

第十七届中小型
企业大会
17th ANNUAL
SMEs
CONFERENCE

18TH 第十八届资信商业大会
INFOCOMM
COMMERCE CONFERENCE

SME XPO
2015
中小企业博览会

19 - 20 August 2015 • Exhibition Halls 404 - 406 Suntec Singapore



The New SME:

THINK CREATIVELY ACT INNOVATIVELY

Most-Valued Bilingual SME Business Conference

Organised by:



Co-organised by:



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The New SME: Think Creatively, Act Innovatively

In today's complex and fast-moving business landscape, change is a norm and disruption is a constant. Singapore SMEs need to be more agile in adapting to this complex landscape in order to combat surging business costs, manpower constraints and market competition – amongst other challenges.

To be adaptive, the **New SME** needs to **Think Creatively** – coming up with fresh and new ideas, products, services or ways of improving process – and **Act Innovatively** – harnessing the power of advancements in technology and integrating it with accumulated skills and knowledge for value-added creation.

In a hyper-competitive global marketplace, it will not be the fittest SME but the one which is most adaptable, that will find long-term success.

17th Annual SMEs Conference

Singapore's most established and longest-running bilingual SME business conference that gives access to the insights of prominent business and market leaders who have gone against all odds to rise up as business champions in their own league.

18th Infocomm Commerce Conference

An annual bilingual SME-centric business and technology conference featuring notable academics and field experts to share and demonstrate tested-and-proven methodologies and best practices for a sustainable and successful business.

SME Expo 2015

This is SMEs' one-stop ideas, solutions and business information hub with a wide offering of business and technology solutions, "LIVE" technology demonstrations, FREE business consultations and updates on government assistance.

Creativity + Innovation = New Value Creations for Growth

EVENT
BUZZ

Leaders Are Made, Not Born

Harness your passions, intents and skills to influence and lead people for excellent performance and success, at the leadership workshops.

Running the Family Business: Voices from 3 Generations

Hear from the Baby-boomers, Gen Xers and Millennials (Gen Y) on how they overcome challenges to be the next generation leader.

Staying Strong in a Marathon with No Finish Line

Learn how to work smarter, better and improve without end from Taiwan Productivity Expert, as well as from local experts on the fine art of collaboration, and innovation.

Singapore's Branded

Hear funnyman Jack Neo, Charles Wong of Charles and Keith, and many others, share on being home-grown to being well-known internationally.

Digital Disruption or Profitable Growth

Is the business landscape constantly being enhanced or disrupted with the introduction of new technologies? What good can it do for your business?

See New Light in the Known Things

Productivity means producing better, faster and cheaper, or is it? What is the secret to Japanese productivity and boundless innovations?

Innovation Incubation

Discover practical and proven methodologies coupled with the use of modern technology on how to foster an innovative SME at the Innovative SME Lab.

Human Capital Investment

The management of talents and human resources is vital to the success of an SME. Learn how to invest in your talents to retain them and attract new blood.



An Event for SMEs to
Enhance Competencies
for **Value Creation,**
Transform Mindsets for
Unceasing Innovativeness.

SOLUTIONS!
SOLUTIONS! AND
MORE SOLUTIONS @
SME EXPO

Whether you are trying to boost productivity, speed up processes, cut down on costs, manage resources efficiently or expand your business overseas, there's a gamut of business solutions and consultations that you can find to meet those needs at the SME Expo.



SMART TECH SHOW & TELL

Want to know how you can enhance your technology capabilities and increase your business productivity? Join us at "Show & Tell" and learn hands-on quick-to-implement, easy-to-use and customisable enterprise solutions developed by Singapore's leading research institutions that you can adopt or license.

GOVERNMENT PAVILION @ SME EXPO

Find assistance and learn what the new incentive schemes and grants enhancements are from the various government agencies, to upgrade business processes and upskill your employees, to level up business competitiveness.

- Agency for Science, Technology and Research
- Info-communications Development Authority of Singapore
- Inland Revenue Authority of Singapore
- International Enterprise Singapore
- JTC Corporation
- Personal Data Protection Commission Singapore
- Singapore Corporation of Rehabilitative Enterprises
- Singapore Workforce Development Agency
- SPRING Singapore
- Workplace Safety and Health Council

