

Embrace.
Enable.
Empower.

14 - 15 AUGUST 2013

Exhibition Halls 404 - 406
Suntec Singapore



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EMBRACE. New Knowledge **ENABLE.** New Capabilities **EMPOWER.** SMEs for New Challenges

16TH 第十六届资信商业大会
INFOCOMM
COMMERCE CONFERENCE

INFOCOMM COMMERCE CONFERENCE

An annual bilingual SME-centric conference where technology experts demonstrate and business leaders share, about how enterprises can be innovative, improve productivity and grow competitively with the appropriate use of the latest technologies.

SMEXPO
2013
中小企业博览会

SME EXPO

SMEs' one-stop source for a wide array of business solutions ranging from finance, technology, advisory services and much more. Enjoy *FREE* clinic sessions on business consultation, *EXCLUSIVE* business solutions deals as well as learn more about the government grants and assistance available by the various agencies to grow your business.

第十五届中小型
企业大会

15th ANNUAL
SMEs
CONFERENCE

ANNUAL SMEs CONFERENCE

Singapore's largest and most established annual Mandarin conference for Mandarin-speaking businesspeople to learn about contemporary business concepts and successful strategies from prominent business leaders.

**Be Empowered on 14th & 15th August 2013
at Suntec Singapore!**

2 Impactful Days

Over 200 Business Solutions & Exclusive SME bundled deals @ SME Expo

Whether you are looking for ICT solutions to improve business operations and processes, or finance solutions to grow your capital for business expansion, or looking for extra office or industrial space locally or overseas, you can find it all here at SME Expo.

Also, look out for exclusive SME-bundled deals from over 45 ICT solutions and service providers and over 20 other business solutions and service providers, available only at this showcase!



“Fast Pass” ICT Gallery @ SME Expo

Here is where you can find all the widely implemented solutions for SMEs that are pre-approved for subsidies by IDA and SPRING. If you purchase the solution that fits your business needs, all grant applications will be done by your vendors, and subject to terms and conditions for guaranteed approval.

7 Mandarin and 8 English Engaging & Enriching Tracks To...

Rethink Business Productivity, Redefine Business Innovations,
& Renew Business Mindset for A Recalibrated SME for Greater Success!

Partners' Clinic

Need advice and guidance on specific business and technology issues? Sign up for FREE one-to-one consultation on 14th and 15th August with our panel of experts and consultants to right the wrongs and improve on the rights in your business.

Don't forget to book your appointment for the following clinic topics:

- Injecting Productivity into Your Business
- Market and Brand Your Company Through an Online Presence
- Plan Your Company's Infocomm Adoption & Infrastructure the Smart Way
- Ride on the Power of Cloud Computing & Mobility to Boost Your Business
- Finance & Capital: Manage & Harvest Your Assets
- The Scope Into Business Innovation



CXO Round Table

A gathering of Singapore's top honchos and leaders of industries to exchange ideas on spurring productivity nationwide.



“ 90.8% of SMEs voted that this is a
“Must-Attend” SME Event of the Year! ”
- Results from SCCCI 2012's survey results

of Bilingual Conferences, 1 SME Marketplace of Solutions Showcase & Power Networking Sessions

Business Productivity, Social Media and Business Coaching Workshops

Be equipped to walk the talk and not just hear the talk with these specially-designed workshops conducted by expert trainers and strategists. Discover cutting-edge methods to constantly generate productivity in your organisation; devise and implement workable social media strategies for business success; and motivate your team for tiptop performance at all times.

Government Pavilion @ SME Expo

Find out about how your business can benefit from the latest government grants and key initiatives to help grow the business, upgrade the equipment and up-skill your employees. Visit the 12 government agencies to find out what grants and programmes your business can tap on for productivity and growth.



FEATURED SPEAKERS



Dr Chang Bao-Cheng
General Manager
China Productivity Center



Mr Cheo Ming Shen
CEO
Netccentric



Mr Lei Ke
Chairman
Recco Electric Group



Dr Lin Yucheng
Chairman & CEO
United Envirotech



Mr Michael Soh
Managing Director
Redwood Interior

And many more distinguished speakers...



