



CURRICULA VITAE

HANIFAH YOONG YIN FAH (MMIM)

DATE OF BIRTH

19 March 1948

CHILDREN

From Joanna Yoong: Alexander 41 (Malaysia's first F1 racer in 2002-2013 & 2011 SEA Games Waterski Overall Gold Medallist) & Phillipa 39 (Asian slalom champion & multiple SEA Games Waterski Gold Medallist)

From Norzeela Sulaiman: Aaliyah 14 (World ranked water skier & 6 times SEA Games Gold Medallist, World U17 #2), Aiden 12 (Asia ranked #3 in men tricks) & Adam 10 (2017 SEA Games men tricks gold medallist).

EDUCATION

Hanifah had his secondary education at the Methodist Boys' School Kuala Lumpur and the Royal Military College, the premier residential college in Malaysia. He attended the Regent Street Polytechnic (London University) in England. He pursued an engineering and construction career upon his return from England in 1972. Hanifah is an ordinary member of the Malaysia Institute of Management (MIMM) and has attended numerous sports management & coaching, financial and management courses and seminars.

PROFESSION & CURRENT POSITIONS:

Event Marketing Consultant and Organiser (1983 –Present), PR Consultant (1990 - Present)

Current Position:

Head Coach & Development Chairman of Malaysian Waterski & Wakeboard Federation (MWWF)

International Waterski & Wakeboard Federation (IWWF) World Cup Event Director

Advisor to Waterski & Wakeboard World Cup Sdn. Bhd.

PAST SPORTS POSITIONS HELD:

Advisor to Malaysia Motorsports Organisers & Competitors Association (MMOCA) (2001 – 2006)

Hon.. Secretary of the Malaysian Motor Sport Club (1982 – 1990)

President of Malaysia Motorsports Organisers & Competitors Association (1996 – 2003)

Executive Board Member of the International Water Ski Federation (1993 – 1998)

Vice President of the Malaysian Water Ski Federation (1999 – 2003)

Committee member of Royal Military College Old Putera Association (1976 – 1978)

OTHER POSITIONS HELD:

1. Event Director of the FIM World Motorcycle Grand Prix-Malaysia 1991 - 1996
2. Promoter and rights owner of the 1991 - 1996 FIM World Motorcycle Grand Prix.
3. Event Director of the IWSF World Water Ski Championship held in 1993 in Singapore
4. Event & Street Circuit Consultant of the first ever Zhuhai International FIA GT race (1995)
5. Consultant and Partner of the Marketing company Lamdeal - SAMP (HK) Ltd., which managed the Zhuhai International Race Circuit development in China (1995 – 1997)
6. Event Director of FIM World Superbike Championship-Malaysia 1990 - 1991 (2 years)
7. Organiser & Clerk of the course of the Rally of Malaysia 1984 - 1989 (6 years)
8. PR & Marketing Consultant for A1 Team Malaysia 2004 – 2005
9. Event Consultant & Operations Head for Engelbert – Truly Amazing Tour – K. Lumpur 23/24 June 2006
10. Consultant for Speedway Malaysia Sdn. Bhd. – developing Speedway motorcycle racing in Malaysia supported by the Malaysian Ministry of Youth & Sports.

MAJOR EVENT & PROJECTS HANDLED:

1. Venue Managers and Leaseholder of the Shah Alam Racing Circuit 1988 to 1997.
2. The organisation of the FIM World Motorcycle Grand Prix from 1992 to 1997
3. Racing For Malaysia Project - Alex Yoong and other Malaysians to achieve Formula 1 drive by 2002/2003
4. The successful implementation of the Saturday Night Fever at Shah Alam Circuit
5. The formation S.E. Asia's first ever single seater series (Formula Asia Ltd) in 1994 to 1996
6. Founder of COMPUTICKET in 1993 - the first computerised event ticketing system in Malaysia.

