



Price Control & Anti-Profiteering Regulations 2016 Invitation

The Ministry of Domestic Trade, Co-operatives and Consumerism ("MDTCC") has, introduced the new Price Control and Anti-profiteering (Mechanism to Determine Unreasonably High Profit for Goods) Regulations 2016 ("New Regulations"). The New Regulations replace the earlier "Old" Regulations and come into force with effect from 1 January 2017.

The New Regulations have reduced the coverage of goods, hence industry sectors affected, i.e., food and beverages, and, non-durable household goods and personal care products (excluding cosmetic products). However, the New Regulations have created certain practical issues regarding compliance. These include interpretation issues on the scope of coverage of goods and hence industry sectors affected, and the application of the new formula to determine unreasonably high profit margin - whilst the new formula has a general (basic) principle and some exceptions, it could create challenges in application due to the diversity of business and commercial realities.

These are significant challenges, as affected businesses run the risk of being technically in breach of the New Regulations, which could

attract investigation, penalties on prosecution and negative publicity. It is therefore critical that affected businesses identify key areas of risk and work with the MDTCC to find practical and feasible solutions, to strike a balance between the intrinsic profit motivation of business and the spirit of reasonable profit underlying the New Regulations.

Deloitte Malaysia is honoured to have Mr. Guna Selan Marian, Senior Principal Assistant Director, Enforcement Division, MDTCC, for a briefing session focusing on aspects of compliance and enforcement of the New Regulations. As part of the briefing session, our guest speaker and Deloitte speaker would share their experience with respect to practical difficulties and acceptable solutions in relation to complying with the New Regulations.

The briefing session would include the following:

- Scope of coverage
- Application of formula to determine unreasonably high profits – basic principle and exceptions
- Enforcement of the New Regulations
- Practical issues/challenges faced in complying with the New Regulations
- Practical solutions for businesses to overcome the above issues/challenges

If you would like to gain a better understanding of the above, you are cordially invited to register for this upcoming briefing.

Speakers' Profile

Guna Selan Marian

Head Control of Supplies, Price and Anti-profiteering, Enforcement Division, MDTCC

Mr. Guna joined the Enforcement Division of the then Ministry of Trade and Industry (MTI) in 1981 now MDTCC. He has vast experience in the Enforcement of Price Control, Intellectual Property Rights, Investigation and Prosecution.

Mr. Guna has served in various positions in MDTCC such as:

- a) Member of The Law Drafting Committee
- b) Director of Investigation
- c) State Director, Kedah
- d) Deputy State Director, Perak
- e) Deputy State Director, Penang

Chandran TS Ramasamy

GST & Customs Director (Deloitte Malaysia)

Chandran has over 20 years of working experience in indirect tax advisory, due diligence, planning and analysis. He has been advising clients in a diverse range of industries.

As an integral part of GST implementation, Chandran has assisted clients to address the anti-profiteering measures that were implemented by MDTCC via the Old and New Regulations. Chandran has closely worked with the officials of the MDTCC to raise and discuss practical issues faced by clients under both the old and new regimes of anti-profiteering law.

Event Details

- Date:** Thursday, 27 April 2017
Time: 9.00 a.m. – 12.00 p.m.
(Registration starts at 8.30 a.m.)
Venue: Deloitte KL Office
Meetpoint 4,
Level 9, Menara LGB,
1 Jalan Wan Kadir,
Taman Tun Dr Ismail,
60000 Kuala Lumpur

Agenda

Time	Agenda
8.30 a.m.	Registration
9.00 a.m.	Opening remarks
9.15 a.m.	Presentation by Guest Speaker, Mr. Guna Selan Marian on the following: <ul style="list-style-type: none">• Overview of the New Regulations• Application of formula to determine unreasonably high profits – basic principle and exceptions• Enforcement of the New Regulations
10.45 a.m.	Refreshments
11.00 a.m.	Presentation by Deloitte Speaker, Mr. Chandran T S Ramasamy on the following: <ul style="list-style-type: none">• Practical solutions for businesses on compliance issues/challenges
11.30 a.m.	Q & A session
12.00 p.m.	Closing

RSVP

Registration Details

- There is a registration fee of RM250 per person
- The registration fee is exclusive of 6% GST which will be added to the total charge and a Tax Invoice will be provided
- For registration or to reserve a seat, please complete the attached registration form and email a PDF copy to

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Additional Details

- Registration will be closed on Monday, 24 April 2017
- Due to limited seating, we operate on a first-come-first-served basis. Your seat will be confirmed on receiving payment of the registration fee (kindly email us your payment slip for our record)
- Registration will be closed on Monday, 24 April 2017

For further enquiries, please email or call:

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