

SME BizFest™

PERSADA JOHOR INTERNATIONAL CONVENTION CENTRE
JALAN ABDULLAH IBRAHIM, 80730 JOHOR BAHRU
11 - 12 MAY 2012
EXHIBITION HALL, LEVEL I

Day 1: Friday, 11th May 2012	
MORNING PLENARY SESSION	
Chairman of the Day: Manoj Menon, Partner & Managing Director - APAC, Frost & Sullivan	
0800 - 0930	Registration with Coffee & Tea
0930 - 0940	Welcoming speech from Chairman of the Day • Manoj Menon, Partner & Managing Director - APAC, Frost & Sullivan
0940 - 0950	Opening Address from TM • Azizi A. Hadi, Executive Vice President SME, TM
0950 - 1000	Official Launch of SME BizFest™2012 for Johor by TM • YBhg. Dato' Sri Zamzamzairani Mohd Isa, Group Chief Executive Officer, TM
1000 - 1015	Presentation of SME Showcase of the Year
1015 - 1030	Product Launch
1030 - 1100	Coffee & Tea Break
1100 - 1145	Panel Discussion: Cloud Computing for SMEs: Business Benefits and Advantages • Mohamad Yusman Ammeran, General Manager, Medium Enterprise SME, TM • Jason Phua, Cloud Sales Manager SMS&P, Microsoft • Zulkapli Mustafa, Vice President Enterprise, TM Moderator: Manoj Menon, Partner & Managing Director - APAC, Frost & Sullivan
1145 - 1230	Empowering SMEs in Efficient Cash Flow Management • Lucas Chew, Director, Transaction Banking Malaysia, CIMB Investment Bank Berhad
1230 - 1430	Lunch & Friday Prayers

1430 - 1515	Defining your e-commerce strategy: How to choose the right e-commerce platform for your business to reach global market <ul style="list-style-type: none">• Fione Tan, CEO, eOneNet.com
1515 - 1600	Riding on Lelong.com.my: Offering low cost marketing sustenance to the SMEs <ul style="list-style-type: none">• Adrian Foong, Senior Manager Business Development, Interbase Resources Sdn Bhd (lelong.com.my)
1600	Coffee & Tea Break and End Day One

Day 2: Saturday, 12th May 2012 at the Exhibition Hall, Level I

MORNING PLENARY SESSION
Chairman of the Day: **Shaifubahrim Saleh**
President, PIKOM, The National ICT Association of Malaysia

0800 – 0930	Registration with Coffee & Tea
0930 – 0940	Welcoming speech from Chairman of the Day • Shaifubahrim Saleh, President, PIKOM, The National ICT Association of Malaysia
0940 – 0950	Opening Address from TM • Mohd Roslan Mohd Rashidi, State Vice President Johor, TM
0950 – 1000	The Smart way with TM SmartBiz • Mohamad Yusman Ammeran, General Manager Medium Enterprise SME, TM
1000 – 1030	Coffee & Tea Break
1030 – 1115	Keynote: The current state of ICT adoption amongst the SMEs and why the SMEs should invest in ICT • Teh Kee Sin, President, SME South Johor
1115 – 1200	Plenary Interview: Entrepreneurship: From Dream to Reality – changing obstacles into opportunities • Norman Abdul Halim, President & Group CEO, KRU Capital • Faridah Esa, General Manager, Messrs. Faridah binti Esa • Winnie Loo, Chief Creative Officer, A Cut Above Interviewer: Zul Izwan Hamzah, Journalist, Malaysia SME
1200 – 1245	UNIFI: Real Business Benefits • Ahmad Hanazir Abdul Halim, Assistant General Manager of Internet Services, TM
1245 – 1400	Lunch

1400 - 1445	Web-Based Shopping: Consumer's attitude towards online shopping in Malaysia and Global <ul style="list-style-type: none">• Wai Kit Lew, Industry Head, Travel, Finance & CPG (Malaysia), Google
1445 - 1530	Social Media Marketing: easy tactics and Tools for Your Business <ul style="list-style-type: none">• Willy Lim, Co-Founder, NetProfitQuest Pte Ltd
1530	Coffee & Tea Break and End Day Two