

第十四届中小型 企业大会

14th ANNUAL
SMEs
CONFERENCE

日期
2012年8月23日 (星期四)

时间
上午9时30分至下午4时30分

地点
新加坡国际会议与展览中心四楼401展览厅
媒介 华语

DATE
23 August 2012, Thursday

TIME
9.30am to 4.30pm

VENUE
Exhibition Hall 401, Suntec Singapore

MEDIUM Mandarin

运筹帷幄 规划未来

Crossroads and Choices:

GAME PLAN FOR THE NEW DECADE

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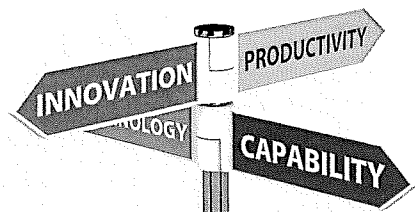


运筹帷幄 规划未来

在全球性经济危机席卷过后，中小企业已经无可选择地被推到了风口浪尖，传统经营模式倍受考验。面对国际市场的分化与竞争，以往的经营模式已不再是制胜法宝，求新求变，勇于创新，本地企业的转型，势在必行！

第14届中小企业大会将重点讨论中小企业关心的经商策略，如现有的管理模式如何转变？西方各国的债务危机有哪些隐忧？企业是否需要退出现有市场，转战新领域？

主讲嘉宾们将就以上课题分享自身经验，引导听众打破局限，释放潜能，共同探讨可行性策略与方案。大会也将协助中小企业认清自身优势，提高竞争实力，稳定财务状况，同时不断推动海内外的商业活动。



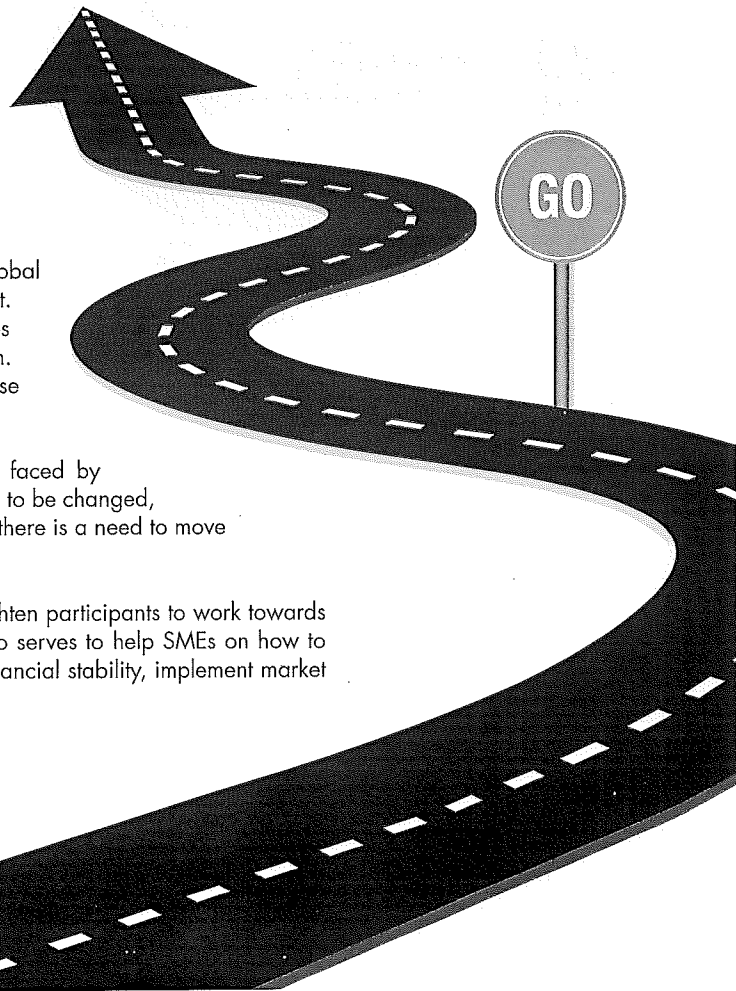
Crossroads and Choices:

GAME PLAN FOR THE NEW DECADE

This is a crucial time whereby the SME community needs to confront the global economic crisis which had put the institutional capitalism in the spotlight. Facing this crossroad in the development of the world market, all businesses cannot deny the fact that "business as usual" is no longer a viable option. New choices and changes to one's game plan have to be made in response to the existing phenomenon.

The 14th Annual SMEs Conference will be addressing strategic issues faced by SMEs, such as whether the existing mindset regarding SME business needs to be changed, whether the dominance of Western currencies is a worrying factor, and if there is a need to move out of the existing markets into new ones.

The panel of speakers will provide insights on the above issues and enlighten participants to work towards unleashing the true potential of the Singapore SMEs. The conference also serves to help SMEs on how to equip themselves to successfully embark on capability building, ensure financial stability, implement market development initiatives, as well as facilitate overseas trade.



