



SME SYMPOSIUM

24 May 2018 • 8:30AM to 3:30PM
Temasek Polytechnic



PROGRAMME BOOKLET



INTRODUCTION

NTUC U SME

Established in 2014, NTUC U SME is a Labour Movement initiative to help small and medium enterprises (SMEs) to tackle critical issues and challenges.

By working with SME business leaders and human resources practitioners, U SME strives to meet the objectives of making:

**Every SME Workplace a better Workplace,
Every SME Job a better Job,
Every SME Worker a better Worker.**



PROGRAMMES AND INITIATIVES

- **Human Resource Advisory** to help SMEs adopt fair and progressive employment practices with the objective to develop high-quality human capital.
 - ✓ **P-MAX Place-and-Train Programme** to help SMEs to better recruit, train and manage their newly-hired PMETs, adopt progressive HR practices within SMEs and to encourage better retention of PMETs in SMEs.
 - ✓ **U SME Corporate Membership** to help SMEs offer holistic welfare and benefits beyond the monthly salary.
- **Business Advisory** to help SMEs to leverage on the most suitable government grants and incentives for their respective business transformation projects in line with Industry Transformation Maps (ITMs).
 - ✓ U SME - United Overseas Bank Partnership on the **BizSmart** enterprise planning solution for SMEs.
- **Learning and Development** for SME business leaders, human resource practitioners, and workers:
 - ✓ **Executive Development Programme** for top decision makers in SMEs (in collaboration with Singapore University of Social Sciences)
 - ✓ **Advanced Learning Programme** themed workshops on innovation and productivity (in collaboration with NTUC LearningHub)
 - ✓ **Union Assistance Training Programme Development Series** of bite-sized courses for SME workers (in collaboration with NTUC's ezi (Employment and Employability Institute) and Singapore Polytechnic)





PROGRAMME SCHEDULE

TIME	PROGRAMME	VENUE
8:00AM	<ul style="list-style-type: none">• REGISTRATION• NETWORKING BREAKFAST	AUDITORIUM FOYER
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8:45AM	<ul style="list-style-type: none">• WELCOME ADDRESS <p>MR YEO GUAT KWANG Assistant Director-General, NTUC</p>	AUDITORIUM 1
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9:00AM	<ul style="list-style-type: none">• DIALOGUE SESSION <p>MR NG CHEE MENG Deputy Secretary-General, NTUC</p>	AUDITORIUM 1
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10:20AM	<ul style="list-style-type: none">• REFRESHMENTS	AUDITORIUM FOYER
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10:35AM	<ul style="list-style-type: none">• OPENING PLENARY <p>CORPORATISATION, BANE OR BOON?</p> <p>MR ANDY HOLLEY McKinsey & Company</p> <p>MS JOCELYN CHNG Group CEO, JR Group Holdings</p> <p>MS SUSAN CHONG Chairman, Business Leaders Alumni Club Enterprise 50 Association</p> <p>MR SAM CHEE WAH General Manager, Feinmetall Singapore</p> <p>MR KURT WEE President, Association of Small & Medium Enterprises</p> <p>DR WONG KAR KING Founder & CEO, Advanced Holdings Ltd</p>	AUDITORIUM 1
<hr/>		
11:40AM	<ul style="list-style-type: none">• SPECIAL PRESENTATIONS <p>ADAPT & GROW FOR SMEs</p> <p>MR SREEGANESH S/O SATGUNANATHAN Manager, Partners and Operations Division Workforce Singapore</p>	AUDITORIUM 1



PROGRAMME SCHEDULE

TIME	PROGRAMME	VENUE
12:10PM	<ul style="list-style-type: none"> SPECIAL PRESENTATIONS <p>TECHNOLOGY, MOBILITY, HEALTH</p> <p>MR SAURABH SINGHAL Head of Marketing & Alliances, Asia Pacific Jabra</p>	AUDITORIUM 1
12:30PM	<ul style="list-style-type: none"> NETWORKING LUNCH 	AUDITORIUM FOYER
1:30PM	<ul style="list-style-type: none"> BREAKOUT SESSIONS <p>LEADERSHIP</p> <p>CONVERSATIONS WITH MCKINSEY: AGILE LEADERSHIP IN THE NEW ECONOMY</p> <p>HUMAN CAPITAL</p> <p>STRATEGIC TALENT DEVELOPMENT TO ENABLE AND SUSTAIN BUSINESS TRANSFORMATION IMPROVEMENTS</p> <p>DIGITALISATION</p> <p>SMEs GO DIGITAL: MAKING DIGITALISATION SIMPLE FOR SMEs</p> <p>INTERNATIONALISATION</p> <p>ENGAGE, EXPLORE, EXPAND: PREPARATORY ESSENTIALS TO VENTURE OVERSEAS</p>	<p>AUDITORIUM 1</p> <p>LT 17</p> <p>LT 18</p> <p>AUDITORIUM 2</p>
3:30PM	<ul style="list-style-type: none"> NETWORKING AND REFRESHMENTS 	AUDITORIUM FOYER

OPENING PLENARY

CORPORATISATION: BANE OR BOON?

