

SME BUSINESS CONFERENCE 2013

25 June 2013

Renaissance Hotel Johor Bahru

PRELIMINARY PROGRAM LINE-UP FOR THE 1-DAY SME BUSINESS CONFERENCE 2013

TIME	PROGRAM		
8:30 AM	Registration & Welcome Refreshments		
9:30 AM	Welcoming Address by Mr Kenneth Lee, General Manager, Head Of Commercial & SME Business Maxis Berhad		
9:50 AM	Keynote Address by Guest of Honor, Mr Teh Kee Sin, President of SME Johor Selatan		
10:05 AM	Launching of Maxis SME Business Conference 2013 by Guest of Honor		
10:15 AM	"Success Story" by Mr. Abdul Malik Abdullah, Founder and Managing Director of D'Tandoor International Group of Restaurants		
11:00 AM	Coffee/Tea Break, Networking & Booth Visits		
11:30 AM	Business Tracks		
	Innovative Entrepreneurship		Finance Optimization
	<u>Meeting Room 2</u>	<u>Meeting Room3</u>	<u>Meeting Room 5</u>
	<u>Breakout Session 1</u> <i>"Mobilize Your Business, Generate Infinite Business Opportunities"</i> <i>by Mr Lon Kar Woh</i> <i>Manager Telco Enablement Enterprise Business, Samsung Malaysia</i>	<u>Breakout Session 2</u> <i>"Moving Businesses Forward"</i> <i>by Mr Kevin Ng</i> <i>Head of SME Channel, Maxis Berhad</i>	<u>Breakout Session 3</u> <i>Presentation</i> <i>by</i> <i>Malaysia Franchise Association</i>
12:00 PM	<u>Breakout Session 4</u> <i>"Voice Communication in IP Platform"</i> <i>by En Wan Mohd Azizul Solehin</i> <i>Product Marketing Engineer, Panasonic Malaysia Sdn. Bhd.</i>	<u>Breakout Session 5</u> <i>Presentation</i> <i>by Mr Raymond Ooi,</i> <i>Network Director, Enterprise Group, Hewlett-Packard Malaysia</i>	<u>Breakout Session 6</u> <i>"SMEs: The Tax Challenge: Risks and Opportunities"</i> <i>by Mr Soh Lian Seng</i> <i>Executive Director, KPMG</i>

TIME	PROGRAM		
12:30 PM	Lunch, Networking & Booth Visits		
1:30 PM	"Success Story" by Mr Hiro Tan, Founder & Managing Director of Rotiboy Bakeshoppe Sdn Bhd		
	Business Tracks		
	Innovative Entrepreneurship	Finance Optimization	
	<u>Meeting Room 2</u>	<u>Meeting Room3</u>	<u>Meeting Room 5</u>
2:15 PM	<u>Breakout Session 7</u>	<u>Breakout Session 8</u> <i>"IP - It makes \$ense"</i> <i>by Mr Mohan K</i> <i>Director,</i> <i>ADASTRA Intellectual</i> <i>Property Sdn Bhd</i>	<u>Breakout Session 9</u> <i>"Zero Cost Marketing – Is It Possible?"</i> <i>by Mr Nick Goh</i> <i>Business Coach,</i> <i>ActionCOACH</i>
2:45 PM	"Don't get left behind" – Adoption of the latest technology by SMEs by Mr Kenneth Lee, General Manager, Head Of Commercial & SME Business, Maxis Berhad		
3:15 PM	"Success Story" by Celebrity SME Speaker		
4:00 PM	Closing Address		
4:15 PM	Coffee / Tea Break, Networking & Booth Visits		
5:00 PM	End of Conference		

This schedule outlines the major elements of the 1 -Day conference and is subject to slight variations due to location and other factors taken into consideration by the planning committee.