大会议程

2012年8月23日 (星期四)
新加坡国际会议与展览中心四楼401展览厅

- 0830 入场登记
- 0930 致欢迎词
新加坡中华总商会会长兼官委委员张松声先生
主宾致开幕词
贸工部政务部长张思乐先生
- 1000 茶点
- 1030 专题讨论 (一) 迈向成功之路
龙头企业将分享他们的成功历程, 以及企业在最不利的营商环境中如何茁壮成长、应对挑战, 并展示其应变能力。
主讲嘉宾将分享各项有利企业的因素, 如何让企业洞悉机遇、摆脱障碍, 并保持竞争优势, 进一步推动企业发展, 使其成长为具有实力的成功企业。
主席
▶ 新加坡中华总商会副会长、德华工业控股有限公司主席兼董事经理蔡其生先生
主讲嘉宾
▶ 中国生产力中心企划训练部协理林锡金先生
▶ PT. Panarub Industry主席黎毅康先生
▶ 华伦工程私人有限公司董事经理钟胜强先生
- 1230 午餐

- 1400 专题讨论 (二) 处在十字路口: 突破思维
随着经济的急遽波动, 企业必须保持警觉, 应对不断变化的商业环境。许多领域均有助于企业提高自身优势, 如能力发展、融资, 以及新市场等。在策略上, 企业必须为自己定位, 以便有效地应对未来的挑战和机遇。
大会上, 成功的商界领袖将分享他们的经验, 包括在新的经济格局中如何改变业务模式, 并勇于制定新策略, 在未来之路获胜。
主席
▶ Success Horizon Consultancy首席顾问
施宏洲先生
主讲嘉宾
▶ 大华食品工业私人有限公司董事经理
白毅柏先生
▶ 北京瑞图科技发展有限公司副总裁
戴广峰先生
▶ 凯密林克科技集团私人有限公司创始人兼
董事经理武冬青先生
- 1600 通过强化的资助计划协助企业提升与发展
大会邀请专家与企业分享新加坡中小企业所能利用的优惠, 包括各种政府补贴、企业所得税的全额及部分减免等。主讲嘉宾将着重及建议在享受该优惠时所需符合的条件以及其他相关考量因素。
主讲嘉宾
▶ 普华永柏咨询事务所有限合伙企业税务合伙人李柯龙先生
- 1630 会议结束



提高生产力 为企业增值

一站式政府服务平台@第14届中小型企业大会

政府推出一系列津贴和援助计划, 以更好地协助中小企业重组结构, 紧随环境的变化。在本次大会现场, 相关的政府机构连同总商会企业发展与服务中心, 将共同协助企业开拓卓越商业之路, 求存增长。

PRODUCTIVITY IMPROVEMENT & VALUE CREATION

Through One-stop Government Pavilion @ 14th SMEs Conference

The government has rolled out a series of enhanced grants and schemes to better help SMEs restructure and keep pace with the changing market conditions. At the Conference, the relevant government agencies together with EDC@SCCCI will help SMEs map out a journey towards business excellence, ensuring survival and growth.

欢迎您出席于8月24日上午10时30分在新加坡会议中心3楼304会议室举行的座谈会!

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

CONFERENCE PROGRAMME

23 August 2012, Thursday
Exhibition Hall 401, Suntec Singapore

- 0830 Registration
- 0930 **Welcome Address**
Mr Teo Siong Seng, President of Singapore Chinese Chamber of Commerce & Industry (SCCCI) & Nominated Member of Parliament
Opening Address
Mr Teo Ser Luck, Minister of State for Trade and Industry
- 1000 Tea Reception
- 1030 **Panel I: Path to Success**
Leading enterprises will share on their success stories and how they thrived under the most adverse business environment, overcome challenges and demonstrated their resilience.
They will be sharing on the factors that give them the strength to discover the opportunities, overcome obstacles, and sustain their competitive edge to grow their companies into a successful venture.
Chairperson
Mr Thomas Chua, Vice-President, Singapore Chinese Chamber of Commerce & Industry & Chairman & Managing Director, Teckwah Industrial Corporation Ltd
Panel Speakers
▶ **Mr Lim Hsi-Chin**, Assistant Vice President Planning and Training Department, China Productivity Center
▶ **Mr Hendrik Sasmito**, Chairman PT. Panarub Industry
▶ **Mr Alan Chong**, Managing Director Wah Loon Engineering Pte Ltd
- 1230 Lunch

- 1400 **Panel II: At the Crossroads: Thinking Out of the Boundaries**
With the rapid economic volatility, companies have to remain vigilant to the changing environment. There are many areas like capability development, financing, and new markets to help companies to enhance their comparative advantage. Companies should position themselves strategically to respond effectively to the challenges and opportunities ahead.
At this panel, successful business leaders will share their experience on how they have transformed their business models and charted a bold new path to winning the future in the new economic landscape.
Chairperson
Mr Sze Hong Chew, Principal Business Consultant Success Horizon Consultancy
Panel Speakers
▶ **Mr Thomas Pek**, Managing Director Tai Hua Food Industries Pte Ltd
▶ **Mr Dai Guang Feng**, CEO REIT Holdings (China) Co Ltd
▶ **Dr Wu Dong Qing**, Founder & Managing Director/CEO Chemilink Technologies Group Pte Ltd
- 1600 **Upgrade & Grow Through Grants Enhancements**
An industry expert will share with the audience on types of government grants and corporate tax full and partial exemption schemes which are commonly enjoyed by Singapore SMEs. He will highlight and advise the conference delegates on the relevant qualifying conditions and related consideration to secure such tax concessions.
Speaker
▶ **Mr Lennan Lee**, Partner, Corporate Tax, PricewaterhouseCoopers Services LLP
- 1630 End of Conference

