

THE ASIA HRD CONGRESS

INTERNATIONAL CONFERENCE | AWARDS

8 - 10 October 2024
Chennai, India

SPONSORSHIP PACKAGE

Organised by:



SMR HR Group (177552-M)
Level 8, Tower Block,
University of Cyberjaya,
Persiaran Bestari, Cyber 11,
63000 Cyberjaya, Selangor,
Malaysia

T +(603) 2770 9199
F +(603) 2770 9099
M congress@smrhrgroup.com
W www.hrdcongress.com

Co-Organised by:



Madras School of Social Work
32, Casa Major Road,
Egmore, Chennai, India
T 94864 25879 / 75020 45805

About The Asia HRD Congress®

Having started The Asia HRD Congress® in 2002, we are proud to be celebrating the 23rd anniversary of The Asia HRD Congress® in Chennai, India.

The Asia HRD Congress® started initially as Trainers-Meet-Trainers® (TMT) conference as early as 1985 on a complimentary basis helping people learn, network, share and shape best practices. Over the last 30+ years it has grown in popularity and attracted thousands of participants from around the world. In 2002, it expanded in scope and evolved into what we know today as The Asia HRD Congress®. Since then, the event has been rotated around various Asian capitals. The Asia HRD Congress® aims to attract delegates from all Asian countries making it a congregation of Asian talents, sharing and learning towards advancement in knowledge and skills. This year the event is returning to India, this time to Chennai, known as the "Gateway to South India," where it will take place at the ITC Grand Chola. The event is being organised in partnership with the Madras School of Social Work, a leading organisation in Indian renowned for their HR development programme.

The three day event involves a one day pre-conference skills workshop and a two days conference with the aim of helping people learn, share, shape and network with industry leaders. With the theme "Talent Development For Sustainable Organisational Success: Thinking Through For The Future".

About The Asia HRD Awards

The Asia HRD Awards aims to honour individuals who have significantly impacted or influenced society, the corporate world, and the HR Community in the area of Human Development. Recipients of these Awards are role models with unquestionable integrity. An independent Awards Committee will choose the awardees objectively and equitably. Nominations are open to all.

The Asia HRD Awards is a celebration and recognition of virtuosos who contribute to people development - whether it is to the human resource profession, an organisation, the community or society at large.

Launched as an independent initiative in 2003 with just 5 recipients from 2 countries, the Awards have now become a prestigious annual event with the Asia HRD Awards Hall of Fame honouring a total of 319 recipients from 25 countries. The Awards Committee welcomes nominations throughout the year from all over the globe, particularly from Asia.

The Awards are presented in five categories - Lifetime Achievement, Contribution to Society, Contribution to Organisation, Contribution to Human Resources Community and Movers and Shakers - of which, each has its own set of criteria. The goal of the Awards is to showcase achievements in the field of people development.



Sponsorship Packages

We offer an array of high-visibility marketing and promotional opportunities including print, online, and onsite promotions to boost brand awareness, accelerate lead generation and maximise your return on investment (ROI) at our signature events. Our packages offer effective sponsorship opportunities with flexible options to suit your budget.



**To Participate in the Asia HRD Congress and The Asia HRD Awards,
Please Contact the following:**

- **Delegate Registration**
Ruby Wesley
(8825417930, ruby@mssw.in)
- **Conference Sponsorship, Exhibition and Advertising**
M.Hemakumar
(75020 45805, hemakumar@mssw.in)
- **Other Enquiries**
(044 28194566, asiahrdcongressmssw@gmail.com, congress@smhrgroup.com)

Delegates Profile

Some quick facts about our events over years

No. of Delegates	: About 30,000+
No. of Speakers	: About 600+
No. of Exhibitors	: About 750+
No. of Countries	: 40+ Countries
Venue of Events	: Kuala Lumpur & Kuching, Malaysia, Dubai, UAE, Bangalore & Chennai, India, Jakarta, Indonesia, Bandar Seri Begawan, Brunei, Manama, Bahrain and Ho Chi Minh City, Vietnam

