



INDUSTRY TOUR 2011 - Brand's Experience Centre

Company's name : Cerebos (M) Sdn. Bhd.

Date : Monday, 29th September 2011

Target Group : Undergraduate students from any faculty (2nd - final year)

Time : 1.00pm to 5.30pm

Venue : BRAND'S[®] Experience Center

Cerebos (M) Sdn. Bhd.

No.5, Jalan Astaka U8/88,

Seksyen U8, Bukit Jelutong,

40150 Shah Alam, Selangor.

CITRA, UM will be responsible in providing the transportation arrangement for students to and back to UM. However a small fee of RM5 will be charged to each students taking part. (50% of the entrance fee below funded by CITRA)

Entrance fees: The entrance fee voucher is RM10 for children/students, which can be redeemed to purchase Brand's products at the end of the visit.

Objectives:

This is your chance to get closer to the world of BRAND'S[®] - from historical milestones and innovations to a first-hand look at the company's production facility. Blending fascinating exhibits with an engaging interactive experience, the BRAND'S[®] Experience Center brings the remarkable BRAND'S[®] story to life like never before.

The center is a great place for friends and family to visit and embark on a multi-sensory journey of discovery. It offers many areas of interest, from eye-catching displays of BRAND'S[®] consumer products and information on what makes them so special to an exclusive retail counter where you can purchase your favourite BRAND'S[®] products.

Should you require a preview of the gallery or more information, you may contact the undersigned. Alternatively, you can log on to our website to have more information on our gallery <http://www.brandsworld.com.my/main.aspx?sid=1112>

Interested participants please email your details to mymahadi@um.edu.my before **16th September 2011**, with the following particulars: Name, Matric No, Faculty and Contact No