



# Rheology Revealed: Exploring Fluid Dynamics

## SPEAKERS



**Austin Yap**  
Application Specialist Anton Paar



**Dr Al-Murisi Samah Hamed Abdulrahman**  
Lecturer in Pharmaceutical Technology Department, IMU University

*The following will be offered with terms and conditions upon registration.*

- **Free sample testing.**  
(2 samples: reference sample and test sample to be run in one analysis for one of the following parameters: Flowability, Spreadability, Material Stiffness, Storage and Transport Stability and Thixotropy).
- **Provided full report on selected test parameter and interpretation on the report.**

**DATE** | 19 - 20 November 2024 (Tuesday - Wednesday)  
**TIME** | 9:00am - 4:30pm  
**VENUE** | IMU University (Formerly known as International Medical University)  
Bukit Jalil, Kuala Lumpur, Malaysia

Rheology, increasingly prominent today, focuses on the flow behavior and deformation of materials under external forces. Widely applied in product enhancement from polymers to food, cosmetics, and beyond. It aids in optimising formulation, flowability, stability, and more. Join us as we explore its applications. Get ready to uncover the secrets of material behavior and its impact on product quality in just a 2 days combination of learning theory and hands-on session.

## OBJECTIVES

After the workshop, participants will walk away with the knowledge below:

1. Interpret the viscosity profile or flowability (shear thinning, newtonian, shear thickening) of a product.
2. Optimise the production process using the viscosity profile.
3. Improve product formulation by evaluating the stiffness and spreadability of the product (eg. margarine, butter, jams, ointment, creams, waxes, toothpaste etc).
4. Improve product formulation on the sagging and levelling properties by evaluating the structure recovery (thixotropy) for paint and coating product (eg. brushmark and watermark).
5. Pre-determine the storage and transport stability for paint and coating, oil, lotion etc.

## REGISTRATION FEE (inclusive of SST)

**Early Bird** (By 1 October 2024)  
RM350

**Regular**  
RM400

**IMU Staff / Alumni / Student (Non-IMU)**  
RM280

**IMU Student**  
RM200

## CONTACT US SECRETARIAT

**T** +603 2731 7669 / 7668 / 7331 **E** icl@imu.edu.my

## REGISTRATION FORM

SURNAME / LAST NAME:

FIRST NAME:

NATIONALITY:

GENDER:  MALE  FEMALETITLE:  MR  MRS  MS  PROF  DR

OTHER:

ORGANISATION:

 PUBLIC  PRIVATE

DEPARTMENT:

POSITION:

TEL NO: ( )

FAX NO: ( )

MOBILE PHONE NO:

ADDRESS:

POSTCODE:

CITY:

STATE:

Please indicate whether this is your office or home address:  ORGANISATION  HOME

EMAIL:

ORGANISATION'S WEBSITE (IF ANY):

ARE YOU AN IMU ALUMNI MEMBER?  YES  NODIETARY NEEDS/PREFERENCE:  VEGETARIAN  NON-VEGETARIAN

## REGISTRATION FEE

Early Bird:  RM350Regular:  RM400IMU Staff / Alumni / Student (Non-IMU):  RM280IMU Student:  RM200

## MODE OF PAYMENT

PLEASE TICK YOUR OPTION:

 CASH CHEQUE\* (for Malaysian banks only) CREDIT CARD I hereby authorise the processing of my card for the sum of (RM):

Please complete the following sections. These details are required for security purposes.

TYPE OF CARD:  VISA  MASTERCARD ISSUING BANK:

CARDHOLDER'S NAME (as it appears on the card):

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TOTAL AMOUNT (RM):

\* Payable to IMU Education Sdn Bhd

 ONLINE\* ( www.imu.edu.my/icl through iPay88)

## CANCELLATION POLICY

- Any cancellation of registration must be made in writing to the Secretariat of Rheology Revealed: Exploring Fluid Dynamics.
- There will be full refund of registration fee for cancellation made by 19 September 2024.
- There will be a 50% refund of registration fee for cancellation made before 19 October 2024.
- There will be a 30% refund of registration fee for cancellation made before 5 November 2024.
- There will be no refund of registration fee for cancellation made on 5 November 2024 and thereafter.
- The Organiser reserves the right to cancel or change the topic or trainer of the workshop, if for whatever reasons beyond its control, the workshop cannot be held as scheduled or the topics need to be altered.

## DECLARATION AND AUTHORISATION

- I confirm that the above information is correct and I will inform IMU when there is any change to this information.
- I have read, understood and consent to the processing of my personal data as set out in the enclosed Privacy Notice.

Signature

Date

## DISCLAIMER:

The organiser reserves the right to make such alterations to the programmes as circumstances dictate and will not accept responsibility for any errors, omissions or changes made to the speakers' information. The views and opinions expressed by the speakers at this workshop are not necessarily the views and opinions of the organiser.

