

第二十届中小型  
企业大会  
20th ANNUAL  
**SME**  
CONFERENCE

21ST 第二十一屆資信商業大會  
**INFOCOMM**  
COMMERCE CONFERENCE

**SME XPO**  
2018  
中小企业博览会

中小企业焕发新貌:

**颠覆者. 挑战者. 领跑者.**

NEW FACES OF SMEs:

**DISRUPTOR. CHALLENGER. LEADER.**

**15 - 16 AUGUST 2018**

Exhibition Halls 404 - 406  
Suntec Singapore



Organised by:



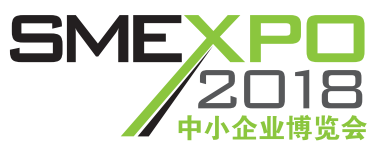
Co-organised by:



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# NEW FACES OF SMEs: DISRUPTOR. CHALLENGER. LEADER.



## Get Real Solutions to Hard Questions to Keep Business Going and Growing.

- What has made your business successful so far?
- Are these success factors still relevant or have they been eroded over time?
- How will your competitors – old and new – make you obsolete?
- How can you reinvent yourself to continue to be relevant in the new age?

Register for your Free Pass Now!  
[www.smeicc.org](http://www.smeicc.org)

The tsunami of change is hitting businesses harder and harder each day, driven by technological advancements, industry disruption, and shifting geopolitical dynamics that are creating both new competitors and new opportunities. Whether you are a victor or victim of this change depends on whether you have the right strategy.

SMEs must first look inwards to deconstruct the nuts and bolts of their business to flush out biases, assumptions, inefficiencies and yesteryear thinking that no longer hold water in face of the challenges of our time. Then, looking outwards to the realities of the disruptive economy, SMEs must then rediscover the core of what it means to be a business in this new world order.

Are you a leader, disruptor or challenger in today's marketplace? How can you converge and align your resources and people to your best-fit strategy? What pockets of opportunities hiding in crevices or lying in plain sight can you exploit?

Join the discussion with fellow business owners and subject matter experts at SMEICC 2018.





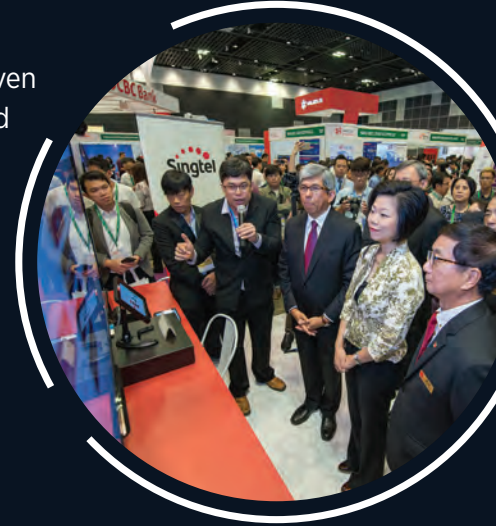


## NEW GAME, NEW RULES

From traditional businesses to young tech start-ups, get inspired by their transformations and growth journeys, update your business strategies and glean valuable tips in going global.

## BOOSTER LABS

Gain actionable insights and proven strategies to tackle the critical issues and challenges faced by businesses in this disrupted world in these power-packed workshops.



## DIGITAL SOLUTIONS @ SME EXPO

A gallery of enterprise solutions to fit your digitalisation and technology needs. You can even get free consultations to help plot your transformation roadmap for the new economy.

# LOOK INWARDS, PLAN OUTWARDS, STEP FORWARD.

## CONFERENCE BUZZ



### Keynote by Minister for Finance

Sneak a peek into the future state of the digital economy with Mr Heng Swee Keat, Minister for Finance.

### Dare to Ask – Mazal Tov & Hutzpa

Not to be missed – join Avi Liran as he weaves Jewish and Israel perspectives into building a culture of innovation by celebrating trying and encouraging optimism.

### A Marriage of Technology and Business

Technology has seeped into our lives and transformed the way we work, live and play. Learn from the businesses which have seized technology by the horns to open doors to new opportunities and growth.

### Forging Powerful Relationships in a Connected World

Understand the modern approach to networking and connecting with the right partners and audience to grow your business and shape your strategies.

### One Size Does Not Fit All

Gather tips from multi-generational human capital experts to balance the demands and expectations of the four distinctly different generations of employees in today's workforce.



