

2nd Announcement

# WATER MALAYSIA 2013

A MWA Specialised International Conference & Exhibition

Incorporating:



**PROGRAMME  
HIGHLIGHTS**

Industry Forum  
on  
23 April 2013

[www.mwa.org.my](http://www.mwa.org.my)

*The Right Price for Quality Service*

## 23 - 25 April 2013

Kuala Lumpur Convention Centre

Organised by



The Malaysian Water Association



Malaysian Water Academy

Exhibition Managed by

**protemp**

ISO 9001:2008 Certified  
Professional Trade Exhibition & Meeting Planners

Conference Secretariat by



Supported by



Malaysia Truly Asia

# CONFERENCE INFORMATION

## IMPORTANT DATES

Conference Website : [www.mwa.org.my](http://www.mwa.org.my)  
Conference Email : [wm2013@console.com.my](mailto:wm2013@console.com.my)  
Conference Venue : Kuala Lumpur Convention Centre  
Conference Date : 23 - 25 April 2013  
Conference Secretariat : Console Communications Sdn Bhd  
Address : Suite 12.9, Level 12, Wisma UOA 2,  
21 Jalan Pinang, 50450 Kuala Lumpur  
Tel : +603 2162 0566  
Fax : +603 2161 6560  
Registration Deadline : 5<sup>th</sup> April 2013

## REGISTRATION GUIDELINE

### REGISTRATION FEES

	Early Registration (before 25 <sup>th</sup> March 2013)	Normal Registration (after 25 <sup>th</sup> March 2013)
MWA Member	RM 1,600	RM 1,800
Non-MWA Member	RM 1,800	RM 2,000
International Delegates	RM 2,000	RM 2,200
Student/Exhibitor	RM 1,400	RM 1,600
Day Pass	RM 700	RM 800

MWA members are entitled for member's rate. Please contact the Conference Secretariat to verify the membership status. Invalid membership no. will be charged non-member registration fee.

### TO REGISTER

Please complete the registration form in this Announcement and fax or post to the Conference Secretariat OR Register online at the Conference Website: [www.mwa.org.my](http://www.mwa.org.my)

A Registered Delegate is entitled to

- Participate in all sessions and workshop of the Conference
- Receive the Conference Bag, Programme Book and other Conference Documents
- Attend the Opening Ceremony
- Tea breaks and Conference Lunch

### METHODS OF PAYMENT

All payment should be made in Ringgit Malaysia (RM).

For Malaysian delegates payment can be made by cheque, telegraphic transfer or credit card. All payment are to be made payable to **THE MALAYSIAN WATER ASSOCIATION**

For International delegates payment can be made by telegraphic transfer or credit card. All payment is to be made to:

Account Name : THE MALAYSIAN WATER ASSOCIATION  
Account No : 277-0001-3651  
Bank Name : Hong Leong Bank Berhad  
Bank Address : No. 2, Jalan 22A/70A  
Desa Sri Hartamas, 50480 Kuala Lumpur  
SWIFT Code : HLBBMYKL

Please note that all related bank charges, financial charges or credit card commission (5%) are to be borne by the delegates and are not to be deducted from the fees payable to the Conference.

Please notify the Conference Secretariat of your remittance by faxing a copy of the payment advice for issuance of receipt together with the completed registration form.

### LOST BADGES

All registered delegates are requested to wear the delegate badges at all times during the Conference. A service fee of RM100 will be charged to re-issue any lost badges.

### CONFIRMATION

Registration will only be confirmed upon receipt of FULL PAYMENT.

### OFFICIAL RECEIPT

Official Receipt will only be issued upon request.

