## **Course Outline**

## (A SIDC CPE approved course)

Title: AMLA: Advantages of Know Your Clients (KYC)

**Date:** 17 Sept. 2015

Venue Moffett Training Centre, H-7-3, Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL

CPE: 10 Points

Speaker: Dr Ch'ng Huck Khoon

## **Objectives**

1. Discuss the financial planning process and the important of Know Your Clients (KYC)

- 2. State the compliance requirements on AMLA by Bank Negara Malaysia and Securities Commission
- 3. State the purposes, objectives, key characteristics of the Personal Data Protection Act
- 4. Explain the step-by-step how to get to Know Your Clients

Time	Descriptions
9:00-10:30	Advantages of Know Your Clients (KYC)
	•The Financial Planning Process
	•Interpersonal skill
	Knowledge and Reputation
	•Establishing Trust Relationship with Clients
10 : 30 - 10 :45	Coffee Break
10 : 45 - 13 : 00	Regulation - AMLA
	•Anti-Money Laundering, Anti-Terrorism Financing and Proceeds of Unlawful Activities Act 2001
	•SC latest Guidelines
	Risk-based Approach in Conducting Customer Due Diligence
	•Financing of Terrorism
	Reportin Offences and Penalties
13:00-14:00	Lunch Break
14 : 00 - 15 : 15	PDPA
	Personal Data Protection Act 2010
	Data Subject, Data User and Data Processor
	Sensitive Personal Data
	•7 Principles of data Protection
	Professional Ethics and Practical Standards
15 : 15 - 15 : 30	Coffee Break
15:30-17:00	What You Should Know About Your Customers?
	•How to Get to Know Your Customers?
	Mackay's 66-question customer profile
	•3 Things Your Customers Won't Tell You
	•3 Things Your Customers Won't Tell You

TRAINI	ING COURSE REGISTRA	TION FORM	
COURSE TITLE	AMLA: Advantages of Know Your Clients (KYC)		
COURSE DATE	17 Sept. 2015		
VENUE	Moffett Training Centre, H-7-3 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya		
REGISTRATION	8.30AM - 9.00AM		
TIME	9.00AM - 5.30PM		
FEES	RM 300 for Banker, member of professional associations [early bird by 17 Aug. 2015]		
	RM 360 for Banker, member of professional associations		
	RM 390 for Public [early bird by 17 Aug. 2015]		
	RM 460 for Public		
	Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance		
SIDC CPE Points	10 (Ten)		
Instructions	Complete this form and fax to 04-2299327 or email to cpeseminar@chkconsultancy.com.my		
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	2. Or bank in to MAYBANK A/C #. 557063320872		
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