中小企业焕发新貌：

# 颠覆者·挑战者·领跑者·

变化莫测的风暴持续不断，一波紧接一波冲击企业。在科技日新月异、行业被颠覆和地缘政治变动不定的世界里，中小企业必须积极主动地自我转型，以应对竞争形态和商业格局的转变。

中小企业必须先从内部做起，思考如何从根本上打破固有的迷思，摒除偏见、揣测、低效率和陈旧思维，否则将无法应对新时代的挑战。另一方面，企业也必须面对数码经济带来的现实问题，以重新发现在新的世界秩序中，经营企业的核心意义。

您是今天市场上的颠覆者，挑战者还是领跑者？如何依据最有胜算的策略来整合与配置您的企业资源与人员？您又可以把握哪些明显或隐藏的机遇？本届大会将为您一一解读。

第二十届中小型  
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CONFERENCE

21<sup>ST</sup> 第二十一届资信商业大会  
**INFOCOMM**  
COMMERCE CONFERENCE

**SMEXPO**  
2018  
中小企业博览会

## 蓄势待发 领军市场 迎接未来！



### 新游戏，新规则

从优秀的传统企业、起步公司到科技新锐身上，搜集转型升级的智慧，更新商业策略并布局全球。

### 企业升级实验室

务实而高效的工作坊将让您学习到各种实用方案与策略，以应对颠覆性科技时代所面临的挑战与难题。

### 数码解决方案@中小企业博览会

一站式企业解决方案为您的企业提供所需的数码与科技工具。聆听专家的免费咨询服务，跨出转型升级的第一步！





# 大会亮点



## 财政部长专题演讲

现场聆听财政部长王瑞杰先生分析未来数字经济的发展和走势。

## 制定企业定位和发展蓝图：驰骋商场的必备利器

为企业准确定位，制定具远见的发展蓝图，才能独步领先，驰骋商场。主讲嘉宾以不同角度分析如何在竞争中发挥独特优势，在变幻莫测的市场中站稳脚步，扭转乾坤。

## 科技与企业的结合：数字经济时代降临

创新科技如今已全面渗入日常生活及企业运营的各个层面。有效运用新技术的成功企业家在会上分享推动企业转型的心得、采纳新科技的经验，及区块链与人工智能等创新科技的未来发展趋势。

## 在全球化社群网络中拓展人际关系

了解如何善用新社交平台开拓人脉，从中寻找优秀伙伴、与受众对接，驱动企业成长和塑造战略。

## 绿色商机席卷全球，亚洲市场潜力无穷

荒废土地重生为绿地；电动车使出行更环保。现场了解两家企业——蒙草生态环境、比亚迪如何抓准绿色商机，发挥亚洲区域优势，在竞争和挑战中稳步立足，拓展市场。



## 获取实用解决方案驱动企业腾飞发展！

- 过去是哪些优势让您的企业取得成功？
- 今日这些优势是否还能发挥功效？
- 您是否被新旧竞争对手淘汰出局？
- 您如何重塑企业以在新时代中保持竞争优势？



立即报名获取免费入场证  
参加本地最具权威的中小企业学习交流大会！

[www.smeicc.org](http://www.smeicc.org)

# Get Real, Come Face-To-Face With the New SMEs of Tomorrow



## 大会主讲嘉宾

Disruption has created entirely new industries, markets and companies that have never existed before. Meet the new SME leaders who have embraced the realities of the world today to survive and thrive in the new future economy.



Guest-of-Honour /  
Keynote Speaker

**财政部长王瑞杰先生**  
**MR HENG SWEE KEAT**  
*Minister for Finance*



**李云峰**  
**SEAN LEE**  
*Chief Executive Officer*  
Marco Polo Marine



**曾毓文**  
**YVON BOCK**  
*Founder & Managing Director*  
Hegen Pte Ltd



**张耀文**  
**ALSON TEO**  
*Founder &*  
*Chief Executive Officer*  
Stamflles Group



**GARY LOH**  
*Vice-Chairman &*  
*Chief Executive Officer*  
SunMoon Food Company Ltd



**阎志**  
**ANDY YAN**  
*Chairman*  
Zall Holdings Co., Ltd



**毛大庆教授**  
**PROFESSOR MAO DAGING**  
*Founder and Director*  
UCommune



**毛俊秀**  
**NANCY MAO**  
*Managing Director*  
BYD (Singapore) Pte. Ltd.



**陈康威**  
**ANTHONY TAN**  
*Deputy Chief Executive Officer*  
Singapore Press Holdings Ltd



**DAMIEN TAN**  
*Chief Operating Officer*  
The Benjamin Barker Group



**JAMIE LIM**  
*Regional Marketing Director*  
Scanteak



**CINDY GOH**  
*Chief Executive Officer*  
Meiban Global Ptd Ltd



**高俊刚**  
**GAO JUNGANG**  
*Group Executive President*  
Inner Mongolia M-Grass Ecology and  
Environment (Group) Co. Ltd (China)



