



In this issue	November 2009
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**Headlines**

**Final opportunity to register for the 2009 "Trailblazer" Q-RADAR Alumni Conference & Post-Conference Workshop on ISO 31000 to be held on 19-20 November 2009**

**On the move to new office at Gardens, Mid Valley (Kuala Lumpur)**

**Maxis implements the Q-RADAR to automate and enhance its ERM Framework in line with International Best practices**

**Critical Emerging Strategic Performance & Risk Issues**

Welcome to the **November 2009** edition of **Tricor Roots InTouch**. This newsletter is aimed at keeping our Clients, Friends, Partners & Associates updated on what is happening in the world of Enterprise Governance.

**Tricor Roots Consulting completes move to the Gardens, Mid Valley**

As of 1 November 2009, Tricor Roots Consulting completed the move of the Malaysian Head Office to the Gardens, Mid Valley City. The full details of our new Business Address are outlined below. Please remember to update your records!

**Final Chance to Register for the 2009 Q-RADAR "Trailblazer" Alumni Conference & Post-Conference Workshop!**

Time is running out to register for the for the 2009 Q-RADAR "Trailblazer" Alumni Conference & Post-Conference workshop. Register now to avoid missing one of the premier Governance, Risk & Compliance (GRC) events of 2009. The details of the sessions are as follows:

Event	When	Where
2009 Q-RADAR "Trailblazer" Alumni Conference	19 November 2009	Sime Darby Convention Centre
Post-Alumni Conference One day workshop on implications and techniques for Implementing ISO31000 Risk Management at your organization	20 November 2009	One World Hotel

More details of the conference and workshop is provided below. The registration form is available through calling our office at +603-2264 3888 or download it [here](#).

We hope you enjoy this Newsletter, and as always, please do not hesitate to contact us should you have any queries. We love to hear from you.

Your Trusted Consultant,

**Tricor Roots Consulting Executive Team**

**1. Final Opportunity to register for the 2009 "Trailblazer" Q-RADAR Alumni Conference and Post-Conference workshop on ISO 31000 to be held on 19 - 20 November 2009**



Tricor Roots Consulting is pleased to announce that the 2009 Q-RADAR "TRAILBLAZER" ALUMNI CONFERENCE will be held on 19 November 2009. This year will take on a special focus, with greater emphasis on how organizations can focus on using Performance Management and Risk Management to build resilience in the face of a Financial Crisis. In addition, 2009 also heralds the introduction of the new ISO 31000 on Risk Management, which will be the new global standard governing world-class Risk Management practices.

This year, we are privileged to welcome a number of Prominent International Speakers who will be sharing the latest developments in Risk Management and Performance Management, as well as the application of ISO 31000 and how that will shape the Risk Management industry.

Leading Speakers include:

## Tricor Roots InTouch Newsletter



**Mr. Kevin Knight**

*Head of the ISO 31000 Standards Committee*



**Dr Roy Rimington**

*President of RIMAS (The Risk and Insurance Management Association of Singapore) & Member of the ISO 31000 Standards Committee*



**Mr. Craig Paterson**

*Enterprise Risk Management Practice Leader in Asia Pacific, Marsh Risk Consulting*

Both Mr. Kevin Knight and Dr Roy Rimington are global authorities on the ISO 31000 standard and will share invaluable & practical information with our valued clients. Adding to the quality panel of speakers will be our business partner Mr. Craig Paterson, the Enterprise Risk Management Practice Leader in Asia Pacific for Marsh Risk Consulting based out of Singapore. Mr. Paterson will be sharing some of the latest developments on ERM and its practical application to Organizations.

From a Q-RADAR user perspective, there will be a session from Mr. Chong Wei Lung, partner with Cheang & Ariff, one of the leading law firms in Malaysia. The topic of that presentation is "**How BSC has enabled us to be Empowered Partners**".

There will also be presentations from a number of clients who will be sharing their experiences on how ERM and BSC have been leveraged to assist in guiding their organization through the economic storm, preparing to recognize and take opportunities as the market recovers.