Ms Janet Ang
Managing Director
IBM Singapore



Mr Ronald Dalderup
Co-founder and Innovation Catalyst
NBDA Asia



Ms Annie Gan
Managing Director
Jian Huang Construction Co



Mr Kenneth Kwan
Team Performance Strategist
Deep Impact



Mr Fong Chi Chung
Founder/CEO
PUTIEN Restaurant



Mr Andrew Chow
Resource Advisor
SIRC@SCCCI



Mr Steven Yeah
Executive Director
ValueMax Group



Ms Belinda Ang
General Manager
Ifine Advertisement



GO GREEN.

In our effort to go green, registered participants will be advised to download the event mobile app for updates on the conference & exhibition, programme, speakers, floorplan, exhibitors' listing, latest promotions, lucky draws and more. Participants can then browse the most up-to-date information at their own convenience.

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Acer Computer (S) Pte Ltd
Advanced Card Solutions
Alenu IT Business Solutions Pte Ltd
AME Development Sdn Bhd
American Express International, Inc
Ascendas Pte Ltd
Ascendo Consulting Pte Ltd
ASM Logistics (S) Pte Ltd
Australia & New Zealand Banking Group Ltd
Bank of China Ltd
Bibby Financial Services (Singapore) Pte Ltd
CalendarOne Pte Ltd
China Telecom (Singapore) Pte Ltd
CommVault Systems Singapore Pte Ltd
Comptrac System Technology Pte Ltd
Coolasia Technology Pte Ltd
Creative eWorld Pte Ltd
CyanSYS Pte Ltd
Cyberland Consultancy Pte Ltd
DAS Certification Singapore Pte Ltd
DBS Bank Ltd
Electra (S) Pte Ltd
FACT Software International Pte Ltd
Far East Organization
GFS Forwarding Pte Ltd
Han Technology Pte Ltd
Hong Leong Finance Ltd
I-Access Solutions
Interactive Digital Media Limited
(Fraun Hofer)

IP Mirror Pte Ltd
IPI
iZeno Pte Ltd
Justlogin Pte Ltd
Kido Technologies Pte Ltd
Lenovo (Singapore) Pte Ltd
M1 Net Ltd
Menuristic Pte Ltd
NEC Asia Pacific Pte Ltd
Netiquette Software Pte Ltd
Nuvista Technologies Pte Ltd
OC Innovations Pte Ltd
OCBC Bank
Patrick Tan LLC
Pepperconn Pte Ltd
Poket Pte Ltd
PracBiz Pte Ltd
RoyceMedia Technologies Pte Ltd
Runnex Systems Pte Ltd
Seraya Energy Pte Ltd
Setia Indah Sdn Bhd
Signetique.com
Sing Investments & Finance Ltd
SingTel Ltd
Sino-Singapore Tianjin Eco-City
Investment and Development Co., Ltd
SSB Technologies Pte Ltd
Standard Chartered Bank
StarHub Limited
Starvision Information Technology Pte Ltd

Strategic POS Pte Ltd
StrategiCom Pte Ltd
Suntoyo Technology Pte Ltd
Teraoka Weigh System Pte Ltd
Tigernix Pte Ltd
Unipro Software Pte Ltd
United Overseas Bank Group
V3 Teletech Pte Ltd
Vcargo Cloud Pte Ltd
Whyze Solutions Pte Ltd

GOVERNMENT PAVILION

Building and Construction Authority
Competition Commission of Singapore
Employment and Employability Institute
Pte Ltd
Infocomm Development Authority of
Singapore
Inland Revenue Authority of Singapore
Institute for Infocomm Research
International Enterprise Singapore
Singapore Corporation of Rehabilitative
Enterprises
Singapore Institute of Manufacturing
Technology
Singapore Workforce Development
Agency
SPRING Singapore
Workplace Safety and Health Council

Updated as of 31 May 2013

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DAY 1 PROGRAMME

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14 AUGUST 2013 (WEDNESDAY)