Services	Government	Education	Manufacturing
25%	10%	15%	15%

Banking/Finance	Telecommunications & IT	Oil & Gas & Others
10%	15%	10%

Benefits of being A Sponsor

Event sponsorship is best suited for organisations seeking to reinforce their branding strategy. Our sponsors share these qualities:



Business	Branding
<ul style="list-style-type: none"> • A unique opportunity to gain access to top decision makers from business and government sectors; customers from various industries and countries. • A unique opportunity to position your organisation internationally and network with prospective clients. • A unique opportunity to reach your targeted audience with your specific message. 	<ul style="list-style-type: none"> • A unique opportunity to brand your organisation and gain visibility through the sustained promotion of The Asia HRD Congress® globally.

Why Sponsor

01



Enhance your brand visibility

02



Networking opportunities with top decision makers

03



Access to thought leaders and industry experts

04



Increase your market presence

05



Showcase your products or services

06



Exclusive sponsorship opportunities

07



Recognition and prestige

Sapphire Sponsorship | INR 20 LAKH

Become the pre-eminent sponsor of the Asia HRD Congress, a privilege available exclusively to one organisation. This platform will empower you to leverage your organisation's presence and be distinctly recognised by participants of Asia HRD Congress 2024. As the **one and only Sapphire Sponsor**, you will enjoy the following preferential benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on opening digital slide for all conference sessions
- Logo on front cover of, and in, conference manual
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo on social media post
- Logo on conference promotion e-flyers
- Logo on awards promotion e-flyers
- Special mention in all media release

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- Profile of your organisation on conference website (100 words)
- 3 dedicated buntings to be displayed at the venues for all sponsored sessions (to be provided by sponsor)
- 4-page advertising space in a prominent section of conference manual
- 3 inserts in conference bag (materials to be provided by sponsor)
- Distribution of your organisation's materials within the session venue during the session (materials to be provided by sponsor)

Exhibition Platform

An exhibition space located in a prime section of the exhibition area will be reserved for your organisation, to provide maximum and effective exposure of your products and services to the HR community and top decision makers.

Complimentary Passes

Enjoy unparalleled access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

30 Complimentary passes for

- 1 day pre-conference workshop
- 2 days international conference and
- 3 Tables (30 Seats) for Asia HRD Awards Gala Dinner

Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

Emerald Sponsorship | INR 15 LAKH

There will be up to **only 2 Emerald sponsors**, who will enjoy the following benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo in conference manual
- Logo on conference promotion e-flyers
- Logo on awards promotion e-flyers
- Special mention in all media release

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 2-page advertising space in a prominent section of conference manual
- 2 inserts in conference bag (materials to be provided by sponsor)
- 2 dedicated buntings to be displayed at the session venue during the sponsored session (to be provided by sponsor)
- Distribution of your organisation's materials within the session venue during the sponsored session (materials to be provided by sponsor)

Exhibition Platform

An exhibition space located in a prime section of the exhibition area will be reserved for your organisation, to provide key exposure of your products and services to the HR community and top decision makers.

Complimentary Passes

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

20 Complimentary passes for

- 1 day pre-conference workshop
- 2 days international conference and
- 2 Tables (20 Seats) for Asia HRD Awards Gala Dinner

Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

Topaz Sponsorship | INR 10 LAKH

There will be up to **only 4 Topaz sponsors** who will enjoy the following benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo in conference manual
- Logo on conference e-flyers
- Logo on awards e-flyers

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 1-page advertising space in conference manual
- 1 insert in conference bag (materials to be provided by sponsor)

Complimentary Passes

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

- 12** Complimentary passes for
- 1 day pre-conference workshop
 - 2 day international conference and
 - 1 Table (10 Seats) for Asia HRD Awards Gala Dinner

Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

Agate Sponsorship | INR 8 LAKH

There will be up to **only 4 Agate sponsors** who will enjoy the following benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo in conference manual
- Logo on conference e-flyers
- Logo on awards e-flyers

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 1-page advertising space in conference manual
- 1 insert in conference bag (materials to be provided by sponsor)

Complimentary Passes

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

- 10** Complimentary passes for
- 1 day pre-conference workshop
 - 2 day international conference and
 - 1 Table (10 Seats) for Asia HRD Awards Gala Dinner

Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

Pearl Sponsorship | INR 6 LAKH

There will be up to **only 4 Pearl sponsors** who will enjoy the following benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo in conference manual
- Logo on conference e-flyers
- Logo on awards e-flyers

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 1-page advertising space in conference manual
- 1 insert in conference bag (materials to be provided by sponsor)

Complimentary Passes

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

- 6** Complimentary passes for
- 1 day pre-conference workshop
 - 2 day international conference and
 - 6 seats at Asia HRD Awards Gala Dinner

Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

Zircon Sponsorship | INR 4 LAKH

There will be up to **only 4 Zircon sponsors** who will enjoy the following benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo in conference manual
- Logo on conference e-flyers
- Logo on awards e-flyers

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 1-page advertising space in conference manual
- 1 insert in conference bag (materials to be provided by sponsor)

Complimentary Passes

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

4 Complimentary passes for

- 1 day pre-conference workshop
- 2 day international conference and
- 4 seats at Asia HRD Awards Gala Dinner

Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

Lapis Sponsorship | INR 2 LAKH

There will be up to **only 4 Lapis sponsors** who will enjoy the following benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo in conference manual
- Logo on conference e-flyers
- Logo on awards e-flyers

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 1-page advertising space in conference manual
- 1 insert in conference bag (materials to be provided by sponsor)

Complimentary Passes

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

3 Complimentary passes for

- 1 day pre-conference workshop
- 2 day international conference and
- 3 seats at Asia HRD Awards Gala Dinner

Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

Ruby Sponsorship | INR 1 LAKH

There will be up to **only 4 Ruby sponsors** who will enjoy the following benefits:

Exposure

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference backdrops
- Logo on conference programme board
- Logo on conference bunting
- Logo on conference website
- Logo in conference manual
- Logo on conference e-flyers
- Logo on awards e-flyers

Advertising Avenues

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 1-page advertising space in conference manual
- 1 insert in conference bag (materials to be provided by sponsor)

Complimentary Passes

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the HR Community and top decision makers, with the following complimentary passes:

2 Complimentary passes for

- 1 day pre-conference workshop
- 2 day international conference and
- 2 seats at Asia HRD Awards Gala Dinner




Note: All materials provided by sponsors are subject to approval by the AHRDC 2024 Organising Committee

These high-profile sponsorship levels provides your brand high exposure to your desired target audience. Choose from Sapphire (maximum exposure) and other sponsorship levels.

Category	Sapphire	Emerald	Topazes	Agates
Sponsorship amount	INR 20 LAKH	INR 15 LAKH	INR 10 LAKH	INR 8 LAKH
Maximum number of sponsors	1	2	4	4
Logo on conference opening and closing backdrops	Yes	Yes	Yes	Yes
Logo on opening digital slide for all conference sessions	Yes	-	-	-
Logo on front cover of conference manual	Yes	-	-	-
Profile organisation conference website (100 words)	Yes	-	-	-
Special mention in all media releases	Yes	Yes	-	-
Bunting at sponsored session	3	2	1	1
Advertisement in conference manual	4 pages	2 pages	1 page	1 page
Insert in conference delegate bag	3	2	1	1
Space in exhibition area at conference venue	Yes	Yes	Yes	Yes
Logo on conference programme board	Yes	Yes	Yes	Yes
Logo on conference bunting	Yes	Yes	Yes	Yes
Logo on conference website	Yes	Yes	Yes	Yes
Logo in conference manual	Yes	Yes	Yes	Yes
Logo on promotion social media post	Yes	-	-	-
Logo on conference promotion e-flyers	Yes	Yes	Yes	Yes
Logo on awards promotion e-flyers	Yes	Yes	Yes	Yes
Distribution of materials in sessions	Yes	Yes	-	-
Complimentary Passes Pre-Conference Workshop	30	20	12	10
Complimentary Passes International Conference	30	20	12	10
Complimentary Passes The Asia HRD Awards Gala Dinner	30	20	10	10