10:35AM • AUDITORIUM 1

It is said that the lack of corporate governance in SMEs result in veiled and often biased decisions, restricting their growth potential. Is corporatisation the antidote and the way forward? How can SMEs successfully embark on this journey?

Our distinguished panellists lead the discovery on how SMEs can reignite business growth with corporatisation.



Mr Andy HOLLEY

McKinsey & Company

Mr Andy Holley has 20 years of global experience in strategic and organisational transformation, from rapid growth programs, turnarounds, mergers to digital and agile transformation.

As COO of Digital McKinsey Asia, he has been deeply involved in the development of McKinsey's own digital and agile capabilities. A certified leadership coach experienced in coaching CXOs, transformation leaders, and entrepreneurs, he focuses especially on developing leaders' capabilities to lead and create agility in an increasingly digital world.

Following his passion for Singapore's entrepreneurs, Andy has led the BLAC/E50 CEO Leadership development program since 2012.



Ms Jocelyn CHNG

Group CEO
JR Group Holdings

Ms Jocelyn Chng is the Group CEO of JR Group Holdings, with over 30 years of experience in the food manufacturing and F&B industry. She started off her career with Sin Hwa Dee, growing the small local business into a global company within 8 years under her leadership.

She is known to be a first-mover and industry innovator, with her most recent offering under JR Group garnering much international attention – the world's first fully-automated and unmanned vending machine cafe, the Chef-In-Box Vendcafé. The pioneering expert in manufacturing and vending ready-to-eat meals, Jocelyn headed the TR57 Working Group as co-convenor with Singapore Standards Council, to introduce Guidelines on Food Safety and Good Hygiene Practices for the Food Vending Industry.

For her achievements through the decades, she has received prestigious recognition and numerous entrepreneurial, business and innovation awards.



Ms Susan CHONG

Chairman
Business Leaders Alumni Club
Enterprise 50 Association

Ms Susan Chong is the CEO of Greenpac (S) Pte Ltd ("Greenpac"), a knowledge-based company that specialises in re-engineering, designing and distributing innovative, environmentally friendly packaging products and solutions in Singapore. Since starting the company in September 2002, Greenpac has grown from a one-woman startup to a thriving multimillion dollar company under Susan's leadership.

Today, Greenpac serves Fortune 500 companies and is the market leader for environmentally friendly packaging solutions in Asia. The company ranked 4th in the 2008 Enterprise 50 Awards in Singapore, and the company also clinched the WorldStar Packaging Award for its innovation and quality in packaging, winning every year since 2009. Greenpac was awarded the Singapore Quality Award by SPRING Singapore in 2014.

Susan was awarded the EY Entrepreneur of the Year by Ernst & Young Singapore in 2014. In 2016, National University of Singapore, School of Business conferred the Senior Alumni Award to Susan. She is also in the Alumni of Harvard Business School, Boston.

OPENING PLENARY

CORPORATISATION: BANE OR BOON?

10:35AM • AUDITORIUM 1



Mr SAM Chee Wah

General Manager
Feinmetall Singapore

Mr Sam Chee Wah, General Manager of Feinmetall Singapore has more than 30 years of experience in the semiconductor industry. Feinmetall Singapore has propelled from a small repair centre to a leading one-stop turnkey design, manufacture, testing and service centre for semiconductor wafer probe card.

He led the company to be the proud recipient of various business awards like Enterprise 50 Award, SMF Sustainable Growth Award and The Entrepreneur of the Year - Enterprise of the Year Award. Feinmetall Singapore implemented the Business Excellence framework and honoured as the first wafer probe card company to receive the Singapore Quality Class certification. Mr. Sam has just launched the new Digital Manufacturing Facility at his Marsiling factory, pioneering one of the early adopters of Industrie 4.0 concept.

He is a firm believer of human capital and productivity management. He implemented various policies to recruit, retain and retrain employees. He also initiated measures to innovate, automate and simplify the company manufacturing processes. Frequently sought after as a speaker, his holistic and down-to-earth view point has often being termed as the voice of SMEs by newspaper and media



Mr Kurt WEE

President
Association of Small & Medium
Enterprises

Mr Kurt Wee has spent his career spanning the last 15 years in the investment and private equity industry. He has invested in or is consulted with projects from multiple industries in the region not limited to; alternative investments, private equity, startups, early stage research projects and traditional industries such as construction and development.

Kurt was co-opted into the Executive Council at the Association of Small & Medium Enterprises (ASME) in 2003 and has served as the Vice President of Projects from 2003 to 2013. In November 2013, he was elected as the President of the ASME.

Kurt also serves on the Executive Committee of the Singapore Children Society since 2007, where he chairs the Appeals Standing Committee (fund-raising) and is also a member of the Investment & Remuneration Standing Committees.

Kurt was awarded the prestigious Gopal Haridas Award at Singapore Children's Society in 2012. He was also awarded the 5 Year Long Service Award the same year by the National Council of Social Service.

Kurt is the Patron of Keat Hong Citizen's Consultative Committee and has served as a member of the Keat Hong Citizen's Consultative Committee since 2009.



