

SME BUSINESS CONFERENCE 2012

"EMPOWERING BUSINESSES"

You are invited to be part of our first SME Business Conference. Come join us and seize this opportunity to network with like-minded entrepreneurs and industry leaders, while keeping up with trends that help your business grow.

Brought to you by:



In partnership with:



Date : 23-24 May 2012 (Wednesday & Thursday)

Venue : Grand Pyramid Ballroom, Sunway Pyramid Convention Centre

Yes, I would like to participate.

Name : _____ Designation : _____

Company Name & Add : _____

Tel : _____ Mobile : _____ Email : _____

RSVP by 22 May 2012 to events@eventsme.com.my / Tel: 03-7960 2133 / Fax: 03-7960 3615
For more information, visit www.malaysiasme.com.my/smebc2012

AGENDA

DAY 1			
8:30 am	Registration		
9:00 am	Emcee's Opening Speech		
9:10 am	Welcoming Remarks by Maxis		
9:15 am	Welcoming Remarks by Alliance Bank		
9:20 am	Keynote Address by SME Corp		
9:40 am	Launching of SME Business Conference 2012 by Guest of Honour		
Target	Aspiring Entrepreneurs	Entrepreneurs Seeking Business Growth & Expansion	
Time	Considering a NEW Business Start Up?	Increasing Revenue & Managing Costs	Winning Business Expansion Ideas
10:15 am	Alliance Bank: Beyond Financials by Lim Kee Yeong Head, Alliance SME Segment	Multipurpose Insurance: Saving Cost Through Proper Risk Management by Ho Sook Weng	MAXIS: Digitising Your Business Across National Borders by Kenneth Lee Head of SME & Commercial Business
11:00 am	Branding Like a Celebrity by Eric Chong Founder of Erican Education Group and President of Branding Association of Malaysia		
12:30 pm	Booth Visitations & Networking Sessions		
1:30 pm	HP: Social Intelligence As Business Tool by Singh Anshuman Chief Technology Officer, Application and Business Services, Hewlett-Packard Asia Pacific and Japan	PNS: Roles in Developing Franchise Industry in Malaysia by Dr. Suhaimi Sulaiman Head of PNS Academy	Alliance Investment Bank: Going IPO by Puar Chin Jong Vice President, Capital Market
2:15 pm	Multipurpose Insurance: Business Must Go On by Ho Sook Weng	MAXIS: Software-as-a-Service, Your Competitive Advantage by Chong Pow Min Head of Fixed & Voice Services	MDTCC: Malaysia's Franchise Blueprint Update by Puan Noor Azila binti Shafie Assistant Director of Franchise Development Division
3:00 pm	MAXIS: Business @ Your Fingertips by Kenneth Lee Head of SME & Commercial Business		
4:00 pm	Booth Visitation, Networking & End of Day 1		
DAY 2			
10:00 am	Registration		
Target	Aspiring Entrepreneurs	Entrepreneurs Seeking Business Growth & Expansion	
Time	Considering a NEW Business Start Up?	Increasing Revenue & Managing Costs	Winning Business Expansion Ideas
10:30 am	MAXIS: Digitizing Your Business Across National Borders by Kenneth Lee Head of SME & Commercial Business	MDTCC: Malaysia's Franchise Blueprint Update by Puan Noor Azila binti Shafie Assistant Director of Franchise Development Division	Alliance Bank: Beyond Financials by Lim Kee Yeong Head, Alliance SME Segment
11:30 am	Entrepreneurs' Business Coach		
12:15 pm	Booth Visitations & Networking Sessions		
1:15 pm	21st Century Women Entrepreneur by Joanne Ho Founding Partner for Cupcake Chic - Malaysia's first cupcakery	Multipurpose Insurance: Saving Cost Through Proper Risk Management by Ho Sook Weng	PNS: Roles in Developing Franchise Industry in Malaysia by Dr. Suhaimi Sulaiman Head of PNS Academy
2:00 pm	Booth Visitations & Networking Sessions		
2:45 pm	Multipurpose Insurance: Business Must Go On by Ho Sook Weng	Alliance Investment Bank: Going IPO by Puar Chin Jong Vice President, Capital Market	Infindo: Turn On Your Mobile Business by Kelvin Kwek
3:30 pm	Empowering Business Through Creative Thinking by Eric Leong - The Celebrity Designer Founder & Group Design Director for Designcity Sdn Bhd, Famous TV Show Host & dubbed "Malaysia Most Favourite Interior Designer"		
4:15 pm	Closing Ceremony		
4:30 pm	End		

* Subject to change