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19

DAY 1 PROGRAMME

19 AUGUST 2015 (WEDNESDAY)

8.30am	Registration
9.30am	OPENING CEREMONY Welcome Address by Mr Thomas Chua, <i>President, SCCC</i> Opening Address by Mr Lim Hng Kiang, <i>Minister for Trade and Industry, Ministry of Trade and Industry</i>
10.00am	Networking Tea Reception
10.30am - 12.30pm	PLENARY I HALL 404 MANDARIN Sustaining Business Success: Innovate Like Champions Keeping up with global trends is essential for survival in an ever-changing business environment. Business leaders need to be agile and flexible to adapt to changes, to stay on top of the game. Find out from the panelists on how they envisage and act swiftly on new ideas to create business opportunities for themselves. Speakers Mr Jack Neo, <i>Founder/CEO/Director, J Team Productions</i> Ms Chen Chunhua, <i>Co-Chairman & CEO, New Hope Liuhe</i> Mr Charles Wong, <i>Founder, Charles & Keith International</i> Moderator Ms Zhang Yuan, <i>Host, China Business Network</i>
	TRACK 1.1 ROOM 330 ENGLISH The Next Generation Business Leader: To Be or Not To Be Hear the voices of Gen Xers and Millennials (Gen Y) business leaders in the grooming to take over the family business, on how and what they do to “prove” their abilities to retain the family business legacy, balance influence and control over their new ideas and winning the approval of the founders and old workers. Speakers Mr John Cheng, <i>Director, Cheng Yew Heng Candy Factory</i> Ms Claire Ariela Shen, <i>Managing Director, Cooking Art Industries</i> Mr Lim Zhaorong, <i>Executive Director, Huamao Agencies</i> Ms Yvon Bock, <i>Director, International Sales, Fitson Singapore</i> Mr Lim Tian Wee, <i>Founder, Gryphon Tea Company</i> Moderator Mr Michael Jenkins, <i>Chief Executive, Roffey Park</i>
	TRACK 1.2 ROOM 335 ENGLISH Zheng He’s Art of Collaboration versus Sun Zi’s Art of War In this session, get a fresh approach to doing business and providing leadership in the twenty-first century, where Zheng He’s peaceful and win-win collaborative paradigm provides an alternative to the aggressive and antagonistic mindset inherent in Sun Zi’s Art of War. Learn the 4C strategies of Zheng He’s Art of Collaboration and link it to 21st century research that confirms its current relevance. Speaker Prof Hum Sin Hoon, <i>Deputy Dean, NUS Business School National University of Singapore</i>
	TRACK 1.3 ROOM 332 MANDARIN Your Investment Dollars with Government Assistance Understand the various government schemes and learn how to stretch your dollar to the fullest by applying the suitable schemes for your business.

Leadership Workshop

ROOM 329

ENGLISH

Leading with Excellence for Extraordinary Team Performance
What makes a good leader? One who is not only able to think strategically but also able to implement action plans efficiently throughout the organisation and rev up the entire team to meet goals consistently.

For leaders looking for real and applicable solutions on strategy execution and peak team performance, join two of Singapore’s best master trainers in this highly engaging workshop.

Speakers

Mr Robin Speculand
*Chief Executive
Bridges Business
Consultancy Int*

Mr Kenneth Kwan
*High Performance Strategist
Deep Impact*

Moderator

Mr Andrew Chow
*Founder
Ideas and Concepts*

19

DAY 1 PROGRAMME

19 AUGUST 2015 (WEDNESDAY)

12.30pm	Networking Lunch
2.15pm - 5.00pm	PLENARY II HALL 404 MANDARIN Status Quo No More – A New Mindset is Key to Business Transformation Gone is the saying “Think Out of the Box”. Enterprise owners must think as though there is no box. Companies that seek to maintain status quo will eventually be pushed out of the competition. Hear from our panel speakers on the importance of embracing new mindsets to create bold and unique business models that stand out in the market. Speakers Mr Peter Lim, <i>Chairman, Soo Kee Jewellery Group</i> Ms Julia Tong, <i>Deputy CEO, Big Box</i> Dr Lim Ban Keong, <i>Managing Director, Rhone Ma Malaysia</i> Moderator Mr Chia Kim Huat, <i>External Relations Committee Vice-Chairman, Singapore Chinese Chamber of Commerce & Industry</i>
	TRACK 1.4 ROOM 330 MANDARIN Debunking Myths and Revealing Truths on Family Businesses What are the myths and what are the truths of running family businesses? Join our panel of family business successors as they debunk myths and reveal truths by sharing their own experience of joining and growing the family business. Speakers Mr Lau Tai San, <i>Chairman & Managing Director, Kim Ann Engineering</i> Mr Ang Kiam Meng, <i>CEO, Jumbo Group of Restaurants</i> Mr Kuah Boon Wee, <i>Group CEO, MTQ Corporation</i> Moderator Mr Ng Siew Quan, <i>Asia Pacific Family Business Leader, PwC Singapore</i>
	TRACK 1.6 ROOM 332 ENGLISH Business Analytics DIY Business analytics has been the buzzword in the community for some years. There are quite a number of success stories on how firms have used the technique to grow their businesses. What is it exactly? This workshop unveils the mystery of business analytics and offers practical tips on how the concept could be introduced to benefit your business. Speaker Ms Mona Lim, <i>Director, Ascentian Consulting</i>
	TRACK 1.7 ROOM 335 ENGLISH Transformational Thinking – Make Success A Habit Gain insights into your default mode of thinking, and learn how a small shift in thinking can lead to big results. International best-selling author, successful entrepreneur and sought-after executive coach, Mukul Deva, shares five simple yet powerful actionable realisations that enable you to achieve a quantum leap in results. In this thought-provoking seminar, you’ll gain insights and strategies for making major positive changes in the most important areas of your life. Speaker Mr Mukul Deva, <i>Director, Influence Solutions</i>
	TRACK 1.8 ROOM 333 ENGLISH How to Grow and Run Simple in a Complex World by SAP Find out how SMEs can overcome the challenges of managing costs and cash flow, and create a seamless alignment between systems and processes to attract, manage and retain the right talent to grow the business.

TRACK 1.5

ROOM 329

ENGLISH

How to Build A GREAT Customer Experience to drive Profitability and Productivity in a DIGITAL world

New digital communication channels such as Facebook, YouTube and mobile apps like Whatsapp are changing the way consumers communicate and shop. Companies which rely on traditional ways of sales and communication, not only run the risk of losing relevance to their customers but also decrease their profitability and productivity.

