



SME CENTRE CONFERENCE

5 April 2017

FULL DAY AGENDA

8 00AM Registration

9 00AM Welcome Remarks

Dr Theyvendran
Chairman, SICCI

9 05AM Opening Address By Guest Of Honour

Ms Sim Ann

Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry

9 10AM Doing Business in the Digital Age

Arrif Ziaudeen

CEO, The Chope Group Pte Ltd

Continued advances in technological development are constantly changing the way people live, work and play. As with every economic evolution, businesses need to embrace this disruption to stay resilient and grow in the new economy. Hear from Mr. Arrif Ziaudeen, Co-founder and Chief Executive Officer at The Chope Group Pte Ltd, as he shares his business insights and experience in managing and leveraging digital disruption for sustainable growth.

9 40AM Keeping a Traditional Business Relevant

Winnie Chan and James Quan

CEO and Chairman, Founders, Bynd Artisan Pte Ltd

When it comes to evergreen establishments, the printing and notebooks industry has had a long-standing history. However, as the saying goes, time and tide waits for no man. The same can be said for change and business. Companies that do not transform and move with the times expose themselves to greater risks of redundancy. As third-generation owners of homegrown paper company Grandluxe, Winnie and James faced this threat head on and saw an opportunity to revitalize the classic craft of book-binding and leather-crafting through Bynd Artisan. Hear from them as they share their insights and business journey on keeping their business relevant and accessible to a modern audience.

10 10AM Morning Tea Break

10 40AM How to navigate a challenging market environment in 2017?

Selena Ling

Head, Treasury Research & Strategy, OCBC Bank

Alarm bells are being sounded on globalization, trade and currency fronts under the new Trump administration, but reflationary policies will likely benefit US growth. The US Federal Reserve is also sounding upbeat in its economic assessment and slightly more hawkish in their interest rate hike intentions. The Eurozone will also see various elections with rising political risk premiums after 2016's surprise Brexit referendum results. The Trans-Pacific Partnership (TPP) looks to be in jeopardy with the US' withdrawal, but the Regional Comprehensive Economic Partnership (RCEP) may be an alternative. China's growth slowdown continues with many policy challenges. Asean's outlook is more stable. Where are the silver linings? What does it mean for Singapore? How can SMEs leverage on these economic transitions and adapt to the rapid market changes?

11 00AM Developing Your People For Growth

Pearl Yu

Director - HR and Marketing, Keystone Cable Singapore

HR is an essential instrument of an organisation to ensure its overall operational effectiveness. Some fundamental building blocks in sustaining a business are recruitment and staff development. The question is - how does a company attract the right talent and raise its brand awareness in a competitive business environment? Hear from Ms Pearl Yu, Director (HR & marketing) of Keystone Cable Singapore as she highlights the need for business and HR leaders to gain a clear understanding of their company's people and culture to better engage and empower employees.

11 30AM Panel Discussion - The Change Engine: Innovation, People & Growth

Moderator: Helen Campos

Chairperson, SME Centre @ SICCI

Change might be necessary but it is almost never easy. Yet, many businesses have gone through the challenging and rewarding process of change. Listen and join the discussion between some of these business leaders, on what are some of the key road-blocks and how companies can set themselves up for success in their business transformation journey.

12 30PM Networking Lunch

2 00PM

CAPABILITY WORKSHOP - "THE DIGITAL ENGINE"

CAPABILITY WORKSHOP - "THE PEOPLE ENGINE"

CAPABILITY WORKSHOP - "THE GROWTH ENGINE"

ADVISORY SESSIONS BY BUSINESS ADVISORS

5 00PM End of Conference



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CAPABILITY WORKSHOP - "THE DIGITAL ENGINE"

Explore how you can leverage on tips and solutions shared by experts and fellow SMEs on digitising your business and business processes, and gain insights on considerations behind incorporating digital means for business transformation and growth.

2 00PM **Opening Remarks**

2 05PM **Winning Digital**

Yeo Siang Tiong

Channel and SMB Sales Director, Hewlett Packard Enterprise Singapore

Digital disruption can breathe new life into business processes, products and employees. It can also bring flourishing enterprises to their knees overnight. Done well, digitization improves customer experience, creates more useful products, and results in tighter and more efficient operations.