### Post-Alumni Conference One day Workshop on 20 November 2009



In conjunction with the Q-RADAR Alumni Conference, Tricor Roots Consulting is organizing a one-day Workshop on the implications of ISO 31000 and implementation approaches. The workshop will be held on 20 November 2009 and will be facilitated by Mr. Kevin Knight. The workshop examines ISO 31000 in light of corporate governance, compliance and the need for organizations to effectively identify and manage threats and opportunities. It sets out how to apply this International Standard within the participants' organizations.

Attend this premier event to:

- Have an appreciation of the new ISO Standard on Risk Management
- Identify why it is important to manage risks
- Understand the need for an integrated approach to the management of strategic and operational risks
- Develop a specific risk management language and process
- Determine risk treatment methods; and
- Understand how to develop; implement and monitor risk management initiatives

To find out more and to register your place, please download the conference [brochure](#).

### 2. On the move to new office at the Gardens, Mid Valley (Kuala Lumpur)

Tricor Roots Consulting has successfully completed the move to a new Corporate Head office at the following address:

**Level 16, The Gardens North Tower  
Mid Valley City  
Lingkaran Syed Putra  
59200 Kuala Lumpur  
Malaysia**

**Tel: 603-2264 3888  
Fax: 603-2284 1696**

The move is part of the integration with the Tricor Global Group. By consolidating our office location, Tricor Roots Consulting will be ideally positioned to better support our valued clients & partners. We look forward to welcoming you to our new office.

**3. MAXIS Berhad implements the Q-RADAR to automate and enhance its ERM Framework in line with International Best practices**



MAXIS Berhad recently engaged Tricor Roots Consulting to assist in the automation of the Enterprise Risk Management ("ERM") framework using the Q-RADAR system. The key outcome of the implementation is to deliver a self-reinforcing Control-Self Assessment Process supported by the Corporate Digital Assurance (CDA) to enhance transparency and drive the accountability culture throughout the group. The Q-RADAR will enable MAXIS to track risk trends, consolidate group-wide risk results and ensure risks taking is balanced and continuously in-line with the strategies of the Organisation.

Tricor Roots Consulting is proud to assist MAXIS to achieve its corporate objectives.

**4. Critical Emerging Strategic Performance & Risk Issues**

To better support our clients, we have outlined below recent global strategic performance and risk issues. The information contained is based on sources we believe to be reliable, but we do not guarantee its accuracy. Tricor Roots Consulting does not have any ownership over this information, nor does it represent our opinion.

<p><b>Brand power at risk</b></p> <p><b>Risk Magazine</b></p> <p><b>22 June 2009</b></p>	<p>Even though about eight out of 10 executives believe maintaining a strong brand is more important in a downturn than good economic times, just a fifth are devoting more time than before to brand protection. The reason? They're too busy.</p> <p>The survey of 222 businesses reveals that 84 per cent of executives believe brands are more important in an economic downturn than favourable circumstances, with businesses taking an increasingly focused approach to their business strategy. An overwhelming 97 per cent intend to channel marketing efforts on core products and services in the recession, while 62 per cent intend to use their existing brand as the means to diversify into sister offerings.</p> <p>However, despite the increased aggression, many businesses are still not acting at an early enough stage to prevent threats to their brands emerging. Only a fifth of senior management is taking a more active role in brand protection in the downturn than previously, with the remainder either "too busy" or getting involved only after a direct competitive or counterfeiting threat has arisen.</p> <p>Click <a href="#">here</a> to find out more.</p>
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**About Tricor Roots Consulting (Previously known as Roots Consulting)**

Tricor Roots Consulting is an established and vibrant organization incorporated in 1999 with the mission: Sharing a Passion for Excellence.

Our vision is to be a global consulting firm backed by innovative software solutions. We are highly focused towards assisting Organizations and Individuals to achieve their potential for Excellence. Tricor Roots Consulting has vast experience in providing training and consultancy services in the field of Governance, Risk & Compliance ("GRC") which includes Performance Management advisory for numerous public listed and many more non-listed companies in the Asia Pacific region from a diverse range of industries.

In addition, since the release of the **Q-RADAR System** in September 2001, over 350 companies in the Asia Pacific region have successfully leveraged on the system as part of the Performance Management & Risk Management Framework Implementation.

For more information, please log on to [www.tricor-roots.com](http://www.tricor-roots.com)

Tricor Roots Consulting is part of the Tricor Group of companies. To find out more, go to [www.tricorglobal.com](http://www.tricorglobal.com).

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