8.30am	Registration	
9.30am	Opening Ceremony Welcome Address by Mr Thomas Chua, <i>President, SCCC</i> Opening Address by Mr Lee Yi Shyan, <i>Senior Minister of State, Ministry of Trade and Industry and Ministry of National Development</i>	
10.00am	KEYNOTE PRESENTATION Innovative Business Management – Futuristic Methods of Productivity Dr Chang Bao-Cheng, <i>General Manager, China Productivity Center</i>	
10.30am	Networking Tea Reception	
11.00am	PLENARY I Productivity Through Innovation Productivity is no longer merely about cutting cost and manpower. In order to instil a culture of productivity throughout the organisation, business leaders need to undergo mindset and behavioural changes. Learn how companies achieve productivity through innovation of corporate culture, business models and operation workflow. Chairperson China Business Network TV Host Speakers Mr Lei Ke, <i>Chairman, Recco Electric Group</i> Ms Annie Gan, <i>Managing Director, Jian Huang Construction Co</i> Mr Michael Soh, <i>Managing Director, Redwood Interior</i>	
1.00pm	Networking Lunch	CXO ROUNDTABLE Scaling Greater Heights – Spurring Work Productivity Nationwide Dr Chang Bao-Cheng, <i>General Manager, China Productivity Center</i>  
2.30pm	PLENARY II Taking the Leap of Faith – Venturing into Unknown Territories As the existing market saturates, enterprises are creating new markets to expand the business and strengthen their competitiveness. How do business leaders envisage new markets to convert strategies into action, and bring their business to a whole new level? Chairperson Mr Chia Kim Huat, <i>Head of Corporate, Rajah & Tann</i> Speakers Dr Lin Yucheng, <i>Chairman & CEO, United Envirotech</i> Mr Seah Kian Hoe, <i>Managing Director, Heng Hiap Industries</i> Mr Fong Chi Chung, <i>Founder/CEO, PUTIEN Restaurant</i>	
	SEMINAR 1 Get Assistance. Grow Your Business. by e2i A guide on how to tap on the enhanced Government grants to restructure, upgrade and re-organise your business. Speakers Ms Ang Siok Peing, <i>Principal Tax Officer, Inland Revenue Authority of Singapore</i> Ms Melissa Lim, <i>Senior Employability Coach, Employment and Employability Institute</i> Mr Rex Eng, <i>Senior Manager, Market Promotion Division, IE Singapore</i> Mr Herbert Fung, <i>Director, Business & Economics, Competition Commission of Singapore</i> Mr Long Junming, <i>Business Consultative Advisor, SME Centre@SCCCI</i>	
	SEMINAR 2 Understanding Your Long-term Finance Needs Learn how to assess your level of financial stability and optimise your resources to meet the business challenges and improve your financial credibility. Speakers Mr Goh Soon Hong, <i>Managing Director, SME Banking, DBS</i> Mr Eric Ong, <i>Head, Emerging Business, OCBC</i> Mr David Leow, <i>Head, Medium Enterprise, Standard Chartered Bank</i> Ms Rosalind Lee, <i>Head, Industry Group, Commercial Banking, UOB</i> Mr Tay Thain Lin, <i>Director, Chio Lim Stone Forest Group</i>	
	SOCIAL MEDIA WORKSHOP Generating Business Leads & Creating Opportunities via Social Media Are all businesses suitable to venture into social media? How can I get started on social media for my kind of business? Find out how you can make use of social media to generate more leads and create opportunities for your business. Trainer Ms Belinda Ang, <i>General Manager, Ifine Advertisement</i>	
5.00pm	End of Conference Day One	

