

# 第十五届资信商业大会

**24 AUGUST 2012 • SUNTEC SINGAPORE**



**理念 · 创新 · 资讯通信科技**  
通过资讯通信科技 促进经营理念创新

In Collaboration with:



**iDA**  
SINGAPORE

联合早报  
LIANHE ZAOBAO



**SIRC@SCCCI**  
中小企業資信資源中心  
SME Infocomm Resource Centre

# IDEAS • INNOVATE • INFOCOMM

## Bringing Business Ideas & Innovation through Infocomm

SMEs and entrepreneurs do not need to know the technicalities of IT and the latest trends in infocomm. Instead, they look for ideas that they can adopt for their businesses. Others innovate or build upon their experiences or ideas. The ICC is not just an exhibit of technology and business solutions. It is an annual user forum bringing businesses and the enablers of business together, and where innovation and ideas are shared, generated and adopted by user champions, vendors or industry clusters.

With the theme "IDEAS • INNOVATE • INFOCOMM", the 15th ICC puts together an exciting programme featuring thought leadership discussions, Idea generation labs, industry Innovation showcases, and Infocomm solutions to spur local enterprises to greater growth and gear them for any economic challenges ahead.

### Keep up with Business Trends & Get Hands-On with 15th ICC Power-packed Programme

With 9 conference tracks and 2 workshops in a day, don't miss out on hearing what industry experts and thought leaders have to say about how today's SMEs can innovate business for greater productivity and profitability.

From the latest infocomm technologies altering and revolutionising business landscapes to creative marketing strategies to using social media to generate business buzz to finding out what government grants can help the business, delegates can pick and choose the sessions that will benefit them most.

Seats are limited so register early to avoid disappointment!

### Need Help with Your Business? Practical Help is at Hand @ SME Solutions & Business Gallery

Besides a wide array of technology, business and finance solutions and services customised just for SMEs, SME owners and key decision-makers can also seek assistance from government agencies and 15th ICC Partners' Clinic.

FREE consultation and clinic diagnosis starts daily from 10.00am to 4.00pm. Don't forget to book your appointment with our experts on 23rd and 24th August.



## 理念 • 创新 • 资讯通信科技

### 通过资讯通信科技 促进经营理念创新

中小企业和企业家无需对资讯科技的技术性和资讯通信最新发展趋势有深入的了解，反之，最关键的是探寻适应自身业务发展的理念，并在业务经验或经营理念上不断强化或寻求创新之道。资讯商业大会不仅是展示科技和商务解决方案的平台，作为年度商务用户论坛，它还汇聚了来自各方的企业和业者，与卓越的用户、供应商或业界人士集聚一堂，共享创新理念。

以“理念 • 创新 • 资讯通信科技”为主题的第十五届资讯商业大会，将呈献一系列精彩的活动项目，包括业界领导论坛、理念构思实验室、创新科技展览，以及资讯通信解决方案，推动本地企业茁壮成长，未雨绸缪，应对任何未来的经济挑战。

## 中小企业解决方案与商业走廊

### 创意 • 创新 • 资讯通信科技

您是否正在寻找  
使生意更加兴隆的新方法？

通过一站式政府服务平台  
@第15届资讯商业大会  
提升生产力 创造价值

通过了解获得灵感  
@第十五届商业资讯通信  
科技大会专家诊所

请参观中小企业解决方案与商业走廊，向超过150家金融、咨询服务、物流，以及资讯科技业的佼佼者取经，将创新融入商业运作过程。选择最符合实际需求的解决方案，提高生产力水平。

在2012年财政预算案公布之后，政府推出一系列企业援助与津贴计划，协助中小企业重组和提升，以适应经商环境的变化，确保企业保持竞争实力。

请到政府一站式服务平台，了解政府新推出的财务援助计划将如何协助商家获得可持续发展。多家政府部门和新加坡中华总商会企业发展服务中心将全力协助中小企业规划商业策略，迈向成功未来！

您听说过IT，但是，您现在想推行IT计划却不知如何开始。请报名参加一对一专业咨询服务，向商业解决方案顾问请教。

我们的行业顾问将根据客户的运作情况，以及实际遇到的技术挑战，为您量身定做有效策略。

0800 Registration

0930 **Welcome Address**  
Mr Teo Siong Seng, PBM, President, Singapore Chinese Chamber of Commerce & Industry and Nominated Member of Parliament

**Opening Address**  
Dr. Yaacob Ibrahim, Minister for Information, Communications and the Arts

1000 **Opening Reception and Tour of the SME Solutions & Business Gallery**

## MORNING PROGRAMME CONCURRENT TRACKS & WORKSHOP

1030

### MAIN PLenary IDEAS • INNOVATION • INFOCOMM

The sustainability of any business in the New World Order lies in building a strong foundation for breeding Ideas, cultivating Innovation and equipping Infocomm into everyday business.  
What exactly does it mean to successfully tap on ideas and innovation to leapfrog your business to the next level?