**LAM SHUMEI**  
*Owner & Managing Director*  
Poultry East Africa Ltd





**KELVIN CHUA**  
Chief Financial Officer  
I Apparel International  
Group Pte Ltd



**AVI LIRAN**  
Chief Delighting Officer  
Honeycomb SMTM  
Asia Pte Ltd



**ERNIE KOH**  
Chairman  
Commune Lifestyle Pte Ltd

**ROBIN SPECULAND**  
Founder &  
Chief Executive Officer  
Bridges Business  
Consultancy Int Pte Ltd,  
Singapore



**MANOJ MENON**  
Senior Partner &  
Asia Pacific Managing Director  
Frost & Sullivan



**PROFESSOR DAVID LEE**  
Professor in Finance Programme,  
School of Business  
Singapore University of Social Sciences

**TAN CHONG HUAT**  
Managing Partner  
RHTLaw Taylor Wessing LLP



**NANCY JIAN**  
Chief Executive Officer,  
China Division  
Chemist Warehouse



**关卫贤**  
**JAMES QUAN**  
Founder & Chairman  
Bynd Artisan Pte Ltd



**ANDREW CHOW**  
Media Strategist  
Ideas & Concepts



**KARL MAK**  
Co-Founder &  
Chief Executive Officer  
Hepmil Media Group



**ASHOK MIRANDA**  
Business Transformation  
Architect  
Transform and Transcend



**NG AIK-PHONG**  
Managing Director  
Fave Group Pte Ltd



**MELISSA LIM**  
Co-Founder &  
Head of Marketing  
Business IT Systems  
Pte Ltd (BITS)



**LUCAS TOK WENJIE**  
Lecturer  
Singapore Polytechnic

**ERIK LIGTENBERG**  
Deputy Chief Executive Officer  
Lazada Singapore



**DANNY TAN**  
Chief Executive Officer  
HipVan Pte Ltd



**PATRICK WONG**  
Country Manager  
GOGO VAN Singapore



**KEVIN LIM**  
Co-Founder  
Fresh Turf Pte Ltd

... and many more speakers

# DAY 1 PROGRAMME 第一天议程

8.15am **Registration 入场登记**

9.15am **OPENING CEREMONY 大会开幕典礼**

Hall 404

Welcome Address by **Mr Roland Ng**, *President*, Singapore Chinese Chamber of Commerce & Industry  
新加坡中华总商会会长**黄山忠**先生致欢迎辞

**KEYNOTE ADDRESS BY GUEST-OF-HONOUR 大会主宾专题演讲**



**Mr Heng Swee Keat**, *Minister for Finance*  
财政部长**王瑞杰**先生

10.00am **Networking Tea Reception 茶点交流**

Hall 405

10.30am **SPECIAL INVITED GUEST SPEAKER 特邀主讲嘉宾**

华语

Hall 404

11.00am



**Mr Andy Yan**, *Chairman*, Zall Holdings Co., Ltd  
卓尔控股有限公司董事长**阎志**先生

11.00am **PLENARY I 论坛(一)**

华语

Hall 404

1.00pm

**在挑战中逆境而行：企业定位与优势**

为应对瞬息万变的市场节奏和消费方式，企业领导必须明确自身企业的定位，为其建立认同。在制定企业经营策略时，也必须凸显企业与竞争对手实质上的区别，从而在行业领域中获得强大的立足之地，站稳脚跟。

身为企业领导，你是否了解自身企业正处在市场和行业的什么位子？请来聆听主讲嘉宾分享他们怎样应战竞争者，并为企业创造独一无二的商机。

**FACING OFF THE COMPETITION - WHO ARE YOU TODAY?**

As businesses grapple with the unprecedented pace of technological advances and consumerism shifts, leaders have to give their business a clear identity and accentuate their business strategies uniquely from competitors to set a strong foothold in their industry. Distinguished panelists share how they reset their operating assumptions and management intuition to face off competition to create unparalleled opportunities for their companies.

**主讲嘉宾**



新加坡报业控股  
副执行长  
**陈康威**先生



优客工场  
创始人兼董事长  
**毛大庆**教授



马可波罗海业  
集团总裁  
**李云峰**先生



Hegen Pte Ltd  
创办人兼董事经理  
**曾毓文**女士

**会议主持**



立杰律师事务所新加坡有限责任伙伴  
公司和非讼业务部区域主管  
**谢锦发**先生

10.30am

**TRACK 1.1**

ENGLISH

ROOM 309 & 310

1.00pm

**ENGAGE AND CONVERT - REINVENTING BUSINESS IN THE DISRUPTIVE ECONOMY**

Disruption is the new normal; the marketplace is bombarded by forward thinking business models that challenge the status quo with breakthrough innovation and efficiencies.

