

ASEAN KOREA

SME CONFERENCE 2013

SMEs CHANGING THE GAME

Organiser



Co-Organiser



Small & medium
Business Corporation

12th-13th June 2013

Kuala Lumpur Convention Centre,
Kuala Lumpur, MALAYSIA

www.aksc.my

It's time to transform your game and win big!

In a fast-paced world where game-changing strategies are being played out by the minute, SMEs in the ASEAN region will be able to emulate the best practices of Korean success stories at the upcoming ASEAN-Korea SME Conference 2013.

Hurry and register now to enjoy the Early Bird discount.

Conference Topics:

▶ **FTA: Opening Borders, Integrating Economies**

Focuses on the potential economic growth, market opportunities and trade liberalization deriving from the ASEAN-Korea Free Trade Area (AKFTA).

▶ **From Great Needs Comes Great Innovation**

Valuable insights on the topic of innovation which include the opportunity, challenges and the future of innovation for and by SMEs from around the globe.

▶ **Creative Industries: Enhancing The National Brand Value**

Valuable insights on how far does the creative industry plays a pivotal role in nation building which include to brand and to promote the value, identity and socio-economy of a country.

▶ **Korean Business 101**

Comprehensive description of the Korean business sphere, together with numerous wealth creation opportunities that comes from a country that is known as one of the Asian Economic Tigers.

▶ **Failure Is The Beginning Of Greater Success**

Valuable success stories which in return become a great source of inspiration to SMEs.



Conference Programme

Day 1 12th June 2013

0800	Arrival and Registration of Delegates
0900	Welcoming Remarks - Y.Bhg. Datuk Ir. (Dr.) Mohamed Al Amin Abd Majid Chairman, SME Corp. Malaysia - Chief Executive Officer of Small & Medium Business Corporation of Korea Keynote Address - Korean Government official
0930	Networking Morning Break
1000	Session 1: FTA Opening Borders, Integrating Economies Moderator: Y.Bhg. Datuk Dr. Rebecca Sta Maria Secretary General, Ministry of International Trade and Industry, Malaysia Speakers: Ministries and Agencies of Korea and Business Association of Thailand.
1130	Session 2: Korean Business 101 Moderator & Speakers: Ministries and Agencies of Korea.
1230	Special Luncheon Address Y.Bhg. Tan Sri Rafidah Aziz, Chairman, Air Asia X
1400	Session 3: From Great Needs, Comes Great Innovation Moderator & Speakers: Entrepreneurs from Korea, Thailand, Singapore and Indonesia.
1530	Business Networking & Business Matching

Day 2 13th June 2013

1000	SMIDEX & AKSC 2013 Opening Ceremony
1400	Session 4: Failure is the Beginning of Greater Success Moderator: Mr. Wayne Lim Group Chief Editor Malaysian SME Speakers: Entrepreneurs from Korea, Philippines and Thailand.
1530	Session 5: Creative Industry: Enhancing the National Brand Value Moderator: Entrepreneur from creative industry of Malaysia. Speakers: Entrepreneurs from creative industry of Korea and Malaysia.
1630	Closing Remarks YBhg. Dato' Hafsah Hashim Chief Executive Officer, SME Corp Malaysia

Notes :

- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the seminar and not responsible for cancellations due to unforeseen circumstances.
- The Organiser accepts no responsibility for statements made orally or in written material distributed by any speaker at the seminar. In addition, the Organiser is not responsible for any copying, republication or redistributions of such statements.
- Confirmed speakers and moderators at printing time of the brochure.

Registration Form

Name: (MR/MRS/MS)

Position:

Company/Organisation:

Mailing Address:

City/Town:

State: Postcode: Country:

Contact No.: (Office no.) (Mobile no.) (E-mail.)

Please indicate the nature of your business:

<input type="checkbox"/> Natural Resources	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Service & Retail
<input type="checkbox"/> Education	<input type="checkbox"/> Construction/Engineering	<input type="checkbox"/> Communications & IT
<input type="checkbox"/> Consultancy	<input type="checkbox"/> Properties	<input type="checkbox"/> Insurance/Healthcare
<input type="checkbox"/> Others (please specify)	<input type="text"/>	

ASEAN KOREA SME CONFERENCE 2013
"SMEs Changing the Game"
12th & 13th June 2013
Kuala Lumpur Convention Centre
1st Day : 8.00am to 4.00pm
2nd Day : 10.00am to 5.00pm

(Includes Lunch, Refreshments & Conference Materials / Documentation)

Payment Options - Payment to: **SME Corporation Malaysia**

Bank Draft Cheque Complimentary Seats

Enclosed herewith a cheque / bank draft RM Bank:

Cheque No: Signature: Date:



Payment Terms

• Registration fee must be paid in advance. Walk-in delegates will be accepted pending availability.

Substitution/Cancellation

• Substitution is allowed 3 days prior to the event. Please note that all payment must be made in full prior to the event.

• For cancellations made in writing before 15 May 2013, a refund minus 10% service charge will be sent to the said delegates.

No refund will be made for cancellations received after 15 May 2013.

**Closing Date :
5th June 2013**

Company :

Name 1 :

Designation :

Mobile :

Email :

Name 2 :

Designation :

Mobile :

Office Tel :

Fax :

Website :

Co. Address Chop

**Please RSVP before
5th June 2013**

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