#### Panel Chairman

Stephen Lim, Chairman for Technology Committee, SCCCI

#### Panelists:

- Tom Abbott, Founder & Director, Soho Sales Coaching
- Dr Low Lee Yong, Founder & CEO, MHC Asia Group
- Ang Kiam Meng, CEO, Jumbo Group of Restaurants Pte Ltd
- Kevin Lim, Head of Enterprise Business Group, StarHub

### 5 INFOCOMM INITIATIVES EVERY SME MUST KNOW

By IDA Singapore

Don't miss this primer on the latest Government ICT vision, direction and incentives to encourage infocomm adoption among SMEs.

A good understanding of IDA's programmes and schemes will enable your business to benefit optimally from them and increase your competitive advantage in today's connected world.

#### Get first-hand updates on:

- Leverage iSPRINT Grant for ICT projects
- Next Gen Nationwide Broadband Network Opportunities for the SMEs
- Innovate with Mobile Technology & Electronic Payments
- Singapore's Personal Data Framework
- Harness Government Data for Value Creation

### TRAINING WORKSHOP (PART 1)

#### TAPPING SOCIAL MEDIA FOR VALUE CREATION & GROWTH IN BUSINESS Supported by e2i

Are you looking at establishing and raising awareness for your brand? Do you want a more interactive and personable way to pitch your products and services to a larger group of audience? Are you seeking a more effective way to enhance customer relationship?

Find out how to get your business on social media as a new way of social marketing with this practical workshop.

### BUSINESS IDEAS BUILT UPON A CLOUD

By StarHub

Running a successful business means staying on top of things – Costs, Competition and Challenges – especially since the economy projects a “cloudy” outlook ahead.

Learn how you can truly build your business above these turbulences to improve agility and productivity. More importantly, you can get to learn how businesses can create a competition edge by leveraging on different aspects of the cloud ecosystem available today.

#### Topics include:

- Bring greater productivity to your business, anytime anywhere with Microsoft Office 365
- A customer's journey to the cloud: Using IT but not owning IT
- Harness the power of StarHub's Argonar cloud to achieve greater operational efficiency and optimise your business capabilities

### 以创新及科技强化企业竞争力 (华语)

企业必须清楚定位未来发展方向, 走向高值化及创新之路。企业要如何在全球完全竞争及日益多变的环境竞争条件下, 开创出属于企业经营的康庄大道? 主讲嘉宾将针对服务业和制造业发表讨论, 并分享如何掌握创新及科技来提升企业竞争优势。

#### • 强化制造核心竞争力

中国生产力中心中区服务处协理张建斐先生

#### • 以创新及科技应用提升服务业竞争力

中国生产力中心服务业事业部协理陈弘元先生

#### Topics include:

- Overview of Social Media
- Social Media Platforms & Channels
- Advanced Platforms and Monitoring
- Current applications of Social Media

#### Trainer

Andrew Chow, Resource Advisor, SIRC@SCCCI

1230 **Networking lunch and Tour of the SME Solutions and Business Gallery**  
Viewing of solutions showcases

### WORKING SMARTER AND TAKING A LEAP WITH INNOVATION TO IMPROVE PRODUCTIVITY

Innovation & Productivity are keys to working smarter for competitive growth.

But do innovation and productivity really enable your organisation to work smarter? Do they lead to higher costs or are they something that SMEs can realistically embrace?

Join us to hear how you can be both innovative and productive and gain insight experience from industry experts.

#### Panel Chairman

Kuah Boon Wee, Group CEO, MTQ Corporation Limited

#### Panelists

- Jeremy Wood, SMB Marketing Manager, Google Apps, Asia Pacific
- Nicholas Yap, President (Overseas Division), Genki Sushi (S) Pte Ltd
- Neil J Todd, Director-Information and Communication Systems, Courts Asia Pte Ltd
- Bharani Krishnan, Senior Manager Retail Industry, SAP Asia Pte Ltd
- Winston Goh, Mobile Phone Product Manager, Samsung Asia Pte Ltd

### MAKE YOUR BUSINESS SMART

By SingTel

Business and rental costs continue to rise, while financing and job markets get tighter. But beyond the gloom, there are “clouds” of hope.

