

CEO Tea Talk

An Inspiring Journey of Entrepreneurial Excellence and Corporate Triumph



Topic Outline

The road ahead is paved with new opportunities and challenges. Seize them, own them by gaining a personal insight into the remarkable journey of Tan Sri Dato' Sri Ben Yeoh, a visionary leader at the helm of Bermaz Auto Berhad.

Join us for an exclusive opportunity to hear firsthand from Tan Sri Dato' Sri Ben Yeoh, where he will share his inspiring entrepreneurial and corporate story, offering invaluable lessons in leadership, resilience, and strategic thinking. Discover the challenges and triumphs he faced while transforming Bermaz into a leading regional distributor and assembler. Learn how his vision and determination shaped the Malaysian automotive industry.

Additionally, Tan Sri Dato' Sri Ben Yeoh will discuss the emerging threats and opportunities presented by Chinese electric vehicles (EVs) and offer his perspective on steering through these changes for future success.

Don't miss this chance to hear from one of Malaysia's most prominent leaders and gain actionable insights that could transform your own business journey. Secure your spot today!

EVENT DETAILS

Date : 15 August 2024
Time : 2pm - 5pm
Venue : Olive Tree Hotel Penang
 The Olive, Level 6

TICKET PRICES

Vistage & Samenta Members : **RM100** per pax
 Non-Vistage Members: **RM150** per pax

Speaker

Tan Sri Dato' Sri Ben Yeoh

- Executive Chairman of Bermaz Auto Bhd
- Managing Director of Bermaz Motor Sdn Bhd & Bermaz Motor Trading Sdn Bhd
- Director of Bermaz Auto Philippines Inc Mazda Malaysia Sdn Bhd Inokom Corporation Sdn Bhd



About The Speaker

Tan Sri Dato' Sri Yeoh Choon San (Ben) helms several job roles, reflecting his top leadership.

With a prolific career filled with many milestones and accolades, Tan Sri Dato' Sri Ben Yeoh is one of the leading figures who have contributed significantly to the Malaysian automotive industry's growth.

He was responsible in building the Hyundai brand in Malaysia under Hyundai Berjaya Sdn. Bhd. and reviving the Inokom plant to produce passenger and commercial vehicles in 2000. He also established Bermaz Motor Sdn. Bhd. for the Mazda distributorship.

From 1987, Tan Sri Dato' Sri Ben Yeoh helped to improve Proton car sales in the domestic market and also took Proton abroad to the UK and Europe, among other markets.

Also active in corporate social responsibility activities, he had initiated the Mazda Medicare Fund for its employees and set up the Mazda Training School for technicians and apprentices. The technical and vocational school is recognised by the Malaysian government, Mazda Motor Corporation Japan and the Institute of Motor Industry, UK.

In recognition of his accomplishments, he was crowned Automotive Man of the Year at the New Straits Times-Maybank-Car of the Year Awards event in 2013. In the same year, he was named CEO of the Year by The BrandLaureate.

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