Learn how these future SMEs revolutionised their traditional businesses and achieved impressive growth at unprecedented rates.

**Special Speaker**



**Mr Avi Liran**  
*Chief Delighting Officer*  
Honeycomb SMTM Asia Pte Ltd

**Speakers**



**Ms Jamie Lim**  
*Regional Marketing Director*  
Scanteak



**Mr Damien Tan**  
*Chief Operating Officer*  
The Benjamin Barker Group

**Moderator**



**Mr Tay Woon Teck**  
*Managing Director, Risk Advisory*  
RSM Risk Advisory Pte Ltd



**Mr Gary Loh**  
*Vice Chairman & CEO*  
SunMoon Food Company Ltd

**TRACK 1.2**

ENGLISH

ROOM 324

**SMEs GO DIGITAL - MAKING DIGITALISATION SIMPLE FOR SMEs** *By 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.



10.30am  
-  
1.00pm

### TRACK 1.3

ENGLISH ROOM 325

#### HOW TO BE A SMART FACTORY OF TOMORROW

The manufacturing sector is transiting into Industrie 4.0 where the Internet-of-Things, robotics, cognitive computing and digital fabrication come together in fully connected and automated smart factories.

Our panel will discuss the game-changing innovations that are disrupting the way products are manufactured and services are delivered, and what future generations of humanity have to look forward to.

##### Speakers



Mr Steffen Endler  
Senior Vice President  
Siemens Singapore



Asst. Professor Yeong Wai Yee  
College of Engineering  
Nanyang Technological University



Dr Chong Chee Leong  
Managing Director  
Aviation Virtual Pte Ltd



Dr Antonio Feraco  
Vice President of Digital Service  
TÜV SÜD Asia Pacific Pte Ltd



Mr Ronald Leng  
Lead, Enterprise System  
A-Star / SIMTech

##### Moderator

### BOOSTER LAB A

ENGLISH ROOM 308

#### LEADING SUCCESSFUL CHANGE IN A DISRUPTIVE WORLD

All leaders agree that you will need an agile workforce that is ready to change rapidly to the disruptive demands of the economy. The question is how do you do it when there is a sea of negativity and resistance?

How do you create a compelling future that your team is excited about? Learn how to initiate change and gather momentum to build a successful high performing team.

##### Speaker

Mr Kenneth Kwan, *Author and High Performance Strategist*,  
Deep Impact Pte Ltd

### 企业升级实验室B

华语 ROOM 311

#### 人力资本转型：通过职场赞赏提升员工参与度

在职场中所有员工都渴望得到雇主或上司的赞赏。企业应重视员工的价值，通过表扬来激励员工把工作做得最好，提升工作的投入气氛和参与度，增加公司业绩。作为一名有效的领导者或管理者，赞赏式激励将能帮助建立高绩效团队，成功实现最佳成果。

工作坊让参会者深入了解除金钱奖励之外，中小企业如何善加利用赞赏的五种语言和激励团队的方法来留住人才。

##### 主讲嘉宾：

突破组织学习与培训学院培训与发展总监廖嘉薇女士

### BOOSTER LAB C

ENGLISH ROOM 326

#### THREE KEY TIPS TO PREPARE YOUR BUSINESS TO BE COMPETITIVE IN TODAY'S ECONOMY

In today's competitive landscape, creating and building valuable relationships, or customer lifetime value in today's context, is crucial for long term success and sustainability. Instead of jumping on the "new" or seemingly "technological", examining its relevance to your business and your purpose - the WHY - is of utmost importance.

Move from disruption to creation by understanding and differentiating your brand, identifying the value of your product, and optimising the use of business analytics.

##### Speaker:

Mr Nick Goh, *CEO of YP Digital*, Yellow Pages Pte Ltd

1.00pm

### Networking Lunch 午餐交流

2.30pm

### PLENARY II 论坛(二)

华语 Hall 404

5.00pm

#### 为企业制定成功蓝图，迈向未来

多数企业常因排斥转型、固步自封或缺乏资源等因素而跟不上节奏快速的市场变化。今日的企业领导必须对过去了如指掌、对当下洞察秋毫、对未来积极以对，才能紧贴市场动态，有效地为企业制定及时且影响深远的经营策略。

多位经验丰富的主讲嘉宾向与会者讲解如何利用先见与商机，为企业量身打造迈向未来的成功蓝图。

#### BLUEPRINTING THE NOW, NEXT STEPS AND THE FUTURE

Most businesses find themselves lagging behind the fast market movements due to change resistance, complacency, or lack of resources. Leaders need to understand the past, be sensitive to the present, and proactive about the future, in order to formulate timely and impactful strategies.

