

CORPORATE LEADERS DISCOURSE BY MR. YEE BOON YEOW

Posted by Suriyani Yusoff

Monday, 23 February 2009 16:55 - Last Updated Thursday, 19 March 2009 16:55



CORPORATE
Leaders Discourse
FACE TO FACE WITH THE CAPTAINS OF INDUSTRY

Date : 27th March 2009 (Friday)
Time : 3.30pm - 5.00pm
Venue : Level 17, BATC Seminar Room.
Fee : RM30 ONLY
High Tea provided

Geographical Borders Amidst Matrix Management
- Mr. Yee Boon Yeow
Managing Director
BASF (Malaysia) Sdn Bhd

organized by  **BATC**
Business & Advanced Technology Centre

Mr. Yee Boon Yeow, Managing Director of BASF (Malaysia) Sdn Bhd, will be presenting a talk in a series of Corporate Leader's Discourse, organized by UTM Business Advanced Technology Centre (BATC) as follows:

- **Date:** 27 March 2008
- **Time:** 3.30 pm
- **Venue:** Level 17, BATC Seminar Room, Bangunan Yayasan Selangor
- **Fee:** RM 30 (High Tea provided)

BASF is the world's leading chemical company - The Chemical Company, its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. With its high-value products and intelligent solutions, BASF plays an important role

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in finding answers to global challenges such as climate protection, energy, efficiency, nutrition and mobility.

Mr. Yee Boon Yeow, a pharmacist by qualification and training has been with BASF for almost 20 years. He began his career in BASF as the manager for fine Chemicals Department of BASF Malaysia in 1989. Since then, it has been a journey holding senior management roles from Director Marketing, of BASF Styrenic Co. Ltd Yangzi (Nanjing China) and subsequently Managing Director, BAFS Taiwan Ltd. His appointment prior to rejoining BASF Malaysia was Group Vice President, Performance Chemicals BASF East Asia Regional Headquarters Ltd. HONG Kong.

Mr. Yee holds a Master of Business Administration from the MIM University of Bath (UK), enjoys outdoor activities. He is currently the Managing Director of BAFS (Malaysia) Sdn Bhd who oversees the operations and development of BAST Malaysia and responsible for building strategic alliances with business partners, focusing on customer partnerships and operational excellence, which closely aligns with BASF's growth strategy.

In this talk, Mr. Yee will share with us his management principles, strategy, and experiences in managing and leading across culture - the issues and challenges he faced and how he overcome them.

For Enquiries and registration please contact : 03 2691 4020/26953312 before 25th March 2009

Or email to:

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