### CANCELLATION POLICY

Cancellation of registration must be made in writing to the Secretariat. Refunds will only be made after the Conference.  
Cancellation received BEFORE 29<sup>th</sup> March 2013 : 50% refund  
Cancellation received AFTER 29<sup>th</sup> March 2013 : No refund

**Registration Deadline**  
**5<sup>th</sup> April 2013**

# PROGRAMME

# ORGANISING COMMITTEE

Day / Time	DAY 1   Tuesday, 23 <sup>th</sup> April 2013	DAY 2   Wednesday, 24 <sup>th</sup> April 2013	DAY 3   Thursday, 25 <sup>th</sup> April 2013	
0800 - 0900	Registration			
0900 - 0920	<b>Industry Forum : "The Price of Quality Water Services"</b>  Keynote 1 Formulating Tariff Structure Dato' Teo Yen Hua, CEO, Suruhanjaya Perkhidmatan Air Negara (SPAN)  Keynote 2 Charges For Sewerage Service Datuk Ir Abdul Kadir Mohd Din, CEO, Indah Water Konsortium Sdn Bhd (IWK)  Keynote 3 Consumer Expectation of Malaysian Water Supply Services Nuraini Binti Khalil, Senior Executive, Forum Air Malaysia  Keynote 4 Consumer, Water Services & Tariff Foon Weng Lian, Deputy Secretary General, Federation of Malaysian Consumers Associations (FOMCA)	<b>Consumer &amp; Tariff</b>  Sustainable Water Tariff Model Seeja J, Selin, Kerala Water Authority  Charging for Sewerage Services - A Practical Perspective Dorai Narayana, Indah Water Konsortium Sdn Bhd (IWK)  Managing Consumer Right Leow Peen Fong, Suruhanjaya Perkhidmatan Air Negara (SPAN)  Managing Stake Holders in Respect to Johor Water Tariff Hj Mohd Ghazali Bin Ibrahim, Syarikat Air Johor (SAJ)  Discussion/ Q&A	<b>Treatment &amp; Asset Management</b>  A Review on the Development and Application of Aerobic Granular Sludge for Wastewater Treatment Mohd Hakim bin Ab Halim, Universiti Teknologi Malaysia (UTM)  Improving Energy Efficiency of Wastewater Treatment Philip Von Huben, Sinclair Knight Merz Sdn Bhd  Sewage Flow and Load - Case Study of UiTM Shah Alam Azinoor Azida Abu Bakar, Universiti Teknologi MARA (UiTM)  Managing Water Assets by Using Geographical Information System (GIS) and Asset Management Datuk Ir. Hj. Mohd Khalid bin Hj. Nasir, Syarikat Air Melaka Berhad (SAMB)  Discussion/ Q&A	
0920 - 0925		<b>Research and Business Matching Session</b>	<b>Developing KPIs &amp; KRAs Workshop (by MyWa)</b>	<b>Water Loss Reduction</b>  Non-Revenue Water (NRW) Analysis of Trivandrum Water Supply Scheme Seeja J, Selin, Kerala Water Authority  Stakeholders' Expectation of NRW Reduction Ir Hj Zainuddin Md Ghazali, Ranhill Water Services Sdn Bhd  "What can go Wrong with Delivering Water to Customers?" Mark Nicol, Echologics  Calculating Economic Level of Leakage in Malaysia: Uncertainties and Practical Solutions David Wiskar, Waterloss and Pressure Management Sdn Bhd  Discussion/ Q&A
0925 - 0940				
0940 - 0950				
0950 - 1000				
1000 - 1015	<b>Tour of Booths &amp; Coffee Break</b>			
1015 - 1020	<b>Industry Forum : "The Price of Quality Water Services"</b>  Industry Water Forum Panel Discussion	<b>Delivering Quality Services</b>  Quality Services  Human Resource Development for Quality Services  Consumer Perceptions Towards Water Service Quality: A Case in Johor State Zuraini binti Anang, Universiti Malaysia Terengganu (UMT)  Challenges in Delivering Quality Water Ir Wan Mohd Zamri bin W Ismail, Air Kelantan Sdn Bhd (AKSB)  Discussion/ Q&A	<b>Developing KPIs &amp; KRAs Workshop (by MyWa)</b>	
1100 - 1120				
1120 - 1140				
1140 - 1200				
1200 - 1220				
1220 - 1240	<b>Lunch</b>			
1400 - 1420	<b>Operating Efficiency</b>  Efficiency in Operating Water Company Syarikat Air Johor (SAJ)  Transinormation of Human in Delivering Quality Services George Patrick, Institut Tadbiran Awam Negara (INTAN)	<b>Water Resources Management</b>  Extreme Rainfall Runoff Model at a Very Large Catchment Area: Case Study at Kelantan River Ikhwan Aizuddin bin Aziz, Universiti Teknologi MARA (UiTM)  The Need for Application of IWRM in the Kano River Catchment Area, Kano State Nigeria Salisu Muhammadu Faruk, Universiti Malaysia Sarawak (UNIMAS)  Management of Water Resources in Algeria: What about the Efficiency of Quality Service?  Discussion/ Q&A	<b>Developing KPIs &amp; KRAs Workshop (by MyWa)</b>	
1420 - 1430				
1430 - 1440				
1440 - 1500				
1500 - 1520	<b>OPENING CEREMONY</b>			
1520 - 1540	<b>Coffee &amp; Networking</b>			
1600	<b>Coffee &amp; Networking</b>			