7. The revival of water skiing in Malaysia as a viable sports 1990 - 1997
8. The feasibility study of China's Zhuhai International Race Circuit for Lamdeal investment
9. The sponsorship marketing, PR and promotion of the 1993 Zhuhai Street Race
10. Consultancy Services and liaison with Kinhill Engineers in the construction of the China-Zhuhai International Race Circuit.
11. The promotion of the Walt Disney's World On Ice Extravaganza in Malaysia (1993 to 1995)
12. Promotion of the Royal London Circus 9 month tour of Malaysia in 1991
13. The securing of the Shah Alam Circuit in 1988, and securing of RM12,000,000 to redevelop the circuit into a world championship circuit. Contract ended in 1998
14. In 1987/1988 originated and led the forum for the lobby of the Asia Pacific Rally Championship among Asian and Pacific organisers
15. 1986/1987 FIA Far East Rally Championship administrator
16. Consultant in a feasibility study of a proposed motor racing circuit in Shantou, China in 1998
17. Organiser of the PanGlobal Alex Yoong F1 Driver Search programme in 2004 & 2005
18. Organisation support for the Sarah Brightman, Alicia Keys, Blue, Hoobastank and Andy Lau concerts in Kuala Lumpur 2003 – 2005.

MOTORSPORTS COMPETITION:

- Malaysian Super Saga Champion 1991
- Eighteen (18) wins in Production Cars Races (1979 – 1994)
- Macau GP 1987, 1988
- Motor Rally 1981-1988 (8 years)

OTHERS:

TV programme production and International PR services for numerous international clients, projects and events.
Organiser of the official launch of the TVR in Malaysia at the Shah Alam Circuit.

TRACK AND FIELD (ATHLETICS):

Hanifah was a national athlete in the late sixties. He represented Malaysia in the 400m hurdles and the state in 400m and 400m hurdles. During his school days, he was also active in rugby, soccer, hockey and swimming.

ENGINEERING EXPERIENCE:

Engineering & Construction Project Manager (1972 - 1978)
Project Director (1979 – 1985)

Between 1975 and 1981, Hanifah was the Executive Director of Lian Yit Engineering Sdn Bhd, a major heavy engineering and structural steel construction company. With his dual role as the Senior Project Manager of Lian Yit, he managed from the design stage till the commissioning stage of more than 8 Palm Oil Bulking Installations, 35 crude palm oil mill and 6 edible oil refineries in the states of Peninsula and East Malaysia.

Amongst the notable palm oil/edible oil mills projects are: Unitata Edible Oil Refinery in Teluk Intan, Felda Oil Product and, Pan Century Edible Oil in Pasir Gudang, Jabor Valley Palm Oil Mill, Felda Lahad Datu Mill, United Plantations and Palmco Bulking Installation in Butterworth, H&C Bulking and Barlow Boustead Bulking Installations in Port Klang,

Hanifah's most notable achievement, while in Lian Yit, was his successful project management of the construction of the Pasir Gudang Power Station for the National Electricity Board in a joint venture with Redpath Dorman Long limited, a wholly owned subsidiary of British steel Corporation

Other notable projects were the construction from the piling stage to commissioning stage of the engine and Component Workshop and hanger for Malaysia Airlines in Subang and The Royal Malaysia Air Force in Labuan.

In 1982, Hanifah assumed the role of Project Manager in Kumpulan Pantai Sdn Bhd in the construction of the world's largest tin dredge in Kuala Langat, Selangor for Kuala Langsat Mining Corporation as well as Lahad Dato Palm Oil Mill in East Malaysia for FELDA

Hanifah's engineering and construction experience saw him handling a professional and skilled work force of more than a thousand personnel. This experience brought him invaluable organisational expertise, which he applied to major sporting and entertainment events in later years of the late eighties and early nineties.

CONTACT DETAILS:

Waterski & Wakeboard World Cup Sdn Bhd

No. 16, Jalan Sri Tasik Barat 1/E,
Summerglades, Perdana Lakeview West,
Cyberjaya 7, 63000 Cyberjaya, Selangor, Malaysia.
Tel/Fax: +603-8322 6623, H/P: +6012 272 1948,
Email: hanifah@waterski.com.my

Updated: 01 Jan 2018