



TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),
KUALA LUMPUR, MALAYSIA, 18 AND 19 OCTOBER, 2012

TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION
ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

BIOGRAPHICAL NOTE

Ms. Susila Devi

Senior Director, Strategic Planning Division, MATRADE



Ms. Devi is currently Senior Director of Strategic Planning in the Malaysia External Trade Development Corporation (MATRADE), overseeing planning, corporate development, trade analysis, IT development and other strategic initiatives, such as the development of KPIs, transformation and change management.

She has more than 30 years of experience in Malaysia's civil service. Prior to joining MATRADE, Ms. Devi served in various ministries including the Ministry of Defence, the Ministry of International Trade and Industry, and the Ministry of Finance (Treasury).

Her areas of responsibilities included the development of local defence industries, policy formulation for industrial development, incentives and financial assistance programme for promotion of local industries.

Other portfolios held in the past in MATRADE include Senior Director of Promotion of Products and Services, Director of Exporter's Development, and Senior Manager of Export Support.