Category	Pearl	Zircon	Lapis	Rubies
Sponsorship amount	INR 6 LAKH	INR 4 LAKH	INR 2 LAKH	INR 1 LAKH
Maximum number of sponsors	4	4	4	4
Logo on conference opening and closing backdrops	Yes	Yes	Yes	Yes
Logo on opening digital slide for all conference sessions	-	-	-	-
Logo on front cover of conference manual	-	-	-	-
Profile organisation conference website (100 words)	-	-	-	-
Special mention in all media releases	-	-	-	-
Bunting at sponsored session	1	1	1	1
Advertisement in conference manual	1 page	1 page	1 page	1 page
Insert in conference delegate bag	1	1	1	1
Space in exhibition area at conference venue	Yes	Yes	Yes	Yes
Logo on conference programme board	Yes	Yes	Yes	Yes
Logo on conference bunting	Yes	Yes	Yes	Yes
Logo on conference website	Yes	Yes	Yes	Yes
Logo in conference manual	Yes	Yes	Yes	Yes
Logo on promotion social media post	-	-	-	-
Logo on conference promotion e-flyers	Yes	Yes	Yes	Yes
Logo on awards promotion e-flyers	Yes	Yes	Yes	Yes
Distribution of materials in sessions	-	-	-	-
Complimentary Passes Pre-Conference Workshop	6	4	3	2
Complimentary Passes International Conference	6	4	3	2
Complimentary Passes The Asia HRD Awards Gala Dinner	6	4	3	2

High Profile Sponsorship Opportunities

<p>CONFERENCE T-SHIRT</p>  <p>INR 7 LAKH</p>	<p>Have the logo of your company in the hands of C-Level leaders & HR leaders and guarantee that it is seen by all delegates by sponsoring the Conference T-Shirt. This is an ideal opportunity to have your brand with them through out the conference. Your company logo will be affixed on the conference t-shirt.</p> <ul style="list-style-type: none"> Your company logo will be displayed & will be recognised as "Conference T-Shirt Sponsor" inside the Conference Manual. Full Page – Colour of Company Profile included in Conference Manual. Display of Company Logo included on The Asia HRD Congress® Official Website 4 Complimentary passes for <ul style="list-style-type: none"> 1 day pre-conference workshop 2 day international conference and 4 seats at Asia HRD Awards Gala Dinner <p>Your organisation's brand will be given visual prominence in the following areas:</p> <ul style="list-style-type: none"> Logo on conference backdrops Logo on conference programme board Logo on conference bunting Logo on conference website Logo in conference manual Logo on conference e-flyers Logo on awards e-flyers
<p>CONFERENCE BAG</p>  <p>INR 5 LAKH</p>	<p>Have the logo of your company in the hands of C-Level leaders & HR leaders and guarantee that it is seen by all delegates by sponsoring the conference bags. This is an ideal opportunity to have your brand with them through out the conference.</p> <ul style="list-style-type: none"> Your company logo will be displayed & will be recognised as "Conference Bag Sponsor" inside the Conference Manual. Full Page – Colour of Company Profile included in Conference Manual. Display of Company Logo included on The Asia HRD Congress® Official Website 3 Complimentary passes for <ul style="list-style-type: none"> 1 day pre-conference workshop 2 day international conference and 3 seats at Asia HRD Awards Gala Dinner <p>Your organisation's brand will be given visual prominence in the following areas:</p> <ul style="list-style-type: none"> Logo on conference backdrops Logo on conference programme board Logo on conference bunting Logo on conference website Logo in conference manual Logo on conference e-flyers Logo on awards e-flyers
<p>NAME BADGE & LANDYARD</p>  <p>INR 3 LAKH</p>	<p>Have your brand displayed on the name badges worn by every delegate at the event. Another ideal opportunity to have your brand with them during the entire event.</p> <ul style="list-style-type: none"> Your company logo will be displayed & will be recognised as "Name Badge & Lanyard Sponsor" inside the Conference Manual. Half a Page – B & W of Company Profile included in Conference Manual. Display of Company Logo included on The Asia HRD Congress® Official Website 1 Complimentary passes for <ul style="list-style-type: none"> 1 day pre-conference workshop 2 day international conference and 1 seats at Asia HRD Awards Gala Dinner <p>Your organisation's brand will be given visual prominence in the following areas:</p> <ul style="list-style-type: none"> Logo on conference backdrops Logo on conference programme board Logo on conference bunting Logo on conference website Logo in conference manual Logo on conference e-flyers Logo on awards e-flyers