To get ahead of the game, companies need to innovate their products and services, with relevant touch points to build a GREAT Customer Experience in the Digital World. Learn tried and tested innovative approach to do so in the digital world.

Speaker

Dr Patrick Chin
*Chief Innovator
Clairvoyant Lab*

BUSINESS EXCELLENCE MASTERCLASS • 10.30AM - 5.00PM



Developing Enterprise Productivity Innovation

ROOM 331

MANDARIN

Putting in place a comprehensive human capital development system is key to developing productivity innovation in an enterprise, as it creates an environment to cultivate innovations and innovative talents. Find out how to adapt to changes and meet the demands to innovate constantly for the future.

Dr Chang Bao-Cheng, *General Manager, China Productivity Center*

“Productivity...will require entrepreneurial energies, business leadership, and everyone striving to do better at their jobs.”

Deputy Prime Minister Tharman Shanmugaratnam,
Budget 2015 speech

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DAY 2 PROGRAMME

20 AUGUST 2015 (THURSDAY)

8.30am	Registration		
9.30am	FORUM I	HALL 404	ENGLISH
12.30pm	Digital Disruption or Profitable Growth New technologies are emerging at a rapid pace – changing the global business sphere, creating constant disruptions and challenging business survival. Learn from our panel of industry business leaders as they share personal experiences on how your business can stay relevant and beat all odds for long-term success. Proposed Speakers Mr Tan Tong Hai, <i>CEO, StarHub</i> Mr Arthur Fong, <i>Managing Director, 3M Singapore</i> Mr Naoaki Mashita, <i>CEO, V-CUBE</i> Ms Grace Ho, <i>Chief Commercial Officer, Singapore Post</i> Moderator Mr Kuah Boon Wee, <i>SCCCI Technology Committee Chairman</i>		
	PRODUCTIVITY WORKSHOP	ROOM 329	MANDARIN
	Preparing Your Enterprise Innovation for the Future How can enterprises better understand consumers’ needs? Learn how to obtain and make use of market intelligence effectively for business innovation with the use of new digital tools coupled with observations on lifestyles and spending habits. Speaker Mr Chen Hsi Chun, <i>Director, China Productivity Center</i>		
	INNOVATIVE SME LAB	ROOM 333	ENGLISH
	The WHATs, WHYs and HOW-TOs to Being An Innovative SME What is an innovative SME? Why is it important to have a culture of innovation and creativity in the business? How can SMEs innovate? This is a practical workshop that gives you practical, easy to learn and adopt tools and methodologies, with live demonstrations on how your business can inject creativity and gradually up your innovation quotient. Speakers Mr Ronald Dalderup, <i>Co-founder & Innovation Catalyst, NBDA Asia</i> Mr Xavier Lee, <i>Managing Director, DW Global Technologies</i>		
	TRACK 2.1	ROOM 335	MANDARIN
	Innovating Brains: Better Ideas & Solutions for Productive Growth What causes people to stumble on innovation, or to believe that they lack creativity? Learn how to harness the power of our brains, individually and collectively, to achieve greater innovation. Speaker Mr Titus Yong, <i>Partner, Innovating Asia</i>		
	TRACK 2.2	ROOM 332	MANDARIN
	Strategic HR Thinking on Organisational Growth It is important for HR strategies and policies to evolve according to the different stages in an organisation’s growth. This session will share strategic thinking on HR management to help you make the leap forward. Speakers Ms Nina Xiao, <i>Reward Practice Lead, Radford, APAC Region, Aon Hewitt</i> Ms Rice Loh, <i>Regional Practice Leader, Total Rewards, Aon Hewitt</i>		
	TRACK 2.3	ROOM 336	ENGLISH
	Smart Nation for SME Business <i>by IDA</i> As Singapore moves towards becoming a smart nation, SMEs must also move towards the effective use of new technologies to be competitive. Find out what are the new emerging technologies for SMEs and from SMEs which have successfully implemented these technology solutions to transform their businesses!		
	TRACK 2.4	ROOM 331	ENGLISH
	PR 247 for SMEs Public Relations is a business strategy to communicate different aspects of brand essence to the public and stakeholders through various activities. Learn Public Relations strategies, the art of pitching to mainstream media and media crisis management. Speaker Mr Andrew Chow <i>Founder</i> Ideas and Concepts		

PRODUCTIVITY MASTERCLASS • 9.30AM - 5.00PM



Improve Business Productivity, the Japanese Way

ROOM 330

ENGLISH

Toyota Production System has helped Japan’s service industry to increase productivity tremendously. How can you apply the same productivity success in your business? Join Japan productivity experts to learn about:

- Lean Operation Principles
- Application of Lean Process Improvement to the Service Industry
- Innovation Beyond Process Improvement Including New Technology Usage

Speakers

Mr Kazuteru Kuroda, *Head, Global Management Center, Japan Productivity Center*
Mr Atsushi Miyasaka, *Consultant & Senior Producer, Global Management Center, Japan Productivity Center*