It doesn't matter if you're a business leader or a technologist — the power to drive the digital revolution is in your hands. You can turn digitization to your advantage, but only if business and IT work together. In a successful digital enterprise, operating in traditional silos is doomed to failure because technology and business are simply too intertwined. Having up-ended the retail, music, video, book and newspaper industries, digital disruption is sweeping through the other business.

What industries are next, what is the impact on today's established enterprises, where will it end and, most important, how can each of us translate disruption into opportunity?

We start by describing how digital technology — something that's been around for over half a century — has suddenly leapt from the back office into the boardroom. We argue that this disruption is the beginning of a broader shift that will last more than a decade, and forecast how such a shift will impact enterprises. We then examine the 3 layers of transformations and offers suggestions on how to sweet-spot the transformations to maximise the effect.

3 15PM **Tea Break**

3 45PM **Company Sharing**

Edmund Tsai

Chief Executive, Magnum Spirits & Wine

4 15PM **SMEs Go Digital**

Shaik Umar

Assistant Director, Productivity Growth through ICT (PGI), Infocomm Media Development Authority (IMDA)

The evolving digital landscape is redefining the way we live, work and play. While rapid digitisation has ushered in disruptions to traditional businesses and value chains, it also brings forth much opportunities to SMEs. Find out how the SMEs Go Digital programme will enable SMEs with the adequate digital capabilities to achieve internal efficiencies, cost reductions, and better service offerings for sustained growth in the digital economy.

4 30PM **Business Advisor Sharing & Marketing Toolkit**

Chia Wei Liat

Senior Business Advisor, SME Centre @ ASME



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CAPABILITY WORKSHOP - "THE PEOPLE ENGINE"

Learn about the fundamentals of HR management and talent development and leverage on two key dimensions of a company's human capital capabilities - HR systems and organizational culture to facilitate business transformation.

2 00PM **Opening Remarks**

2 05PM **Accelerating Growth through Rethinking Talent Strategies**

Samir Bedi

Partner, People Advisory Services, EY

How can SMEs have good employment practices and resolve the talent shortage, be cost-competitive and grow careers for their people in order to build a culture of performance?

The success of any organization rests on having talented people with the vision, ambition and determination to drive the company forward. For SMEs, this is even more critical as they vie with multinationals in the war for talent. The business drivers of SMEs are inextricably linked to the people challenges they face. Of all the barriers that can impede execution, talent by far carries the heaviest weight.

Join us in this session to understand the foundational elements of people practices as well as case studies on how to move from foundation to best practice.

3 15PM **Tea Break**

3 45PM **Company Sharing**

Lawrence Nah

General Manager, Shing Leck Engineering Service

4 15PM **Company Sharing**

Jamie Lim

Regional Marketing Director, Scanteak, House of Teak (Singapore) Pte Ltd

4 30PM **Business Advisor Sharing & Human Resource Toolkit**

Lim Hui Ping

Senior Business Advisor, SME Centre @ SCCCI



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CAPABILITY WORKSHOP - "THE GROWTH ENGINE"

Find out how you can grow your business through resource management and internationalisation, and learn from experts and peers on how to strengthen your financing position as well as key considerations on regional expansion.

2 00PM **Opening Remarks**

2 05PM **Adding Fuel to your Business Engine - Cash Flow Management & Purpose Financing**

Andy Koh Ngiap Hong

Business Head, Emerging Business, Global Enterprise Banking, OCBC Bank

Breaking down the complexities of what is the meaning of 'debt' and how SMEs can leverage this for an uncertain economy. Andy Koh, Business Head of Global Enterprise Banking OCBC Bank will share with you the insights of how to manage your business 'debt' and the different types of financial instruments that can help your business.

3 15PM **Tea Break**

3 45PM **Company Sharing**

Sam Chee Wah

General Manager, Feinmetall Singapore

4 15PM **Market Access and Considerations for Internationalisation (SEA Region)**

Ivan Tan

Group Director, Southeast Asia & Oceania Group, IE Singapore

Interested to gain an understanding on market access and considerations to keep in mind when expanding into the Southeast-Asian (SEA) region?

Join Mr Ivan Tan, Group Director for Southeast Asia and Oceania Group at International Enterprise, as he shares on the economic prospects for SEA, key growth factors and opportunities for the region as well as provide succinct snapshots of key markets with SEA. In addition he will also touch on the impact of China's OBOR on ASEAN and how IE can assist in the opportunities for SEA.

4 30PM **Business Advisor Sharing & Productivity Toolkit**

Winston Kum

Senior Manager, SME Centre @ SMF