



Asian Strategy & Leadership Institute

Institut Kepimpinan & Strategi Asia (260460-D)

Khazanah ASLI

No. 1718 Jalan Ledang

Off Jalan Tuanku Abdul Halim

50480 Kuala Lumpur

Malaysia

t +603.2093.5393 f +603.2093.3078

www.asli.org.my

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Our Ref: CEO/HR/2016/11/2235

TO WHOM THIS MAY CONCERN

OLIVIA QUAH HOOI PIN – I/C NO. 770420-07-6118

This is to certify that Ms. Quah Hooi Pin (Olivia), was an employee of the Asian Strategy & Leadership Institute (ASLI) and was employed from 7th November 2011 until 31st May 2014. Ms. Quah was employed on a full time basis as Director, Special Projects, Membership and Business Council Secretariat at Kuala Lumpur, Malaysia.

She performed the following duties:

1. Special Projects - Spearheading an investment promotion agency appointed by Invest Hong Kong of the Hong Kong SAR government department which acts as consultant to Invest Hong Kong in ASEAN, to support ASEAN businesses to set up or expand in Hong Kong. Advising government on advertising strategies and campaigns to reach target markets, creating investor awareness and effectively promoting the attributes of services. Coordinate production of advertising campaigns involving specialised activities, such as artwork, media placement, within time and budget constraints.
2. Membership and Program - Responsible for Strategic Issues Forum (SIF) membership and marketing program which is an Exclusive Platinum Chairman and CEOs Club. ASLI's Membership Programs provides insights, thought leadership and up-to-date objective information to members in closeddoor dialogues.
3. Business Council Secretariat - Lead a number of bilateral business councils, which aim at facilitating and informing trade, investments and business partnerships among countries i.e. Malaysia- Indonesia Business Council, Malaysia- Thailand Business Council, Malaysia Turkey Business Council and Malaysia- Russia Business Council.
4. Play a role in the research, planning and development of comprehensive corporate sponsorship programs, including extensive stakeholder engagement, and other program partners.
5. Manage projects in the area of event planning for a variety of forums, seminars and conference. Supporting business growth and development through the preparation and execution of marketing objectives, policies and programs

Sincerely yours,

Tan Sri Dato' Dr. Michael Yeoh

Chief Executive Officer

Asian Strategy & Leadership Institute (ASLI)