**CONFERENCE CHAIRMAN** : Ahmad Zahdi Jamil

**COMMITTEE'S** : Ir Syed Mohamed Adnan  
Azmi Mahmood  
Mohamad Hairi Basri  
Shaharis Saad  
Rubby Mahmood

## INVITED SUBJECT EXPERTS

- Datuk Ir Abdul Kadir Mohd Din**  
*Indah Water Konsortium Sdn Bhd (IWK)*
- Azinoor Azida Abu Bakar**  
*Universiti Teknologi MARA (UiTM)*
- David Wiskar**  
*Waterloss and Pressure Management Sdn Bhd*
- Dorai Narayana**  
*Indah Water Konsortium Sdn Bhd (IWK)*
- George Patrick**  
*Institut Tadbiran Awam Negara (INTAN)*
- Ikhwan Aizuddin bin Aziz**  
*Universiti Teknologi MARA (UiTM)*
- Leow Peen Fong**  
*Suruhanjaya Perkhidmatan Air Negara (SPAN)*
- Mark Nicol**  
*Echologics*
- Hj. Mohd Ghazali Bin Ibrahim**  
*Syarikat Air Johor (SAJ)*
- Datuk Ir. Hj. Mohd Khalid bin Hj. Nasir**  
*Syarikat Air Melaka Berhad (SAMB)*
- Mohd Hakim bin Ab Halim**  
*Universiti Teknologi Malaysia (UTM)*
- Nuraini Binti Khalil**  
*Forum Air Malaysia*
- Philip Von Huben**  
*Sinclair Knight Merz Sdn Bhd*
- Salisu Muhammadu Faruk**  
*Universiti Malaysia Sarawak (UNIMAS)*
- Seeja J, Selin**  
*Kerala Water Authority*
- Dato' Teo Yen Hua**  
*Suruhanjaya Perkhidmatan Air Negara (SPAN)*
- Ir.Wan Mohd Zamri bin W Ismail**  
*Air Kelantan Sdn Bhd (AKSB)*
- Ir. Hj Zainuddin Md Ghazali**  
*Ranhill Water Services Sdn Bhd*
- Zuraini binti Anang**  
*Universiti Malaysia Terengganu (UMT)*



# WATER MALAYSIA 2013 INDUSTRY FORUM

A premier specialised water forum that will be participated by key stakeholders and key roles player of the water industry in Malaysia.

## THEME

"The Price of Quality Water Services"

## FORUM OBJECTIVES

To highlight the existing challenges of the water services, roles of key players in addressing these challenges and what it takes to bring Malaysian water industry forward.

