

**DRAFT 1**

## **IMI HOLDS INAUGURAL CONFERENCE IN MALAYSIA**

### ***Professional Body for Automotive Sector to Discuss Importance of Upskilling to Meet Industry Needs***

**Kuala Lumpur, 12<sup>th</sup> October 2015** – UK-based Institute of Motor Industry (IMI) today announced that it will be holding its first ever conference in Malaysia at the Hilton Kuala Lumpur on 30 November 2015. The conference will see senior executives from IMI approved centres, industry leaders and representatives from the education ministry coming together to discuss the importance of training and development, as well as leadership and management within the automotive sector. Over 100 people are expected to attend this one-day conference.

Steve Nash, Chief Executive Officer of the IMI will be speaking about the importance of upskilling the automotive workforce to meet the industry's new demands on technology know-how, especially with the growing popularity of hybrid and electric cars. Dr Paul Spear, IMI's Return on Investment Manager will share on the science of backing winners in business from the perspective of the returns on investment (ROI) on training.

Other speakers lined up will be senior representatives from the industry such as Dato' Seri Ben Yeoh, CEO of Bermaz Motor Sdn Bhd, who has been working with the IMI since 2012 to equip employees with world class skills and knowledge benchmarked to global standards.

"The IMI was established almost 100 years ago and has been at the forefront of developing industry-wide standards across both aftersales and sales. Since Malaysia is our most established base outside UK, it gives me great pleasure to hold this inaugural event here to demonstrate the benefits of investing in quality training", said Nash.

He added that as the automotive industry continues to evolve, it is vital to ensure that highly skilled and knowledgeable individuals are continuously given the most relevant training. By providing internationally-recognised qualifications and accreditations throughout the ASEAN region, the IMI is also helping to boost public confidence towards people in this profession.

Spear said, "This conference will also give us an opportunity to share the IMI's ROI Calculator app that demonstrates to businesses their ROI from their training costs and wages, so there is no more guesswork. Research has shown conclusively there is clear and significant financial return to employers with an average of 200 percent net return over a three year period."

As a leading automotive body that helps improve professional standards for the automotive sector, the IMI offers over 250 technical and non-technical qualifications and accreditations through 560 training partners in more than 13 countries around the world.

Currently, the IMI has 24 approved centres in Malaysia to offer qualifications and accreditations and these comprised of community colleges, automotive companies like Peugeot distributor, Nasim Sdn Bhd, Mazda distributor, Bermaz Motor Sdn Bhd and educational bodies such as the Otomotif College. An average of 1,500 candidates are trained per year in these local organizations.

**Ends**

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**About IMI**

IMI is the professional association for individuals working in the motor industry, and the authoritative voice of the sector.

IMI is transforming the automotive industry by setting, upholding and promoting professional standards - driving skills acquisition, establishing clearer career paths, and boosting public confidence. IMI's online Professional Register is here to make sure consumers are in skilled, competent and trustworthy hands.

Please visit [www.theimi.org.uk](http://www.theimi.org.uk) to find out more.

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