SME Solutions & Business Gallery

IDEAS · INNOVATE · INFOCOMM

Discover IDEAS from over 150 showcases from the financial, consultancy, logistics and infocomm industry champions and turn them into INNOVATIVE business processes. Select the best solutions to address your business needs and build up productivity levels.

中小企业解决方案与商业走廊

理念 · 创新 · 资讯通信科技

向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。

Participating Partners* 参与合作伙伴

- ▶ Bank of China
- ▶ IBM
- ▶ Loyal Reliance
- ▶ Kingdee
- ▶ SAP
- ▶ Lenovo
- ▶ StarHub
- ▶ M1
- ▶ Toshiba
- ▶ Microsoft
- ▶ A.S. Louken Group
- ▶ OCBC
- ▶ American Express
- ▶ Red Hat Asia Pacific
- ▶ ANZ Bank
- ▶ Samsung
- ▶ DBS Bank
- ▶ Sing Investments
- ▶ DHL Express
- ▶ SingTel
- ▶ Fujii Xerox
- ▶ UOB
- ▶ Hong Leong Finance

Participating Exhibitors* 参展商

- ▶ ACC-PRO Business Links
- ▶ Ascendas
- ▶ Ascendo Consulting
- ▶ CIMB Bank
- ▶ Far East Organization
- ▶ Fraunhofer IDM@NTU
- ▶ Global Merchant Funding
- ▶ Inecom
- ▶ Kaspersky
- ▶ Nanyang Polytechnic
- ▶ PricewaterhouseCoopers
- ▶ Runnex Systems
- ▶ SecureAge Technology
- ▶ Sino-Singapore Tianjin Eco-City
- ▶ Standard Chartered Bank
- ▶ Tigernix
- ▶ UFIDA

*accurate as of 25 May 2012

Registration Form

大会议程将以华语呈现。

大会免费入场券包括:

- 茶点、午餐, 以及会议资料;
- 与新加坡中华总商会企业发展与服务中心进行一对一的咨询服务;
- 入场券不得转让;
- 优先权将给予总商会会员;
- 主办机构将保留最后决定权。

大会收费入场券包括:

- 茶点、午餐、会议资料, 以及消费税;
- 与新加坡中华总商会企业发展与服务中心进行一对一的咨询服务;
- 入场费恕不退还, 如要委派代表, 请于3个工作日前书面通知。

报名

传真方式 请将填妥的报名表传真至6339 0605
网上报名 请上网www.sccci.org.sg报名

询问详情 谢斯琪小姐 / 卓德康先生
电 话 6337 8381
电 邮 smeconf@sccci.org.sg

Conference will be conducted in Mandarin.

Complimentary Ticket includes:

- Tea break, lunch and conference materials;
- One session of 1-to-1 consultation with EDC@SCCCI;
- No replacement or transfer of admission badge will be allowed;
- Priority will be given to SCCCI members;
- Registration is subjected to confirmation by the organisers.

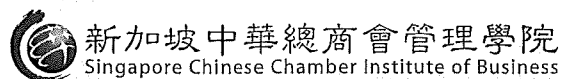
Purchased Ticket includes:

- Tea break, lunch, conference materials and GST;
- One session of 1-to-1 consultation with EDC@SCCCI;
- No refund will be given for non-attendance but replacements are allowed 3 working days before the event.

How to Register

By Fax Complete the registration form and fax to 6339 0605.
Online Register at www.sccci.org.sg
Enquiries Ms Tiffany Shja / Mr Toh De Kang
Tel 6337 8381
E-mail smeconf@sccci.org.sg

In collaboration with



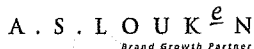
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14th ANNUAL
SMEs
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Crossroads and Choices:
Game Plan for the New Decade

23 August 2012 • Exhibition Hall 401 • Suntec Singapore

传真 / Fax: 6339 0605
网上报名 / Online: www.sccci.org.sg

- ☐ One (1) FREE admission ticket for FIRST company representative
- ☐ Additional Ticket: SCCCI Member - \$50 per ticket;
Non-member - \$80 per ticket

Name (1): _____

Designation (1): _____

Name (2): _____

Designation (2): _____

Company: _____

Address: _____

Tel: _____ HP: _____

Fax: _____ Email: _____

Line of Business: _____

The provided information is for internal use only, and is not made public in any way.
By registering, you accept to receive information from SCCCI by all modes of communications.

Register for a FREE ticket to the 15th Infocomm Commerce Conference on 24 August 2012. Visit www.sccci.org.sg now!