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DAY 2 PROGRAMME

20 AUGUST 2015 (THURSDAY)

12.30pm	Networking Lunch		
2.15pm	FORUM II	HALL 404	ENGLISH
5.00pm	Innovation & Value Creation from Buzzwords to Actions for Business “Innovation” and “Value Creation”, with the use of technology as enablers, are merely buzzwords that help paint a nice-sounding plan for business transformation for success. Find out from our panel of speakers on how your business can tap on current technology trends to translate these buzzwords into actions for a competitive business. Speakers Dr Christopher Holmes, <i>Managing Director, IDC Insights Asia Pacific</i> Ms Jenny Jang, <i>Manager, International Business Dept, Jiransoft</i> Mr Law Chee Keong, <i>Director - Asia Pacific Partner Sales, Apigee</i> Mr Stephen Jagger, <i>Founder, Payroll Hero</i> Moderator Mr Stephen Lim, <i>CEO/Managing Director SQL View</i>		
	TRACK 2.6	ROOM 331	MANDARIN
	Smart Tech Trends for Business Innovation & Productivity Understanding the use of technology can bring about a boost in business innovation and productivity. Join our industry experts and find out how best you can harness applicable smart tech trends to transform your business profitability. Speakers Mr Patrick Chong, <i>Director, veriTAG</i> Ms Jeanette Lau, <i>CEO, Dezainwerkz</i> Mr Jason Yuqiang, <i>Singapore Enterprise Solution Director, Huawei International</i> Ms Susan Loh, <i>Associate Director, Business Sales, Group Enterprise Singapore Telecommunications</i> Mr Stephen Sing, <i>Manager, Infocomm Development Authority of Singapore</i>		
	TRACK 2.7	ROOM 333	ENGLISH
	“Integrating technology for business benefits through automation” This session aims to share on the benefits of technologies such as Cloud, Social Media, Business Analytics and Customer Relationship Management and how SMEs can leverage these technologies for their business. Speakers Ms Yeo Ai Ling, <i>Founder, WILD Advertising and Marketing</i> Dr Lim Woo Lip, <i>Vice President, SmartHub, StarHub</i> Mr Simon Tate, <i>Head of Commercial & SMB Sales, Asia, Salesforce.com</i>		
	TRACK 2.8	ROOM 335	ENGLISH
	Managing Talents for Singapore SMEs <i>by Singapore Human Resource Institute</i> What are the manpower challenges faced by SMEs in Singapore today and how can SMEs overcome these challenges now and in the future? Gain insights from senior HR practitioners on how SMEs can better manage their talents through creating a good working culture and job fit. Learn how to enhance productivity and human capital capabilities by developing mutually beneficial relationship between employers and employees. Speakers Mr Ow Seng Fong, <i>Director, National Human Capital Office, Ministry of Manpower</i> Mr Yeo Oon Chye, <i>Senior Consultant, Singapore Human Resource Institute</i> Mr Andy Stangenberg, <i>CEO, Q Principle Inc.</i> Ms Elizabeth Martin-Chua, <i>Principal Consultant, Elizabeth Martin Associates</i> Moderator Mr Erman Tan, <i>President, Singapore Human Resource Institute</i>		
	TRACK 2.9	ROOM 332	MANDARIN
	e-Commerce – Why you should not ignore and how to get started With the shift in consumer behaviour driving the growth of e-Commerce, businesses can no longer afford to be ignorant. e-Commerce complements physical stores in offering a wider reach, helps businesses reduce operating costs and potentially gear towards exponential growth in revenue. Learn about the trends and innovation surrounding e-Commerce. Learn how to get started and key considerations in your journey towards e-Commerce. Speaker Mr Derick Ng, <i>CEO & Co-founder, Clickr Media</i>		

TRACK 2.5

ROOM 329

ENGLISH

Influence 247 – Win People Over

Based on her book, **Win People Over – 75 Simple and Powerful Ways to Influence Anyone**, Karen’s Influence 247 system has benefited thousands of executives in 13 countries. This session reveals the two pillars of influence that inspire people to become your champions. Learn how to accelerate the process of influence, enabling you to achieve greater personal and professional success.

Speaker



Ms Karen Leong
Director
Influence Solutions

大会主讲嘉宾 SPEAKERS NOT TO BE MISSED >>



>>
梁志强先生
Mr Jack Neo
创办人/总裁/董事
J Team Productions Pte Ltd



>>
Mr Tan Tong Hai
陈东海先生
CEO
StarHub Limited



>>
Mr Mukul Deva
Director
Influence Solutions Pte Ltd



<<
林万强医生
Dr Lim Ban Keong
Managing Director
Rhone Ma Malaysia Sdn Bhd



<<
张宝诚博士
Dr Chang Bao-Cheng
General Manager
China Productivity Center



<<
林雍傑先生
Mr Peter Lim
Chairman
Soo Kee Jewellery Group



<<
Mr Stephen Jagger
Founder
Payroll Hero



>>
Mr Arthur Fong
冯国权先生
Managing Director
3M Singapore



>>
黄文华先生
Mr Charles Wong
Founder
Charles & Keith
International Pte Ltd



>>
黄建铭先生
Mr Ang Kiam Meng
CEO
Jumbo Group of
Restaurants Pte Ltd



<<
Prof Hum Sin Hoon
湛先训教授
Deputy Dean,
NUS Business School
National University
of Singapore