## FOCUS OF DISCUSSION

- The economics and challenges faced by water operators in delivering quality services.
- The regulatory roles in bringing better value to Malaysian water industry.
- Consumer grievances and expectation of Malaysian water supply services.
- The stumbling blocks of the well being of Malaysian water industry.
- Way forward in uplifting Malaysian water industry.

## PANEL OF DISCUSSION

- CEO of Suruhanjaya Perkhidmatan Air Negara (SPAN), Malaysian water regulatory commission.
- CEO of Pengurusan Aset Air Berhad, Malaysian water asset Management Company.
- Director of Jabatan Bekalan Air Malaysia
- President of Federation of Malaysian Consumer Association (FOMCA), Malaysian largest federation of consumer associations
- President of Water Forum Malaysia
- Director of SMHB, Representative of Malaysia water consultancy firms
- CEO of Indah Water, Malaysian biggest sewerage water operator
- CEO of Syabas, Representative of Water Operators
- CEO of Perbadanan Bekalan Air Penang, Representative of Water Operators
- Chairman/Moderator: President of Malaysian Water Association, Malaysian largest membership base NGO body of water industry.

## RESEARCH AND BUSINESS MATCHING SESSION

We are calling all water operators participating at WM 2013 to take part at **'Research and Business Matching Session'** session to look at what our local universities have in store for water companies to share and to find answer to some of the following issues pertaining to R&D collaboration;

- Most Malaysian companies just aren't interested in spending on R&D. Is that true?
- R&D collaboration with universities run into a culture clash mainly because business and academic incentives for R&D aren't aligned.
- Universities aren't always doing research that can be commercially applied, and are not good at communicating their discoveries.
- Water Operators lack the scale and resources to conduct R&D on their own, even if it's just market research.

## DEVELOPING KPIs & KRAs WORKSHOP

Malaysian Water Academy is pleased to invite the Water Malaysia 2013 participants to attend this one day training cum workshop to capture the important elements in developing KPI as well as to share own experience in developing and managing the KPI during Water Malaysia 2013.