##### 主讲嘉宾



澳洲大药房  
中华区首席执行官  
Nancy Jian女士



内蒙古蒙草生态环境(集团)股份有限公司  
集团执行总裁  
高俊刚先生



新浦化学私营有限公司  
总裁  
曾憲相先生



新中联集团  
执行董事  
陈福成先生



比亚迪(新加坡)私人有限公司  
执行董事  
毛俊秀女士

2.30pm  
-  
5.00pm

### TRACK 2.1

ENGLISH ROOM 309 & 310

#### EXPORTING THE LEGACY - THE WORLD IS YOUR OYSTER BUT ARE YOU GAME TO TAKE IT?

The call has come in loud and strong for SMEs to expand and go global. But the confluence of technological, social, and geopolitical developments has altered the economics of doing business globally. New capabilities, approaches, and organisational structures are needed to capitalise and navigate through this new transformed global economy.

Follow the journey of the next-generation business owners who have taken on the challenge of building upon the legacy of a successful family business to open new growth in the new global era.

##### Speakers



Ms Cindy Goh  
*CEO*  
Meiban Global Pte Ltd (China)



Ms Lam Shumei  
*Owner & Managing Director*  
Poultry East Africa Ltd (Africa)



Mr Kelvin Chua  
*Chief Financial Officer*  
I Apparel International Group Pte Ltd (Cambodia)



Ms Teresa Chong  
*Executive Director*  
ITC Holdings Pte Ltd (Myanmar)

##### Moderator



Mr Ng Siew Quan  
*Partner & Asia Pacific Leader, Entrepreneurial and Private Business*  
PwC Singapore

### 座谈会 2.2

华语 ROOM 325

#### 由新加坡南洋理工大学-国际贸易卓越研究中心与人民币国际化研究中心呈现

##### 区块链、人工智能、金融科技 — 新科技，新机遇？

科技发展日新月异，崭新的科技犹如雨后春笋般地大量涌现。区块链、人工智能、金融科技等颠覆性科技的面世，不仅改善您我的生活，也会对传统的经商模式和环境造成一定的冲击。

您对这些新科技有多少了解，而当中这些科技又将会对您的生意起着怎样的帮助？

##### 主讲嘉宾

ICOr Asia顾问林志乐博士  
新加坡南洋理工大学工学院副教授 William Ng博士  
普华永道金融科技董事王宛仪女士  
XinFin联合创始人饶众允先生

##### 会议主持

新加坡南洋理工大学国际贸易卓越研究中心主任兼人民币国际化研究中心主任兼应用金融教育研究中心主任李文庆博士

### TRACK 2.3

ENGLISH ROOM 326

#### MANAGEMENT TRANSFORMATION - WHAT IT TAKES TO BE A BOSS OF THE FUTURE

Being a leader in the future economy must have a transformational mindset to agilely tweak the business model and pivot to capture market trends and opportunities.

Gain insights on the future demands in leadership, human capital, business operations and management to transform and unlock your business into the future.

##### Speakers

Mr Andrew Thomas, *Regional CEO, Asia Pacific, Eagles Flight Asia*  
Mr Wee Zi Huan, *Founder & CEO, Savant Degrees*  
Ms Joanna Barclay, *CEO, Culture Leadership Group*  
Mr Kwa Kim Chiong, *Founder & CEO, JustLogin Pte Ltd*

##### Moderator

Mr Tay Woon Teck, *Managing Director, Risk Advisory, RSM Risk Advisory Pte Ltd*

### TRACK 2.4

ENGLISH ROOM 324

#### FUELLING THE FUTURE WITH THE GOVERNMENT

With the implementation of the Industry Transformation Map, local enterprises need to keep their transformation in line with the national agenda. Hear from various agencies on how you can partner with the government to drive innovation and advance your business to the next level.

Speakers from Agency for Science, Technology and Research (A\*STAR), Central Provident Fund Board, Enterprise Singapore, SkillsFuture Singapore... and more.

### BOOSTER LAB D

ENGLISH ROOM 308

#### BUSINESS MODEL DISRUPTION IN A DIGITAL WORLD

With business life cycles growing ever shorter, leaders are under greater pressure to deliver high performance and to do it right the first time in today's rapidly changing business environment.

Find out why most strategy implementations fail and how a proven implementation framework can successfully transform your business model.

##### Speaker



Mr Robin Speculand  
*Founder & CEO*  
Bridges Business Consultancy Int Pte Ltd, Singapore

### BOOSTER LAB E

ENGLISH ROOM 311

#### THRIVE! - FOSTERING A HIGH PERFORMING MULTIGENERATIONAL WORKFORCE

Today's workforce is becoming more diverse with as many as four generations working together, each with their own set of preferences, values, attitudes and perspectives.