>>
柯文伟先生
Mr Kuah Boon Wee
Group CEO
MTQ Corporation Ltd



<<
Mr Lim Tian Wee
林展伟先生
Founder
Gryphon Tea Company



<<
董家璧女士
Ms Julia Tong
Deputy CEO
Big Box Pte Ltd



>>
Mr John Cheng
钟程龙先生
Director
Cheng Yew Heng Candy



创意思维 创新实践
THINK CREATIVELY
ACT INNOVATIVELY

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第二天议程

2015年8月20日（星期四）

8.30am	入场登记		
9.30am - 12.30pm	论坛（一）	404展厅	英语
数字化的冲击或盈利性增长 新科技不断迅速涌现，改变了全球各种商业领域，企业受到持续性冲击和面临生存的挑战。本次论坛的科技行业专家和商业领袖将以个人经验和与会者分享如何为长期成功战胜一切困难，成为未来的赢家。			
主讲嘉宾 星和集团总裁 陈东海先生 3M新加坡董事经理 冯国权先生 V-CUBE总裁 閻下直晃先生 新加坡邮政有限公司商务总裁 何玉心女士		会议主持 新加坡中华总商会科技委员会主席 柯文伟先生	

高层管理生产力工作坊

329室 华语

预计未来：企业该做的创新准备

从解析当下重要之创新趋势出发，让企业能应用新的数位工具，学会收集与分析各种市场情报。培养经营者从数据与观察了解消费者生活的能力，找出对消费者有意义的创新元素，将这些元素转化为商业模式，并在组织中设计能协助创新进行的机制。

主讲嘉宾



中国生产力中心知识分享与客户服务中心主任**陈锡钧先生**

中小企业创新实验室

333室 英语

建设创新型中小企业

什么是创新型中小企业？为什么企业极其需要有创新型文化和创造力？中小企业如何创新？这项实用的工作坊为您提供具实效、切合实际、易于学习和执行的工具及方法。通过现场示范，让您深入了解如何为企业注入创造力并进一步提高创新商数。

主讲嘉宾

NBDA Asia Pte Ltd创办人**Ronald Dalderup先生**
DW科技私人有限公司常务董事**李崇国先生**

座谈会2.1

335室 华语

创新大脑：激发更好的点子 促进生产力增长

是什么原因导致人们的创新活动停滞不前或他们确实是缺乏了创造能力？有研究显示创造力和创新的程度是根据使用不同类型的脑功能而有所不同。此项座谈会内容包括激活大脑能力的方法，以及通过个人和集体的力量以实现更深层次的创新。与会者将可获取以下的知识并从中受惠：

- 人们如何扼杀了创新与创造力
- 新点子和解决方案的来源
- 有关脑功能的有用研究成果
- 驾驭团队的多样性心理活动

主讲嘉宾

Innovating Asia合伙人**杨荣杰先生**

座谈会2.2

332室 华语

借力人力资源推动企业持续发展

人力资源管理是企业管理中的重要模块。在企业成长的各阶段中，如何正确的搭建岗位、绩效、薪酬福利、培训，以及领导力体系是每个公司都应该关注的课题。本次座谈会将根据企业发展周期，分析在不同阶段中如何搭建人力资源管理的各个模块，以助力企业持续发展。

主讲嘉宾

怡安翰威特亚太区薪酬咨询负责人**Radford肖娜女士**
怡安翰威特区域总监(员工整体薪酬回报)**骆立娜女士**

工作坊2.3

336室 英语

由IDA呈献：与中小企业共同打造智慧国愿景

新加坡正逐步迈向成为世界首个智慧国的目标，全方位强化软硬件基础设施，开发传感器网络、有效的数据搜集和处理以及建设自动化系统将加强新加坡的竞争力，本地中小企业必须善加利用这些新科技，方能一同打造智慧国愿景。听取IDA合作伙伴是如何为中小企业引进新兴技术，同时也分享中小企业如何成功部署科技解决方案，从而实现业务转型。

工作坊2.4

331室 英语

中小企业加强公共关系管理

公共关系不仅仅是媒体曝光和新闻报道这般简单。公关是企业的经营策略中不可缺少的工具，通过赞助、企业活动、媒体宣传、慈善交流和公司领导个人形象等各个不同的企业形象要素传达给公众和利益相关者。

工作坊让参加者学习如何对公共关系战略及其目标进行分析，掌握好应对主流媒体的引导艺术，以及更好地管理主流媒体和社交媒体的公关危机。

主讲嘉宾

Ideas and Concepts创办人**周国华先生**



第二天议程

2015年8月20日（星期四）

12.30pm	午餐交流		
2.15pm - 5.00pm	论坛（二）	404展厅	英语
创新与价值创造：从流行语变为真实的商业活动 在当今的商界，“创新”和“价值创造”已经成为了流行语，随着科技的蓬勃发展，使用者成为了创新的推动者，他们将流行语转为付诸行动的计划，协助企业成功升级转型。主讲嘉宾将同与会者分享企业该如何利用目前的技术发展趋势，将“创新”和“价值创造”流行语转化为实际行动，以加强企业的竞争优势。			
主讲嘉宾 IDC Insights Asia Pacific董事经理 Christopher Holmes博士 Jiransoft亚太区商业发展主任 张贞仙女士 Apigee Pte Ltd亚太区合作伙伴总监 罗志强先生 Payroll Hero创办人 Stephen Jagger先生		会议主持 SQL View Pte Ltd总裁 林明仁先生	

工作坊2.5

329室 英语

《说服人们》- 影响他人的247方略

由梁佩仪著作《说服人们》书中的247影响他人的方略，让13个国家多达千名以上的执行人员获益匪浅。她将在会上和与会者分享使用简单可行的方式建立自己的信誉，赢取他人的尊重。与会者将可学习到说服和影响他人的技巧，让您在个人和事业上获致更大的成功！