*Price includes 18% gst

Advertisement Opportunities

INR 50,000	Full Page, Full Colour Inside Cover (Front or Back)
INR 25,000	Full Page, Black & White

Purchase of Tables @ The Asia HRD Awards Gala Dinner

INR 140,000	01 - VIP Table (tables around Main Table, 10 seats)
INR 90,000	02 - Standard Table (10 Seats)
INR 9,000	03 - Standard Table (1 Seat)

*Price includes 18% gst

Terms and Conditions

Sponsorship

Please complete and return the Sponsorship Booking Form on page 16 to congress@smrhrgroup.com

A confirmation and our tax invoice will be sent to your organisation.

Your organisation's details, as provided in the form, will be used to advertise all planned activities.

Contact Person:

M.Hemakumar

(75020 45805, hemakumar@mssw.in)

Terms of Payment

50% of the total payment is due with the completed Sponsorship Booking Form.

The remaining 50% is due two months before the event. Payment can be made by cheque, bank draft, direct deposit, or Internet banking. Please email a copy of the funds transfer.

Some of Our Past Distinguished Sponsors



Branding Opportunities: Sponsorship Confirmation & Reply Form

Please (✓) where applicable.

PREMIER SPONSORSHIP PACKAGE

Sapphire Sponsorship: INR 20 LAKH	Pearl Sponsorship: INR 6 LAKH
Emerald Sponsorship: INR 15 LAKH	Zircon Sponsorship: INR 4 LAKH
Topaz Sponsorship: INR 10 LAKH	Lapis Sponsorship: INR 2 LAKH
Agate Sponsorship: INR 8 LAKH	Ruby Sponsorship: INR 1 LAKH

HIGH PROFILE SPONSORSHIP OPPORTUNITIES

Conference T-Shirt Sponsorship: INR 7 LAKH
Conference Bag Sponsorship: INR 5 LAKH
Name Badge & Lanyard Sponsorship: INR 3 LAKH

ADVERTISEMENT OPPORTUNITIES:

The Asia HRD Congress® Conference Manual

Full Page, Full Colour - Inside Cover (Front/back)	INR 50,000
Full Page, Black & White	INR 25,000

PURCHASE OF TABLES @ The Asia HRD Awards Gala Dinner

VIP Table (Table around Main Table) (8 Seats)	INR 140,000
Standard Table (8 seats)	INR 90,000
Standard Table (1 seat)	INR 9,000

PLEASE COMPLETE BILLING DETAILS:

Company :	
Nature of Business:	
Billing Address:	
City:	State:
Pincode:	Country:

CONTACT PERSON DETAILS:

Name :	
Job Title :	
Telephone :	Ext:
Fax:	
Mobile:	
Email:	

METHODS OF PAYMENT please (✓)

I enclose a cheque for
INR _____
made payable to:
SMR HR Group Sdn Bhd

Bank Transfer:
SMR HR Group Sdn Bhd
Malayan Banking Berhad
Level 1, Mayban Finance Tower
No. 1, Jalan Maarof,
Dataran Maybank
59000 Kuala Lumpur
Account No. : 5142 5340 6092
Account No: 7142 5300 0285
(USD Currency Only)
Swift Code: MBBEMYKL

Please email the payment slip to
congress@smrhrgroup.com
Attention to: The Congress Secretariat

TALENT DEVELOPMENT FOR SUSTAINABLE ORGANISATIONAL SUCCESS: THINKING THROUGH FOR THE FUTURE

8th - 10th October 2024 ITC Grand Chola, Chennai, India

DISTINGUISHED SPEAKERS



REGISTER NOW



Ajit Isaac
 Founder & Chairman
 Qness Corp Limited



David Cory, M.A.
 Leadership Development
 Consultant
 The Emotional Intelligence
 Training Company, Inc.