Hear direct from iconic SMEs and industry captains in how businesses can scale new heights.

Take away new and practical solutions on how start-ups, and growing companies can transform their businesses to stay ahead while coping with growing and economics challenges.

#### Topics include:

- Success Story: Discover how fleet management can power up your business productivity
- Case study: Learn the secrets behind successful SMEs today
- Capitalising on M2M to generate new revenue stream
- Closing address: The Future of Your Business - Free up resources and increase your business efficiency at a lower cost

### 商业科技座谈会 (华语)

一般情况下, 中小企业在采用新科技方面总会遇到一些困扰。到底要具备哪些基本条件才是跟得上科技发展的步伐? 当今时代, 企业必须拥有何种运作系统? 这些系统又怎样给公司带来效益, 提高生产力?

- 投资于资讯科技 - 应该多少?  
微软资深产品行销经理卢昊先生

- 科技创新 - 中小企业变革之路  
金蝶国际软件集团有限公司助理总裁兼国际业务部总经理纪青女士

- 资讯科技@中小企业计划: 中小企业提升业绩的跳板  
新加坡资讯通信发展管理局中小企业署副司长张凤凤女士

### TO “LIKE” OR TO “UNLIKE”: THE DILEMMA OF SOCIAL MEDIA

Today, Social Media has grown to be the most common communication tool, second only to email. What tangible value can it reap for companies? Could it be just a social hype? What's Hot and what's Not? Is traditional media still relevant in today's context? What does all this lead to at the end of the day?

#### Panel Chairman

Daniel Ng, Fellow, Chartered Institute of Marketing

#### Panelists

- Luke Lim, CEO & Founder, AS Louken Group Pte Ltd
- Allan Tan, Managing Director, Ying Communications
- Woon Tai Ho, Founder, The Green Orange Pte Ltd
- Jenna Toh - Director, Business Development, Circus Maximus International Pte Ltd
- Howie Lau, Vice President Marketing, Lenovo Asia Pacific/Latin America

### WHAT GRANT IS SUITABLE FOR MY BUSINESS?

This year, to encourage greater innovation and productivity at work, SMEs can expect more funding aids and enhanced grants assistance from the Government.

Learn first-hand from the various agencies and professional practitioner on how tap on these funds and grants to restructure, upgrade and reorganise to grow your business.

#### Panel chaired by EDC@SCCCI

- Jasmine Ang, Tax Specialist, Inland Revenue Authority of Singapore
- Melissa Lim, Senior Employability Coach, Employment & Employability Institute
- Chong Sieh Fong, Senior Manager, Incentives Operations  
Infocomm Development Authority Singapore
- Wong Mei Yuan, Head of SME Connect, SPRING Singapore
- Lennon Lee, Partner, Corporate Tax Advisory - International Tax & China Tax Desk

### “KNOW HOW” TO IMPLEMENT SOCIAL MEDIA FOR BUSINESS

Supported by e2i

For businesses which are ready to embark on the social media journey for good, this course will provide you with a thorough roadmap for implementing social media, from start till the end. Learn how to set internal policies to safeguard the company interest as well as manage crisis.

Participants will be given a hands-on guided session on building your own social media network.

#### Topics include:

- Social Media Strategy Map
- Social Media Response Map
- Social Media Policy and Guidelines
- Social Media Readiness Assessment

#### Trainer

Andrew Chow, Resource Advisor, SIRC@SCCCI

## AFTERNOON PROGRAMME CONCURRENT TRACKS & WORKSHOP

1400  
to  
1630

### TRACK 5

### TRACK 7

### TRACK 9

### TRACK 6

### TRACK 8

### TRAINING WORKSHOP (PART II)

# SME SOLUTIONS & BUSINESS GALLERY

IDEAS • INNOVATE • INFOCOMM

## Seeking for new ways to invigorate your business?

Come visit the SME Solutions & Business Gallery and discover **IDEAS** from over **150 SHOWCASES** from the financial, business consultancy, logistics and infocomm industry champions and find out how you can use them to **INNOVATE** your business processes to boost productivity and increase profitability.

