

# Keynote Speakers

**Tuesday, November 3, 9:30 - 10:30 at Ballroom I & II (Main Wing)**

## **Subject : Small Engines and Their Contribution for a Sustainable Environment**

Wolfgang Zahn has been a Member of the Executive Board of STIHL AG since February 1999. His responsibilities encompass all research and product development worldwide. Mr. Zahn joined STIHL in 1999 as a Executive Board Member to oversee all product engineering and research activities on a global base. Under his supervision STIHL changed nearly the whole product portfolio from regular 2-stroke engines to environmental friendly stratified scavenged engines with low emissions and reduced fuel consumption. A low emission 4-stroke engine, lubricated by oil/fuel mixture was launched as well to series production under his supervision. Mr. Zahn started his career as a development engineer at Mercedes Benz AG (now Daimler AG), resulting in a number of executive positions. Prior to STIHL Zahn worked in the US for an automotive supplier in the position of Vice President R&D worldwide and Managing Director Sales Europe. Mr. Zahn studied mechanical engineering at the University of Stuttgart where he received his masters degree in 1979. He has a lectureship for small engines at Stuttgart University.



**Mr. Wolfgang Zahn**  
**Member of the Executive**  
**Board Research and**  
**Development**  
**STIHL AG**

## **Subject : Small Engine Market Outlook Against Safety and Environment Obligations**

Abdul Harith has been the CEO of Motosikal dan Enjin Nasional Sdn Bhd (MODENAS), since 2006. During his leadership, MODENAS celebrated the rollout of their millionth model in 2007 and he oversaw numerous product launches with the latest culminating in the introduction of the GT128 model recently. Prior to his current position, he was the General Manager at Malaysian Truck & Bus Sdn. Bhd. (MTB) since 1995. Initially involved in forming the DRB-HICOM and ISUZU Motors joint venture company, he was later responsible for the successful rollout of HICOM PERKASA, the first Malaysian National Commercial Vehicle. He later joined Automotive Corporation (M) Sdn. Bhd. (ACM), in 2000 as the CEO/ MD where he managed the marketing of ISUZU and HICOM PERKASA commercial vehicles in Malaysia. He began his career as an Automotive Designer at Perusahaan Otomobil Nasional Berhad (PROTON), later joining Berjaya Group Berhad in 1994 as a Design Manager and was involved in the development of LORIMAS, a National Commercial Vehicle project. A graduate from University Technology MARA (UiTM) in Industrial Design in 1985, he later obtained his Master of Design from the Royal College of Art London, UK. Besides responsibilities as an advisor and external examiner for UiTM, he is also a member of the Malaysian Design Council, initiated under the Ministry of Science, Technology and Innovation to oversee design quality enhancement for the local industries.



**Mr. Abdul Harith bin Abdullah**  
**Chief Executive Officer**  
**Motosikal dan Enjin Nasional**  
**Sdn. Bhd. (MODENAS)**