CK Kumaravel
 Founder and Chief
 Executive Officer
 Naturals



Dr. C. Jayakumar
 Executive Vice President &
 Head – Corporate Human
 Resources (CHRO)
 Larsen & Toubro Limited

8 PRE-CONFERENCE WORKSHOPS

7 GENERAL SESSIONS

4 KEYNOTES

2 CONCURRENT SESSIONS

2 PANEL SESSIONS

LEARNING TRACKS

- Global Talent Mobility – Opportunities And Challenges
- Responsible AI for workforce management
- Leveraging Analytics for Strategic Impact
- Employee coaching & mentoring in Industry 5.0



Daniel Jacob
 Vice President
 - Human Resources
 EC Group International



Dr. Gautami Tadimalla
 Founder
 Life Again Foundation



Karen Ong
 Master Trainer and
 Professional Coach
 SMR HR Group



Shankar Nagalingam
 Vice President, HR
 Lumileds Malaysia Sdn. Bhd



Tan Sri Dato' Dr R. Palan
 Pro Chancellor
 University of Cyberjaya



Andy. M
 Regional Director,
 Human Resources
 Dell Technologies



Raj Raghavan
 Chief People &
 Culture Officer
 CoreStack Inc.



Sridevi R K
 VP – HRO Strategy & Solution
 Mynd Integrated
 Solutions Pvt. Ltd.

Learn - Network - Share - Shape

Organised by:



SMR HR Group (177552-M)
 Level 8, Tower Block,
 University of Cyberjaya,
 Persiaran Bestari, Cyber 11,
 63000 Cyberjaya, Selangor,
 Malaysia

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Co-Organised by:



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 32, Casa Major Road,
 Egmore, Chennai, India
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 9176109209 / 91 91761 09209

ABOUT **THE ASIA HRD CONGRESS®**

Having started The Asia HRD Congress® in 2002, we are proud to be celebrating the 23rd anniversary of The Asia HRD Congress® in Chennai, India.

The Asia HRD Congress® started initially as Trainers-Meet-Trainers® (TMT) conference as early as 1985 on a complimentary basis helping people learn, network, share and shape best practices. Over the last 30+ years it has grown in popularity and attracted thousands of participants from around the world. In 2002, it expanded in scope and evolved into what we know today as The Asia HRD Congress®. Since then, the event has been rotated around various Asian capitals. The Asia HRD Congress® aims to attract delegates from all Asian countries making it a congregation of Asian talents; sharing and learning towards advancement in knowledge and skills. The Asia HRD Congress® International Conference 2024 will be held in Chennai, India.

The three day event involves a one day pre-conference skills workshop and a two days conference with the aim of helping people learn, share, shape and network with industry leaders.



THEME 2024 **TALENT DEVELOPMENT FOR** **SUSTAINABLE ORGANISATIONAL** **SUCCESS:** **THINKING THROUGH FOR THE** **FUTURE.**

In an increasingly interconnected world, rapid global changes, and local ground realities push organisations to find strategies to ensure sustained success. Human Resource Development (HRD) plays a critical role aligning global and local realities to ensure organisational productivity. The integration of both global and local strategies makes it inclusive and relevant given cultures, values and practices are diverse. This conference with a thrust on “Sustainability” explores mediating strategies to achieve sustained organizational success.

WHO SHOULD **ATTEND**

This Congress has been tailored to address top decision makers such as CEOs, Presidents, Managing Directors, Directors, Vice Presidents, Heads, Managers, Advisors, HR Gurus, Industry Leaders, Consultants and Specialists from across all industrial sectors such as:

- FMCG
- Food and Beverage
- Manufacturing
- Banking
- Financial Institutions
- Aviation
- Hospitality
- Telecommunications
- Automobile
- Government
- Education
- Consultancy
- Retail
- Utilities
- Software and IT

PROGRAMME ITINERARY

Day 1 - Pre-Conference Workshop

(8th October 2024, Tuesday)