Gain valuable insights into the psychographics of each generation - Baby Boomers, Generation X, Millennials and the incoming Generation Z, and learn what drives today's workforce.

##### Speaker



Mr Nick Jarvis Tan  
*International Speaker*  
Xcelerate



8.30am **Registration 入场登记**

9.30am **PLENARY III 论坛(三)**

ENGLISH Hall 404

12.30pm

## CHALLENGES & OPPORTUNITIES OF THE NEW DIGITAL-LED PARADIGM

Technology has permeated into every level of society around the world, impacting all walks of life with advancements in payment, transportation and services. It seems that in today's context, whoever can best leverage on technology as part of their business DNA stands to survive and thrive. What can traditional businesses, big and small, do to stay in the game?

Hear from industry leaders as they share insights on the challenges brought about by rapid technology advancement and the opportunities to be seized on the digitalisation journey.

### 新数码化时代下的挑战与机遇

颠覆性科技正以锐不可挡的态势渗入社会的各个领域。从付款、交通到服务行业等领域，各行各业及社会各阶层均无可避免的受到创新科技和技术所带来的冲击。企业唯有善加利用颠覆性科技，为企业注入新活力，方有机会在重重挑战中屹立不倒，于竞争中脱颖而出。对于传统企业来说，无论规模大小，该如何在新数码化时代下继续向前？

#### Speakers



Mr Manoj Menon  
Senior Partner &  
Asia Pacific Managing Director  
Frost & Sullivan



Mr Ernie Koh  
Chairman  
Commune Lifestyle Pte Ltd



Mr Kuah Boon Wee  
Group CEO  
MTQ Corporation Limited



Professor David Lee  
Professor in Finance Programme  
Singapore University of Social Sciences



Mr Tan Chong Huat  
Managing Partner  
RHTLaw Taylor Wessing LLP

#### Moderator

## 座谈会 3.1

华语 ROOM 309 & 310

### 如何在颠覆性经济中重塑业务

颠覆性经济带来的不只是产品及成本效益上的竞争，企业领导如今也须在企业模式和转型中下功夫，由内到外增强企业的营运，才能在充满挑战的市场中生存，让业绩继续增长。主讲嘉宾将分享如何在颠覆性经济中为企业转型升级，保持领先优势。

#### 主讲嘉宾



腾福时代集团  
创办人兼总裁  
张耀文先生



康乐云尚  
联合创始人  
张嘉伟先生



Bynd Artisan  
创办人兼主席  
关卫贤先生

#### 会议主持



第一精机有限公司  
董事经理  
程宇超先生

## TRACK 3.2

ENGLISH ROOM 325

### CREATE POSITIVE DISRUPTION THROUGH HUMAN CAPITAL

Developing Human Capital as a key disruptor of business is increasingly challenging in the age of digitalisation. Emerging intelligence from data analytics and transformation of the workplace has transformed the path of talent management.

Find out how the disruptive perspective can help businesses build an advantage by developing talent.

#### Speakers

Mr Steven Lock, *Organisational Performance Strategist, FutureTHINK! Training & Consultancy LLP*

Mr Leong Chee Tung, *CEO, EngageRocket*

Mr Manoj Sharma, *CEO, CusJo.com*

Mr Tang Khan Loon, *Director, Business Development & Strategic Partnerships, Financial Alliance Pte Ltd*

Mr Stephen Yee, *Assistant Executive Director, Singapore National Employers Federation*

#### Speaker and Moderator

Mr Andrew Chow, *Media Strategist, Ideas & Concepts*

## BOOSTER LAB F

ENGLISH ROOM 308

### BREAKING THROUGH THE CLUTTER OF DIGITAL MARKETING

The resounding hype of digital marketing has led to a huge influx of brands jumping onto the bandwagon in recent years. Whilst this represents opportunities for brands to gain a bigger share of voice, it also welcomes much more competition.

With multiple changes in algorithms, user interface and new platforms emerging year on year, how does one tailor the digital marketing plan for the future? Unlock effective media selection strategies without bursting a hole in your A&P budget.

#### Speaker



Mr Lucas Tok  
Lecturer  
Singapore Polytechnic

## BOOSTER LAB G

ENGLISH ROOM 324

### CRAFTING AN ACTIONABLE PLAN FOR YOUR DIGITAL TRANSFORMATION JOURNEY by SIAA

We have heard about the 4th industrial revolution and Industrie 4.0 which involves Automation, Connectivity and Intelligence as the technology pillars. Buzzwords like Artificial Intelligence, Co-bots, Machine Learning, Edge Processing, Blockchain etc are bombarding the industry. However, what does all this mean to your business and the push for companies towards a digital economy?

