

## EVENT COVERAGE

30 October 2015

# Spire Malaysia hosts students from University of Malaya for business consulting session



*Economics students from the University of Malaya visited Spire Malaysia for an interactive business consulting session on 30 October. Yap Far Loon, Business Development Director, Telecommunications of Spire Research and Consulting conducted the session.*

Spire Malaysia had the pleasure to host keen Economic students from the University of Malaya for an interactive business consulting session, which gave them an inside look into the realm of market research and how it intersects with business planning.

The session focused on market research and consulting practices. Far Loon discussed Spire's research design and approach, including sampling strategy and quantitative tools. He also discussed Spire's approach to forming business strategy recommendations.

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**Yap Far Loon, Business Development Director, Telecommunication of Spire Research and Consulting**

Far Loon has been with Spire since 2012. He has extensive experience in marketing, solutions and delivering projects in multiple mobile telecommunication domain in areas of Prepaid System, Mobile Internet & Content Delivery, Roaming to name a few. Leon graduated from Monash University Australia in Electrical & Computing Engineering (with honours).

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**About Spire Research and Consulting**

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit [www.spireresearch.com](http://www.spireresearch.com).

**For media enquiries, please contact:**

Nidhi Singh  
Assistant Manager, Group Corporate Communications  
Spire Research and Consulting  
Phone: (91) 124 646 5499  
E-mail: [nidhi.singh@spireresearch.com](mailto:nidhi.singh@spireresearch.com)