主讲嘉宾

Influence Solutions Pte Ltd董事**梁佩仪女士**

座谈会2.6

331室 华语

了解智能技术发展趋势以推动企业创新和提升生产力

了解智能技术的发展趋势，并善加使用最新技术将能推动企业创新及提高生产力。参加座谈会，向行业专家请教如何利用智能应用技术的发展趋势以改变企业的盈利能力。

主讲嘉宾

veriTAG Pte Ltd董事**张锦宏先生**
德微私人有限公司常务董事**刘俐伶女士**
华为国际有限公司新加坡企业业务部副部长**喻强先生**
新电信集团企业营行销(信息通信技术)副主管**罗珊珊女士**
新加坡资讯通信发展管理局中小企业资讯通信启用部门经理**沈昕阳先生**

座谈会2.7

333室 英语

通过科技整合自动化系统为企业带来商业利益

当中小企业持续通过拥抱新科技如：云、社交媒体、商业分析和客户关系管理等来获取商业利益的同时，他们也清楚知道这些技术和单一用途的解决方案必须要整合为定制的创新解决方案，以实现更丰厚的商业利益。本次座谈会的目的是分享最新的科技发展并讨论中小企业如何在业务上善加应用资讯科技整合技术。

主讲嘉宾

WILD Advertising and Marketing创办人**杨爱玲女士**
星和智能枢纽副总裁**林有立博士**
Salesforce.com Pte Ltd亚洲区商务与中小企业营销主管**Simon Tate先生**

工作坊2.8

335室 英语

由新加坡人力资源学院呈献：本地中小企业的人才管理

当前本地中小企业如何克服人力资源的种种挑战，并为未来的人力资源发展做好应对准备？中小企业如何才能更好地吸引、招募和留住人才？

资深人力资源专家将和您分享中小企业如何通过创造良好的企业文化和人职匹配，有效地管理人才。了解如何通过发展雇主和雇员之间的互惠互利关系，以提高生产力和人力资本的能力。

主讲嘉宾

新加坡人力局国家人力资本署署长**欧盛丰先生**
新加坡人力资源学院高级顾问**杨运财先生**
Q Principle Inc. 总裁**Andy Stangenberg先生**
Elizabeth Martin Associates首席会计师**蔡轶芬女士**

会议主持

新加坡人力资源学院主席**陈勇铭先生**

座谈会2.9

332室 华语

电子商务 – 不容忽视立即行动！

随着消费行为的转变，进一步推动电子商务的迅速发展，企业再也不能坐视不理。电子商务是传统实体店的一个重大补充和延伸，可以帮助企业降低营运成本，从而实现收入销售增长，提高效益。

与会者将可聆听围绕着电子商务发展趋势和创新的课题。让您重点考虑如何着手、开步迈向电子商务的旅程！

主讲嘉宾



Clickr Media
总裁**黄伟强先生**

总裁生产力大师班 • 9.30AM - 5.00PM



提升企业生产力：日本启示

330室 英语

源自于丰田生产系统的“精益”模式已从制造业扩展至服务业，并为日本的服务业提高生产力取得卓越成绩。向来自日本的生产力大师学习其成功经验：

- 精益生产操作原则
- 日本的成功案例
- 服务业如何应用精益生产流程改进
- 创新超越的流程改进，包括新科技的使用

主讲嘉宾

日本生产力中心环球管理中心主任**黑田东彦先生**
日本生产力中心环球管理中心顾问兼资深生产力导师**宫坂淳先生**

具显著增长效益的全新价值创造



第一天议程

2015年8月19日（星期三）

8.30am	入场登记
9.30am	大会开幕典礼 新加坡中华总商会会长 蔡其生 先生致欢迎辞 贸工部长 林勋强 先生致开幕辞
10.00am	茶点交流
10.30am - 12.30pm	专题研讨（一） 404展厅 华语 持续赢得商业成功：勇于创新 驱动胜利 在日益快速变化的商业环境中，紧贴全球趋势脉搏是企业生存的关键。然而，要在大环境的竞赛中赢取冠军，企业领导人必须思路敏捷、行动灵活，以适应外界的急速变化。与会者可以从主讲嘉宾身上发现他们如何设计新点子并采取迅速行动，成功地为自己创造新的商业机会。 主讲嘉宾 新希望六和股份有限公司联席董事长兼首席执行官 陈春花 女士 J Team Productions Pte Ltd创办人/总裁/董事 梁志强 先生 Charles & Keith集团总裁兼创办人之一 黄文华 先生 会议主席 “第一财经”主播 张媛 小姐 领导人工作坊 329室 英语 透过卓越领导力打造高绩效团队 如何成为一名优秀的领导者？出色的领导者不仅要具有策略性的思考能力，同时也必须运筹帷幄，有效地带领整个团队执行行动计划，实现组织的预定目标。两名领导力大师将在工作坊上分享适用的解决方案，以及如何有效地落实应用与实践能力，大幅度提升团队绩效。 主讲嘉宾 Bridges Business Consultancy Int总裁 Robin Speculand 先生 Deep Impact激励团队策略师 关德威 先生 会议主持 Ideas and Concepts创办人 周国华 先生 座谈会1.1 330室 英语 新一代的商业领袖：继往开来 再创新猷 无论是家族赋予的使命感或是对创业充满激情，当X一代和Y一代决定“回家”加入家族企业时将面对很多压力，其业绩表现也面临更严峻的考核。听取新一代商业领袖述说他们如何需要加倍努力，以“证明”自己有能力来承继家业和传统；如何维持公司与家族的平衡以及实现自己的创新想法，赢得创业先辈和老员工的一致认可。 主讲嘉宾 钟友兴糖果厂私人有限公司董事 钟程龙 先生 Cooking Art Industries Pte Ltd董事经理 沈斐琳 女士 华贸有限公司执行董事 林澤榮 先生 飞腾新加坡私人有限公司国际销售主任 曾毓文 女士 Gryphon Tea Company创办人 林展伟 先生 会议主席 Roffey Park总裁 迈克·杰金 先生 座谈会1.3 332室 华语 通过政府援助计划为业务发展增值 深入了解并善加利用各种政府援助计划，择取适合本身业务需求的方案，以发挥最大效益来推动业务发展。