### IDEAS & SOLUTIONS PROVIDERS:

- ★ ACC-PRO Business Links ★ A.S Louken Group ★ American Express
- ★ ANZ Bank ★ Ascendas ★ Ascendo Consulting ★ Bank Of China
- ★ Brother International ★ CIMB Bank ★ DBS Bank ★ DHL Express
- ★ Far East Organisation ★ Fraunhofer IDM@ NTU ★ Fuji Xerox
- ★ Global Merchant Funding ★ Hong Leong Finance ★ IBM ★ Inecom
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- ★ M1 ★ Microsoft ★ Microtel Technologies ★ Nanyang Polytechnic ★ OCBC
- ★ OC Innovations ★ PricewaterhouseCoopers ★ Red Hat ★ Runnex Systems
- ★ Samsung ★ SAP ★ SecureAge Technology ★ Sing Investments ★ SingTel
- ★ Sino-Singapore Tianjin Eco-City ★ Soho Sales Coaching
- ★ Standard Chartered Bank ★ StarHub ★ Tigernix ★ Toshiba
- ★ UFIDA ★ UOB ★ Webvisions and many more...

Accurate as of 13 June 2012

## PRODUCTIVITY IMPROVEMENT & VALUE CREATION THROUGH ONE-STOP GOVERNMENT PAVILION @ 15TH ICC



After the announcement of Budget 2012, the Government has rolled out a series of enhanced grants and schemes to help SMEs restructure and upgrade, so as to keep pace with the changing market conditions and stay competitive and relevant.

Find out how your business can benefit from these new financial aids that the Government is disbursing to help businesses stay sustainable at the Government Pavilion. The key government agencies, together with EDC@SCCCI will help SMEs map out a strategic business plan towards business excellence.



## BE INFORMED & BE INSPIRED @ 15TH ICC PARTNERS' CLINIC

You have heard IT. You have seen IT. And now you want to implement IT but do not know where to start. Sign up for a one-on-one consultation with our domain experts and business solution providers.

Our industry experts will be able to advise you on how to develop customised strategies to address your particular business and technology challenges.

### CLINIC TOPICS

#### IS YOUR COMPANY SECURE?

As Social Media and mobility devices become more common in an office environment, the dangers and risks that come with them are increasing too.

Do you know the security risks and defence strategies for SMEs? How do you ensure the free flow of information within a company and secure communications with external parties?

Seek experts' advice on how to protect your company's data and network.

#### MANAGING YOUR FINANCIALS AND HUMAN RESOURCES

Want to know how to improve your record-keeping with the use of accounting software and also manage your company's cashflow efficiently? What tools are available to help you reduce paper work and yet properly monitor the performance of your staff?

Get help today to effectively manage your company's accounts and HR needs.

#### INJECTING PRODUCTIVITY INTO YOUR BUSINESS

From ERP (Enterprise Resource planning) application to Document Management System (DMS), these are just some methods that you can apply to improve your business performance and maximise productivity.

Let our experts share with you on practical tips on how you can do more with less for your business today.

#### MARKET AND BRAND YOUR COMPANY THROUGH AN ONLINE PRESENCE

Regardless of the nature of your business, it is necessary these days to establish brand presence online.

Get advice from our panels of experts on:

- How to create an impactful online presence with existing and new tools
- Using e-Commerce solution - what is the initial setup fee, what kind of IT maintenance is required and what are the monthly fees involved?
- Creating a successful e-marketing strategy to build your brand

#### PLAN YOUR COMPANY'S INFOCOMM ADOPTION & INFRASTRUCTURE - THE SMART WAY

Your company is ready to upgrade but you lack the expertise of an IT professional to help you kickstart your IT adoption. You are at a loss, not knowing what hardware and software you need nor where to start.

Come talk to one of our experts today and let them guide you through the IT adoption process step by step.

#### RIDE ON THE POWER OF CLOUD COMPUTING & NEXT GENERATION BROADBAND TO BOOST YOUR BUSINESS

Not sure if Cloud really can help boost your business' productivity and efficiency? Speak to our experts to find out:

- What are the cloud computing tools available to grow your business without increasing costs?
- How can you take advantage of cloud computing to drive business opportunities and win larger enterprises?
- What should you look out for when adopting cloud-based solutions and how can ultra-high speed connections boost your business operations?

## ORGANISERS & SPONSORS

### ORGANISERS



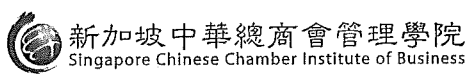
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