



An Invitation to

SME BizFest™

The SME Showcase of The Year That Takes Your Business Further

Dear

TM cordially invites you to SME BizFest™ 2012.

There will be many offerings from TM and other leading ICT partners for you. Talks by industry experts and established entrepreneurs with full interactive multi touch experience. Don't miss out on this opportunity to gain knowledge, find solutions and network with successful entrepreneurs. Register now at www.tm.com.my or call 1-800-2-BizFest (24933).

KEY BENEFITS

- ICT DISCOVERY, INFORMATION & KNOWLEDGE
- ICT INSIGHTS FOR COST EFFICIENCY AND VALUE
- DEVELOP ICT STRATEGIES & FRAMEWORK
- ICT PARTNERSHIP
- KNOWLEDGE ON CHANGING TECH & TRENDS
- NETWORKING & DEVELOP KEY BUSINESS RELATIONSHIPS

AN INAUGURAL SHOWCASE TO BRING TOGETHER PROVIDERS AND USERS ON ONE PLATFORM	A UNIQUE CONFERENCE AND EXPO EVENT, YOUR BEST SOURCE FOR FRESH LEADS AS WELL AS REACH OUT TO YOUR LOCAL SME CUSTOMERS
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PERSADA JOHOR BAHRU
11 - 12 May 2012 ~ 9:00am - 6:00pm

Business Made Easy with Innovative Solutions



MERCU AWARDS

Unique In Itself,
An Accolade That
Recognises
ICT Excellence
In SME Business

To confirm your attendance, kindly **RSVP** before

to

NAME

CONTACT

E-MAIL

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Chairman of the Day
Manoj Menon,
Partner & Managing Director
APAC, Frost & Sullivan

SPEAKER LIST



Defining your e-commerce strategy: How to choose the right e-commerce platform for your business to reach global market (Day 1: 2.30 p.m. - 3.15 p.m.)

Fione Tan,
CEO,
eOneNet.com



Riding on Lelong.com.my: Offering low cost marketing sustenance to the SMEs (Day 1 : 3.15 p.m. - 4.00p.m.)

Adrian Foong,
Senior Manager Business Development,
Interbase Resources Sdn Bhd (lelong.com.my)



Plenary Interview: Entrepreneurship: From Dream to Reality - changing obstacles into opportunities (Day 2: 11.15 a.m. - 12.00 p.m.)

Norman Abdul Halim,
President & Group CEO,
KRU Capital



Plenary Interview: Entrepreneurship: From Dream to Reality - changing obstacles into opportunities (Day 2: 11.15 a.m. - 12.00 p.m.)

Faridah Esa,
General Manager,
Messrs. Faridah Binti Esa



Plenary Interview: Entrepreneurship: From Dream to Reality - changing obstacles into opportunities (Day 2: 11.15 a.m. - 12.00 p.m.)

Winnie Loo,
Chief Creative Officer,
A Cut Above



Web-Based Shopping: Consumer's attitude towards online shopping in Malaysia and Global (Day 2: 2.00 p.m. - 2.45 p.m.)

Wai Kit Lew,
Industry Head, Travel, Finance & CPG (Malaysia),
Google