Time	Programme
7.30 am	Registration
9.00am	Pre-Conference Workshop (Morning Session)
10.30am	Tea-Break & Networking
11.00am	Pre-Conference Workshop (Morning Session) Continue
12.30pm	Lunch & Networking
2.00pm	Pre-Conference Workshop (Afternoon Session)
3.30pm	Coffee Break & Networking
4.00pm	Pre-Conference Workshop (Afternoon Session) Continue
5.30pm	Session Ends
7.30pm	The Asia HRD Awards & Gala Dinner

Day 2 - International Conference

(9th October 2024, Wednesday)

Time	Programme
7.30 am	Registration
9.00am	General Session 1
9.35am	General Session 2
10.20am	Opening Keynote
10.40am	Coffee Break & Networking
11.00am	Keynote 1
11.35am	Keynote 2
12.05pm	Opening Ceremony
12.35pm	General Session 3
1.05pm	Lunch & Networking
2.00pm	General Session 4
2.40pm	General Session 5
3.20pm	General Session 6
4.00pm	Panel Session 1
5.20pm	Tea Break & Networking

Day 3 - International Conference

(10th October 2024, Thursday)

Time	Programme
7.30 am	Registration
9.00am	Concurrent Session 1
9.40am	Concurrent Session 2
10.15am	Coffee Break & Networking
10.40am	Panel Session 2
11.55am	General Session 7
12.35pm	Closing Keynote
1.15pm	Event Closing & Video
1.30pm	Lunch & Networking

We reserve the right to change any speaker or session in the event of unavoidable circumstances.

THE ASIA HRD *Awards* 2024



Lifetime Achievement

Contribution to Society

Contribution to Organisation

Contribution to HR Community

Movers and Shakers

OPEN FOR NOMINATION



The Asia HRD Awards Gala Dinner
8th October 2024, 7.30pm
ITC Grand Chola, Chennai, India

FEE STRUCTURE



SPECIAL EARLY BIRD DISCOUNT DEADLINE IS 20th AUGUST 2024

INDIA DELEGATE	Regular Fee (INR)	50% Discount (INR)	Group Discount (INR)	
		(1-3 Seats)	(4-5 Seats)	(More than 5 Seats)
Platinum Package Pre-Conference Workshop 8 th October 2024 The Asia HRD Awards Gala Dinner 8 th October 2024 2 Days International Conference 9 th - 10 th October 2024	52,700/pax	26,350/pax	31,620/pax	26,350/pax
Gold Package Pre-Conference Workshop 8 th October 2024 2 Days International Conference 9 th - 10 th October 2024	44,300/pax	22,150/pax	26,580/pax	22,150/pax
Pre-Conference Workshop Only 8 th October 2024	17,400/pax	8,700/pax	10,440/pax	8,700/pax
2 Days International Conference Only 9 th - 10 th October 2024	26,900/pax	13,450/pax	16,140/pax	13,450/pax

ACCOMMODATION OPTIONS

Hotel	Distance	Booking Website
ITC Grand Chola	Conference Venue	www.itchotels.com/in/en/itcgrandchola-chennai
Ramada Plaza By Wyndham Chennai	750m drive	https://ramadaplazachennai.com/
Lemon Tree Hotel, Chennai	1.1km drive	https://www.lemontreehotels.com/
Park Hyatt Chennai	1.4km drive	https://www.hyatt.com/en-US/hotel/india/park-hyatt-chennai/cheph

IMPORTANT NOTES

- ✓ Book fast as seats are limited.
- ✓ For cancellation of registration, no refund will be paid but substitute is welcomed.
- ✓ If the nominated delegate is unable to attend, the registration can be transferred to a new delegate. However, to avoid confusion, please ensure the name of the substitute delegate is forwarded to us at least 7 working days prior to the event.
- ✓ Fee packages mentioned does not include travel and accommodation.
- ✓ Registration is on first come first serve basis.
- ✓ USD rate is applicable for international delegates.
- ✓ It is the delegate's responsibility to verify that their international passport has a minimum validity of **six months** from the date of travel and to ensure that a **visa** is required for their destination to India.

HOW TO REGISTER

- Sign up now at www.hrdcongress.com and secure your spot.



For more information, contact Congress Secretariat at **94864 25879 / 75020 45805 / 9176109209** / or email congress@smrhrgroup.com or visit www.hrdcongress.com