座谈会1.2 335室 英语

郑和的协作艺术对阵 孙子兵法

孙子兵法讲究知己知彼，百战百胜；而郑和则认为知己知彼，合作双赢。郑和的协作艺术，可看作对孙子兵法的另外一种解读。湛先训教授将郑和的“和之道”总结成四个C，并就如何将“和之道”应用在现代商业管理中，以达到双赢甚至多赢的局面提出独特的看法。

主讲嘉宾



新加坡国立大学商学院
副院长**湛先训**教授



第一天议程

2015年8月19日（星期三）

12.30pm	午餐交流
2.15pm - 5.00pm	专题研讨（二） 404展厅 华语 不再墨守成规 – 全新思维是企业成功转型的关键 企业业者必须要打破成规，跳出束缚的藩篱。如果强行维持现状，最终将被淘汰出圈。主讲嘉宾将与与会者分享启发新思维的重要性，以创新思维创造大胆和独特的商业模式，从而在市场上独占鳌头。 主讲嘉宾 树记珠宝集团董事主席 林雍傑 先生 Big Box Pte Ltd副总裁 董家璧 女士 龙马跃马来西亚公司董事经理 林万强 医生 会议主持 新加坡中华总商会外事委员会副主席 谢锦发 先生 座谈会1.4 330室 华语 家族企业：打破迷思 揭示真理 什么是家族企业的迷思？什么是经营家族企业的真理？家族企业的成功接班人将在会上为您打破迷思，并分享加入家族企业的亲身经历，以及探索带领企业走向成功之路的真理。 主讲嘉宾  金安工程私营有限公司 主席兼董事经理 刘泰山 先生  珍宝餐饮集团 总裁 黄建铭 先生  MTQ Corporation Ltd 集团首席执行官 柯文伟 先生 会议主持  新加坡普华古柏会计事务所 合伙人 吴绍均 先生 座谈会1.8 333室 英语 由SAP呈献：在错综复杂的世界里企业如何精简营运并加速成长 了解中小企业如何克服管理成本和现金流的挑战，学习创建无缝拼接的跨系统业务流程，更好地管理和保留合适的人才来发展核心业务。
	工作坊1.5 329室 英语 在数字世界里如何建立卓越的客户体验从而提高利润和促进生产力 新的数字通信渠道，如Facebook、YouTube和WhatsApp等移动应用程序迅速改变了消费者的沟通和购物方式。依赖传统销售模式和沟通方式的公司，不仅冒着丢失客户的风险，相对地也会减少盈利能力和生产效率。 想要在数字世界里获取成功，公司需要创新产品和服务，并在所有客户的关键接触点上建立卓越的客户体验。工作坊让参与者了解如何在数字世界里推行行之有效的创新做法。 主讲嘉宾 Clairvoyant Lab首席创新者 甄瑞昌 先生 工作坊1.6 332室 英语 商业分析DIY 商业分析这个时髦的词汇在商业活动中已出现了很多年，企业使用此项技术来改善业务运作模式已有不少成功的案例。究竟什么是真正的商业分析？本次工作坊将揭开商业分析的神秘面纱，并提供商业分析为企业引入新概念及带来商业利益的实用技巧。 主讲嘉宾 盛宣咨询有限公司董事 林日美 女士 工作坊1.7 335室 英语 转型思考 – 成功习惯的养成 工作坊让您洞察思维的设定模式，以及一个思维上的小转变将导致重大结果出现的重要性。一位成功的企业家、国际畅销书作家兼著名执行导师穆库尔德瓦将分享五个简单但功能强大并可实际操作的方案，使您能够达到显著的效果。这项发人深省的工作坊，让参加者获得在日常生活的重要领域上作出重大积极改变的见解和策略。 主讲嘉宾 Influence Solutions Pte Ltd董事 穆库尔德瓦 先生

总裁生产力大师班 • 10.30AM – 5.00PM



卓越企业锻造坊：打造企业创新生产力

331室 华语

从解析自身企业的创新人才状态做起，由内而外，逐步探讨培育创新人才、与适合人才发挥环境建构等事宜，最终为企业设计出完整的人力资源发展(HRD)系统。同时，考量当下环境之变迁，介绍该如何建构一个符合创新需求，适应变革的组织，以预应未来创新需求。

中国生产力中心总经理**张宝诚**博士

副总理兼财政部长尚达曼于今年度财政预算案中指出：

“**提高生产力**...需要有创业精神、
企业领袖以及每个人要力求把工作做的更好。”

