters arising from last meeting: <ol style="list-style-type: none"> <li>I. Appointing of CPM Management &amp; Operation Committee, finalizing CPM plan, new members appointing of the committee</li> <li>II. Marketing Olympiad</li> <li>III. World Marketing Society</li> </ol>	I. Mr. Roger Wang, <i>President MIS</i>  II. Mr. Ashroff Bintaj, <i>President MSB</i>  III. Mr. Ashroff Bintaj, <i>President MSB</i> , Mr. Shariful Islam, <i>Secretary MSB</i>
	Future projects: <ol style="list-style-type: none"> <li>I. AMF E-publication</li> <li>II. Case study book for AMEA of winning brands</li> <li>III. BIMSTEC conference</li> </ol>	I. Prof. Hooi Den Huan, <i>Foundation Member of AMF</i> , Mr. Taufik, <i>Sect. General IMA</i> II. Ms. Gwen Albaraccin, <i>IPP FMA</i> and Mr. Rohan Somawansa, <i>AMF President</i> III. Prof. Ferhat, <i>Founder MSB</i> , Mr. Shariful Islam – <i>Secretary MSB</i>
15 mins	<b><u>CPM Related matters</u></b> <ol style="list-style-type: none"> <li>I. CPM current status and numbers</li> <li>II. Updates on CPM Educators - Asia</li> </ol>	I. Mr. Roger Wang, <i>President MIS</i> II. Ms. Faith Abano, <i>President PMA</i>
20 mins	<b><u>Awards</u></b> <ol style="list-style-type: none"> <li>I. Introducing the action plan for the 6<sup>th</sup> AMEA awards</li> <li>II. Introducing the action plan for the 4<sup>th</sup> YWN awards</li> </ol>	I. Prof. Ferhat, <i>Founder MSB</i> , Ms. Gwen Albaraccin <i>IPP AMF</i> & Prof. Boojong Kim, <i>1<sup>st</sup> VP AMF</i>



	<p><b><i>Timelines will be shared for each project</i></b></p> <p>III. Online souvenir program of AMEA</p>	<p>II. Mr. Roger Wang, <i>President MIS</i>, Mr. Hendra Warsita, <i>Sect. to Senate IMA</i>, Ms. Faith Abano, <i>President PMA</i></p> <p>III. Ms. Gwen Albaraccin, <i>IPP AMF</i></p>
30 mins	<p><b><u>Action Plan &amp; AMF Marketing/Branding Strategies</u></b></p> <p>I. AMF website / AMF App updates</p> <p>II. Branding strategy for AMF</p> <p>III. Brand Excellence in Cambodia</p>	<p>I. Mr. Roger Wang, <i>President MIS</i></p> <p>II. Mr. Rohan Somawansa, <i>AMF President</i></p> <p>III. MAC &amp; SLIM</p>
15 mins	<p><b><u>AMF General Administration</u></b></p> <p>I. Financial report</p> <p>II. 2020 AGM Announcement and table related matters</p> <p>III. Date &amp; venue of the next meeting 6<sup>th</sup> November 2020 in Colombo Sri Lanka</p>	<p>I. Pak Junardy, <i>Chairman of AMF Foundation</i>, Dr. Pradeep Edward, <i>Sect. General AMF</i></p> <p>II. Pak Junardy, <i>Chairman of AMF Foundation</i></p> <p>III. Mr. Roshan Fernando, <i>SLIM President</i></p>
10 mins	<p><b><u>AMF New membership request(s)</u></b></p> <p>I. India</p> <p>II. Nepal</p>	<p>Mr. Rohan Somawansa, <i>AMF President</i>, Mr. Ashroff Bintaj, <i>President MSB</i> &amp; Prof. Ferhat, <i>Founder MSB</i></p>
15 mins	<p>Proposals by NMAs</p> <p>Other Matters</p> <p>Adjournments</p>	