

HR 360 Malaysia, 3-5 August 2009, Kuala Lumpur

[Malaysia] June 16, 2009 - The deepening recession in 2009 has put Human Resource in a challenging position to revisit and refocus its priority to bring business to a more sustainable level. Organizations are constantly reviewing their companies' financial health and tightening their belt to tide through this storm.

Cost-cutting measures have constantly led organization to look into downsizing and restructuring.

Thus, HR plays a crucial role in strategizing for the company to tide through this recession.

HR 360 Malaysia will once again deliver an impactful programme by providing practical, hands-on case-studies which you can adopt and implement especially at this crucial time. This timely conference will focus and stress on *leadership development* and *employee engagement* - critical elements in the HR sphere - **which cannot be overlooked, especially during the downturn.**

In this conference, you will find practical steps that you can adopt and most importantly, implement, to help your organization HR to emerge even stronger from this crisis and remain sustainable.

HR 360 Malaysia is one of the largest international conferences to address the concerns voiced by the industry.

Meet HR leaders in one room, one location including:

Bursa Malaysia, Procter & Gamble, Allianz Malaysia, Scomi Group, Flextronics International, Certis Cisco Security, DIGI Telecommunication, Multimedia Development Corporation (MDEC), Kulim (Malaysia), Taylor Nelson Sofres Malaysia, NEC Semiconductors (Malaysia), Petronas, ABM Consult, SilTerra Malaysia, Packet One Networks (Malaysia), Kontron Design Manufacturing Service Malaysia, CSE Automotive Technologies, Elken,

About HR Connection, All Events Group (AEG):

HR Connection is the subsidiary of *All Events Group (AEG)* for HR specific endeavors.

AEG is a leading business-to-business media company based in Singapore, empowering businesses to build competitive edge by facilitating skills development, networks with experts, and industry intelligence. By providing innovative solutions for Asia Pacific and the Middle East, AEG enables organizations to achieve marketing and business development objectives.

AEG caters to a diverse range of industries including energy, mining, finance and human resources. Its solutions range from conferences, congresses, tradeshow, road shows, trainings, publications, and platforms for networks and communities.

For more information, please contact:

- Julie Pui, Marketing Manager
- +65 6506 0965
- julie.pui@alleventsgroup.com