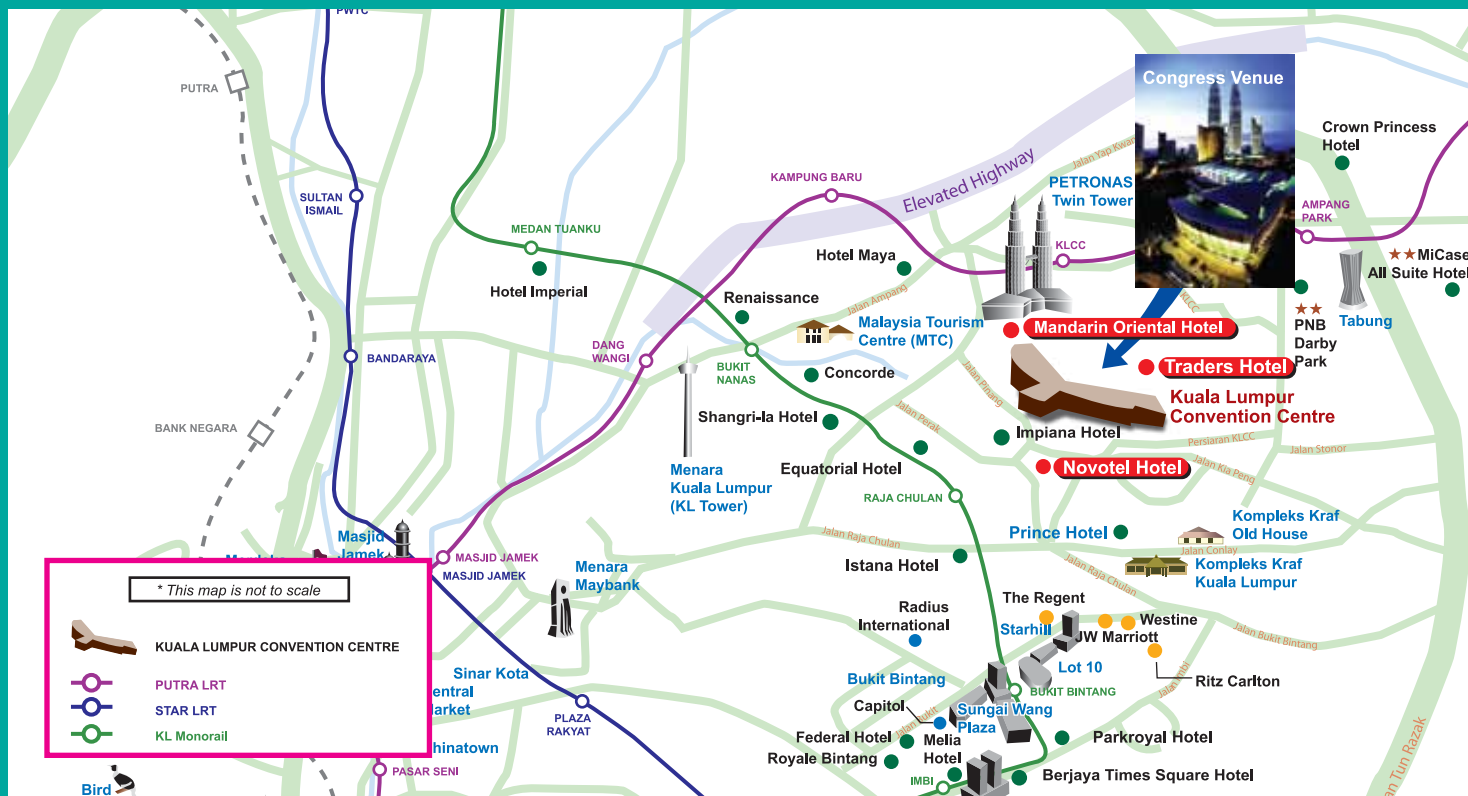
KPIs have a certain level of importance in an organization, but only if the KPI leads to actionable steps to achieve a goal. The goal must have a measurable component that results in actionable steps. The company must convert the measured, quantified data into actionable items to meet its goal. Most businesses set strategic goals they desire to achieve. One way to measure an organization's progress toward achieving these goals is to use **key performance indicators**.

Because KPIs promote long-term strategic goals it, becomes important to keep the measurements consistent over time. Although a company can change its goals, the measurement of the KPI should remain consistent. For this reason, KPIs become strategic to the company's plan and vision.

At the end of the program, the participants should be able to:

- Understand the real meaning and importance of KPIs to the organisation.
- Implement the operation process in developing the KPIs.
- Set and cascade the KPIs to their next level

# MAP



## HOTEL INFORMATION PANEL HOTEL



### TRADERS HOTEL

Kuala Lumpur City Centre, 50088 Malaysia  
Distance from conference venue: 3 minutes walk

Tel : +603 - 2332 9888 Fax : +603 - 2332 2666  
Website : [www.tradershotels.com](http://www.tradershotels.com)

Room Category	Single Rate (RM)	Double Rate (RM)
Deluxe Room	420.00++	460.00++
Deluxe Garden View King	460.00++	500.00++

\* All room rates is subject to 10% service charge and 6% prevailing government tax.

## HOTEL INFORMATION HOTEL NEAR-BY



### MANDARIN ORIENTAL HOTEL

Kuala Lumpur City Centre,  
50088 Malaysia  
Distance from conference venue:  
5 minutes walk

Tel : +603 - 2380 8888  
Fax : +603 - 2380 8833  
Website :  
[www.mandarinoriental.com](http://www.mandarinoriental.com)



### NOVOTEL HOTEL

2 Jalan Kia Peng,  
50450 Kuala Lumpur, Malaysia  
Distance from conference venue:  
10 minutes walk

Tel : +603 - 2147 0888  
Fax : +603 - 2147 0889  
Website :  
[www.novotelklcitycentre.com](http://www.novotelklcitycentre.com)