全新的小型企业: 创意思维 创新实践



今天的商业环境越来越复杂，快速变化已是常态，业务中断风险也日益加剧。在这样的经营环境下，本地中小企业必须积极适应变化，努力克服营运成本高涨的冲击、人力资源短缺的困难，以及市场竞争激烈的挑战。

随机应变，灵活闯出新路径是新时代的制胜关键。**中小企业**需要发展**创意思维**，打破旧有的模式，跳出框框来思考问题，包括新颖独特的理念、创新产品、崭新服务或改进工序的全新点子；同时也要勇于**创新实践**，运用各种先进科技的力量，积累的技术整合与知识来力求创新，由增值转向创值，提高企业生产力。

要想在竞争激烈的全球市场中生存和发展，优胜劣汰机制的建立对中小企业来说已不再是秘密。企业是否能在复杂的环境中寻获准确方向，做出快速反应，有效地利用创新资源，以适应不断变化的市场环境，是企业取得长期成功的必要条件！

第17届中小型企业大会

本地历史最悠久和最大型的常年双语商业论坛，让与会商家有机会和卓著的企业翘楚及市场领袖分享经验和远见，探讨在充满变数的商业环境中，如何力争上游，为企业重新塑造成功之道。

第18届资信商业大会

此项以中小企业为主轴的常年双语商业与科技大会，汇集学术界精英和业界专才，通过示范交流，分享测试成功并验证有效的方法和最佳实践，协助企业迈向成功，实现可持续发展。

中小企业博览会2015

这里是业界新创意、解决方案和商业信息的一站式展示中心。特为中小企业量身定制的各种商业和科技解决方案，将以优惠价格供有兴趣者选择。您也可以通过观摩现场科技示范、免费商业咨询服务，以及了解最新政府援助计划以增强业务发展。

**(创造力 + 创新) (知识 + 科技) =
具显著增长效益的全新价值创造**

大会效应

领导者非与生俱来，而是制造出来的！

在领导工作坊上，学习如何点燃热情、强化意识和技能来影响并带领团队取得卓越成绩，迈向成功。

经营管理家族企业：三个不同年代企业家的的心声

来自三个不同年代的企业家选择了加入家族企业，聆听他们述说如何成为家族企业的掌舵人并将之发扬光大。

发挥无限新创意 保持强势竞争力

向来自台湾和本地的生产力专家学习如何通过协作及创新艺术，提升工作效率，不断地完善自己并求取无止境的进步。

名扬四海的新加坡品牌

本地名导梁智强、Charles & Keith创办人黄文华等多位商界翘楚分享如何进军国际市场，迈向成功的心路历程。

数字化的冲击或盈利性增长

引进新科技是否会不断地强化商业环境，或是产生持续的冲击？究竟新科技为您的业务带来哪些好处？

温故知新 创新思维

提高生产力一般被认为是制造更好、更快、更便宜产品的生产管理，果真是如此吗？生产力大师班为您掀开日本提高生产力和创新无限的秘密。

创新育成

发掘实用和行之有效的方法，加上配合现代科技的运用，探索如何在创新实验室里孕育健全发展的创新型中小企业。

人力资本投资

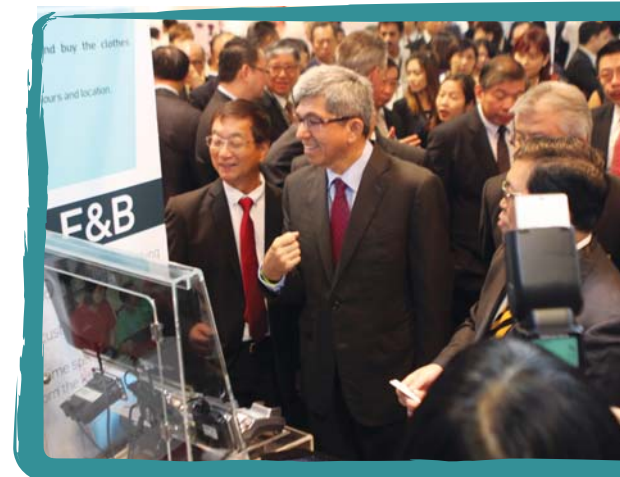
人才培育与人力资源管理对中小企业成功发展至关重要。深入了解如何投资人才、管理人才、留住人才，以及引进新血。



一项协助中小企业
提升竞争力 的盛会
着力价值创造、改变思维模式、持续创新动力

中小企业博览会将为您呈献更多、更多的...解决方案！

无论是寻求提高生产力水平、改善工序和作业效率、全面减低成本、资源的有效管理、提升海外拓展能力的方案或咨询都可以在中小企业博览会找到答案。



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想要知道市场上有哪些可以提升企业生产力的最新和最先进技术，以及如何将之应用在本身的业务上？参加每天在“中小企业博览会”上举行的现场示范和讲解，亲身体验由本地著名机构开发的各种客制化、可轻易掌控的企业解决方案。

一站式政府服务平台@中小企业博览会

了解如何善用一系列最新的政府津贴与援助计划，以协助企业加强竞争力及持续增长、提升公司设备和改善业务流程，以及为员工进行培训和能力提升。

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- 资讯通信发展管理局 (IDA)
- 新加坡国内税务局 (IRAS)
- 国际企业发展局 (IES)
- 裕廊集团 (JTC)
- 个人资料保护委员会 (PDPC)
- 新加坡复员技训企业管理局 (SCORE)
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