Join us to get
the latest
business insights



DAY 2 PROGRAMME

DAY 2 PROGRAMME

15 AUGUST 2013 (THURSDAY)

8.30am	Registration	
9.00am	Networking Breakfast	
9.30am	PLENARY I Crossing the Innovation and Productivity Hurdles for SMEs Innovation in business is beyond adopting IT to improve the productivity of work process. How can today's SMEs keep their edge and grow in a hyper-competitive business environment? What is the "real" formula for innovation and productivity for an improved version of SME in the modern business world? Opening Address Mr Steve Leonard, <i>Executive Deputy Chairman, Infocomm Development Authority of Singapore (IDA)</i> Speakers Ms Janet Ang, <i>Managing Director, IBM Singapore</i> Mr Kevin Lim, <i>Head of Enterprise Business Group, StarHub</i> Mr Steven Yeah, <i>Executive Director, ValueMax Group</i> Mr Ronald Dalderup, <i>Co-founder and Innovation Catalyst, NBDA Asia</i>	ENGLISH
	SEMINAR 1 Key Infocomm Initiatives Every SME Must Know by IDA Find out how your business can benefit from the latest Government ICT vision, direction and incentives for SMEs infocomm adoption. <ul style="list-style-type: none">• iSPRINT Grant• Learn how SMEs Boost their Productivity as a Sector through Infocomm Technology• Singapore's Personal Data Protection Act• Value creation with Data & Analytics	ENGLISH
	SEMINAR 2 Mobile Device Management – Addressing Security Concerns by StarHub StarHub will provide the groundwork for developing, implementing, and maintaining a best practices mobility plan and policy to address challenges and security concerns. Speaker Ho Kee-Vin, <i>Operations & Support, StarHub</i>	ENGLISH
	SOCIAL MEDIA WORKSHOP The Social Media Business Game Plan for Success If you are ready to embark on the social media journey, this course will provide you with a thorough roadmap for implementing social media, from start till the end. Trainer Mr Andrew Chow, <i>Resource Advisor, SIRC@SCCCI</i>	ENGLISH
	PRODUCTIVITY WORKSHOP Translate Customer Satisfaction into Enterprise Profit <ul style="list-style-type: none">• Discover the reasons behind customer satisfaction via new services and products• Set up a customer satisfaction and enterprise value-add model• Create a blueprint and related management tools to develop profitable products Trainer Mr Chen Hsi Chun, <i>Director, China Productivity Center</i>	MANDARIN
12.15pm	Networking Lunch	
2.00pm	PLENARY II Growing the Business Beyond Bricks & Mortar – Innovative E-commerce Strategies for Success With exorbitant rental to pay for a small space, and with consumers getting more e-savvy these days, doing business need not be confined to the four walls. What are some of the channels you can tap on and stay competitive on the e-portal? Speakers Ms Michelle Lim, <i>Assistant Director, Finance, Tourism & Retail Service, IDA</i> Ms Lena Ng, <i>Executive Vice President, Korvac Holdings</i> Ms Janna Lam, <i>CEO and Co-founder, IP Mirror</i> Mr Cheo Ming Shen, <i>CEO, Netccentric</i>	ENGLISH
	SEMINAR 3 Business ICT Solutions for Productivity To stay competitive and capture winning opportunities, you have to embrace the power of technology and innovation to help you gain growth, operational effectiveness and global reach. Speakers Mr Robin Fong, <i>Senior Regional Manager & Analytics Principal, South East Asia, SAP</i> Ms Koh Suat Hong, <i>Senior Manager, SME Infocomm Enabler Division, IDA</i> Ms Susan Loh, <i>Associate Director, Business Sales, Group Enterprise, SingTel</i>	MANDARIN
	SEMINAR 4 IPO Branding by StrategiCom Is IPO a viable option for SME to raise capital to drive further growth? <ul style="list-style-type: none">• Positioning Your Corporate Brand for IPO• Differentiate Your Brand for IPO Speakers Dr Wilson Chew, <i>Group Principal Consultant and CEO StrategiCom</i> Mr Jacky Tai, <i>Principal Consultant, StrategiCom</i>	ENGLISH
	COACHING WORKSHOP Creating High Performance Teams Without Putting in More Time People are the key asset in any organisation, but how do you move them towards Peak Performance? Discover and experience the essential formula for rapidly building a sustainable team structure where they consistently hit their organisation's goals. Trainer Mr Kenneth Kwan, <i>Team Performance Strategist, Deep Impact</i>	ENGLISH
4.30pm	End of Conference	