# DAY 2 PROGRAMME 第二天议程

9.30am **BOOSTER LAB H**

ENGLISH ROOM 311

12.30pm **BUILDING A STRONG COMPANY CULTURE TO TRANSFORM YOUR BUSINESS**

Real business transformation begins with transforming your company culture. How can companies create a great workplace that drives innovation, fuels passion in employees, powers productivity and attracts and retains top talent?

Unveil the secrets to creating an amazing company culture - a must have for any business that wants to succeed in the digital age.

#### Speaker



Mr Ashok Miranda  
*Business Transformation Architect*  
Transform and Transcend

12.30pm **Networking Lunch 午餐交流**

2.00pm **PLENARY IV 论坛(四)**

ENGLISH Hall 404

5.00pm **BUILDING GLOBAL COMMUNITY TO ENGAGE THE WORLD**

Digital connectivity has blurred boundaries, enabling us to form completely new communities transcending physical location. People and organisations are interacting with one another, individuals are connecting and collaborating in inner circles, social groups and communities, sparking off new possibilities and opportunities. The emergence of the global citizen and digital tribes has rewritten the dynamics of human interaction.

Uncover insights on tapping into your network to build your own global community.

#### 打造全球化社群以联系全世界

数码通讯技术已模糊了疆界，让社群的建立不再局限于地理环境。企业之间除了能更紧密的互通讯息，许多社交圈及社群也能在弹指间建立起来，并带来更多新的机遇与商机。世界公民和数码社群的崛起已改写了人际互动的习惯，新的互动模式和资讯交流不断涌现。

聆听主讲嘉宾们分享如何善用人际关系网络，打造属于您的全球化社群。

#### Speakers



Mr Erik Ligtenberg  
*Deputy CEO*  
Lazada Singapore



Ms Melissa Lim  
*Co-Founder & Head of Marketing*  
Business IT Systems Pte Ltd (BITS)



Mr Andrew Thomas  
*Regional CEO, Asia Pacific*  
Eagles Flight Asia



Mr Karl Mak  
*Co-Founder & CEO*  
Hepmil Media Group

## TRACK 4.1

ENGLISH ROOM 309 & 310

### THE LIFESTYLE REVOLUTION – TECHNOLOGY DISRUPTION IMPACTING YOUR EVERYDAY LIFE

Grab made hailing a taxi by frantically waving look silly. Airbnb gave us alternatives in travel accommodation beyond hotels by accessing people's homes. And the list goes on. The frontiers of mobile and web technology are being pushed daily as new players and new markets emerge, opening a world of possibilities.

Glimpse into the minds of the new generation of movers and shakers who are connecting the dots to create business values that impact and disrupt our lives as we know it, by creating a new category where they thrive and set the rules.

#### Speakers



Mr Ng Aik-Phong  
*Managing Director*  
Fave Group Pte Ltd



Dr Snehal Patel  
*Co-Founder & CEO*  
MyDoc Pte. Ltd.



Mr Patrick Wong  
*Country Manager*  
GOGO VAN Singapore



Mr Danny Tan  
*CEO*  
HipVan Pte Ltd



Mr Roger Yuen  
*Founder & CEO*  
Clozette Pte Ltd

#### Moderator



Mr Daniel Ng  
*Senior Director of Marketing – APAC*  
Cloudera

科技新闻室  
TECH-NEWS  
ROOM



2.00pm **BOOSTER LAB I** ENGLISH ROOM 311

5.00pm **UNBLOCKING THE BLOCKCHAIN – BENEFITS FOR BUSINESSES**  
*By Ngee Ann Polytechnic, School of Business & Accountancy*

Blockchain technologies have changed the way we see, manage and store data. A truly decentralised and robust medium for recording electronic transactions, blockchain is fast becoming a norm for all digitised businesses with business agreements being made and managed via Smart Contracts.

Get introduced to the nature of blockchain and find out how businesses can leverage on this technology to improve business efficiency and increase security.

**Speakers**

Mr Yap Heng Kiong, *Senior Lecturer, School of Business & Accountancy, Ngee Ann Polytechnic*  
Mr Kevin Lim, *Co-Founder, Fresh Turf Pte Ltd*

**BOOSTER LAB K** ENGLISH ROOM 308

**THE 5 BUILDING BLOCKS OF A TRULY BORDERLESS BUSINESS**

Every company wants to jump onto the Internet bandwagon and go direct to their customers, bypassing the middleman. But the Internet is an unforgiving environment that punishes the smallest of mistakes. What groundwork do you need to have in place before going into the online sales channel?

Master the 5 critical building blocks of the online channel to construct a successful e-commerce business.

**Speaker**

Mr Jacky Tai, *Founder & Principal Consultant, Unbroken Branding Pte Ltd*

**BOOSTER LAB J** ENGLISH ROOM 324

**ATTRACT AND ENGAGE - CRACKING THE CODE TO THE MILLENNIAL WORKFORCE**

Today and tomorrow's workforce comprise an often-misunderstood generation – the Millennials. The Gen-Ys, born between 1980s and 2000s, now in their late teens to mid-30s, represent a fast-growing and developing demographic of the workforce. In fact by 2025, 3 out of 4 in the active labour force will be a Millennial. How do you attract, motivate and engage your future workforce?

Curated and delivered by a Millennial himself, learn the 7 drivers of recruitment attraction to develop, design and deliver career experiences to win over and harness the untapped talent of this generation.

**Speaker:**

Mr Benjamin Loh, *Public Speaking Coach & Professional #Millennial Speaker, Flare Communications Coaching Pte Ltd*

**企业升级实验室 L** 华语 ROOM 325

**揭秘中国新经济，锁定新商机**

以移动互联网为主要工具的中国“新经济”，近年来突然爆发巨大活力，创造出世界领先的经济样式，如手机支付、共享经济、大数据分析等引世人瞩目。本工作坊将揭示中国新经济模式背后的真正动能、隐藏陷阱，并分析“无时无刻不联网”的新消费与生活方式，如何深层地影响消费行为和社会形态，以锁定移动互联网环境下中小企业的潜在商机。

**主讲嘉宾**



一点传讯  
传播总监  
丁威先生

**座谈会 4.2**

**开拓未来新领域：区块链、人工智能、网络安全、物联网及云计算**

区块链、人工智能、网络安全、物联网及云计算这五大科技趋势，将在未来逐渐合为一体或以其他的方式升级，成为未来数码科技的主干成分。

专家们将与与会者深入探讨上述科技对企业及日常生活带来怎样的冲击与影响。

**主讲嘉宾**

星和生态数码平台部门主管黄泽慧女士  
Deskera Singapore Pte Ltd项目实施顾问石茅先生  
新加坡多博科技有限公司项目经理赵文巍先生

**主讲嘉宾暨会议主持**

新跃社科大学商学院市场学课程主任关冲博士

华语 ROOM 323

You loved our Tech Newsroom and Experiential Learning Labs last year, bursting the room at its seams. This year, get inspired at our enhanced Tech News-room – the stage where innovative trends and new technologies intersect.

Designed for the brave and the visionary, get ready for a unique one-day experience packed with demos and insider stories of the entrepreneurs and innovators behind the latest business models and cutting-edge technologies that are transforming organisations.

9.30AM – 12.30PM		2.00PM – 5.00PM	

# SME EXPO

## 中小企业博览会



A one-stop display of over 200 SME turnkey solutions to help businesses transform and digitise their operations. Get one-to-one consultations by the SME Centre to maximise government grants to level up your business.

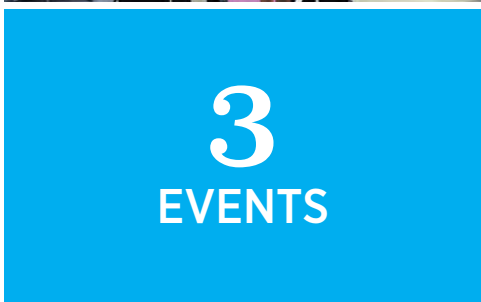
超过200个中小企业方案让您解决业务数码化及转型难题，实现企业永续经营。中小企业中心也将提供一对一咨询，让您了解如何妥善利用各种政府津贴与辅助，让业务更上一层楼！



# 1 PASS



# 2 DAYS



# 3 EVENTS

### EXHIBITING PARTNERS

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Contact Person Ms Felicia Koh 许雅婷小姐 / Ms Tan Cheng Teng 陈婧珽小姐

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Sharing of attendee pass is not permitted. All visitors must be in proper office attire. Minors below the age of 18 will not be permitted entry. The organiser SCCCI reserves the right, in its sole discretion, to limit or deny access to the conference to any entity or individual. 入场证件不得共用。与会者需着装整齐，穿短裤或拖鞋者谢绝入场。18岁以下人士恕不接待。主办机构新加坡中华总商会保留拒绝或限制任何独立机构或个人进入会场的权利。





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Company Name\* \_\_\_\_\_ UEN No \_\_\_\_\_

Address\* \_\_\_\_\_ Postal Code \_\_\_\_\_

Office Tel\* \_\_\_\_\_ HP \_\_\_\_\_ SCCC Membership No. (if any) \_\_\_\_\_

### Industry/Sector\*

- |  |  |  |
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Employment Size\*  1-10  11-50  51-200  Above 200

For procurement of company's products and services, I am the:  Recommender  Influencer  Decision Maker  N.A

\* Denotes compulsory fields

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