Dr WONG Kar King

Founder & CEO
Advanced Holdings Ltd

Dr Wong Kar King is the founder and Managing Director of the Advanced Group and was appointed to the Board on February 19, 2004. His key responsibilities include the overall management and operations of the business, in addition to formulating business strategies poised at spearheading the Group's growth forward.

Dr Wong has 33 years of experience in technical sales and marketing. He also spent three years in the field of research and development. Prior to establishing the Group in 1992, Dr Wong worked in Rotork PLC (in England) and subsequently Rotork Asia (in Singapore) from 1987 to 1992.

Dr Wong graduated from The Queen's University of Belfast, United Kingdom with a Bachelor Degree in Engineering (First Class Honours) and a Doctorate in Engineering. He was conferred the Outstanding Entrepreneur Award at the Asia Pacific Entrepreneurship Awards 2013 organised by Enterprise Asia and was later crowned the EY Entrepreneur Of The Year 2014 led by Ernst & Young in Singapore.



SPECIAL PRESENTATIONS

ADAPT & GROW FOR SMEs

11:40AM • AUDITORIUM 1

A statutory board under the Ministry of Manpower (MOM), Workforce Singapore (WSG) oversees the transformation of the local workforce and industry to meet ongoing economic challenges.

At this presentation, WSG shares on the Adapt & Grow initiative for SMEs to develop a strong Singaporean Core, and to enable manpower-lean approaches to create quality jobs and help SMEs stay competitive.

Presented by



MR SREEGANESH S/O SATGUNANATHAN

Manager, Partners and Operations Division
Workforce Singapore



SPECIAL PRESENTATIONS

TECHNOLOGY, MOBILITY, HEALTH

12:10PM • AUDITORIUM 1

We live in times of unprecedented pace of change served by digitalisation, changing demographics and new ecosystems, leading to the evolution of workplace environments. Mr Saurabh Singhal shines light on how SMEs can cope with these changes, and continue to stay productive and relevant in today's VUCA business environment.

Presented by



Mr Saurabh SINGHAL

Head of Marketing & Alliances
Asia Pacific
Jabra

Mr Saurabh Singhal joined Jabra in June 2014 as the Regional Marketing Director for Asia Pacific. He has over 14 years of experience spanning across various functions of sales, business development, product management and field marketing leadership positions. His last role before joining Jabra was as the Enterprise Marketing Director for Juniper for the Asia Pacific region.

Prior to Juniper, Saurabh was the Country Head of Marketing for Avaya for India and the SAARC region tasked to grow the Avaya business in the large Indian mid-market space. Saurabh has also worked in Cisco where he was a Global product and solutions marketing manager, bringing new products and solutions to market working with customers from around the world. He has also worked at Microsoft where he was responsible for new business setup and scaling the business for Microsoft in India.



LEADERSHIP BREAKOUT SESSION

CONVERSATIONS WITH MCKINSEY: AGILE LEADERSHIP IN THE NEW ECONOMY

1:30PM • AUDITORIUM 1

Presented by



In a world of constant change, organisations must be agile to transform continuously. Agile organisations require agile leaders – leaders who lead by example, take change head-on and thrive on it, creating opportunities and shaping a better future for their customers, their teams and themselves.

Need guidance and support in transforming your organisation? Advisors from McKinsey & Company will work with you to discover what agility means for you and your organisation, their leadership journeys and how to build your own agility as a leader.



Mr Andy HOLLEY

McKinsey & Company

Mr Andy Holley has 20 years of global experience in strategic and organisational transformation, from rapid growth programs, turnarounds, mergers to digital and agile transformation.

● ● ● As COO of Digital McKinsey Asia, he has been deeply involved in the development of McKinsey's own digital and agile capabilities. A certified leadership coach experienced in coaching CXOs, transformation leaders, and entrepreneurs, he focuses especially on developing leaders' capabilities to lead and create agility in an increasingly digital world.

Following his passion for Singapore's entrepreneurs, Andy has led the BLAC/E50 CEO Leadership development program since 2012.



Ms Wendy CHUA

Aberkyn

Ms Wendy Chua has more than 20 years of experience applying psychology to building resilient leaders and communities. The former school psychologist of Raffles Institution, she is now a sought after performance coach and transformation facilitator.

● ● ● Practising continuous learning, she completed the Executive Masters in Consulting and Coaching for Change at INSEAD in 2015, with a thesis on women leaders in family business. An entrepreneur at heart and by family background, Wendy runs her own training and coaching company, has been working as facilitator with McKinsey & Company for 10+ years, and is a Senior Affiliate with Aberkyn. She has co-led the BLAC/E50 CEO Leadership development program since 2012.



HUMAN CAPITAL BREAKOUT SESSION

STRATEGIC TALENT DEVELOPMENT TO ENABLE AND SUSTAIN BUSINESS TRANSFORMATION IMPROVEMENTS

1:30PM • LT 17

With digital disruptions, SMEs are in the rat race to remain competitive to grow their businesses to the next level. SMEs need to develop capabilities internally with the help of technology, to enable and sustain the improvements brought by business transformations.

Join our industry leaders as they share their talent management philosophies and strategies.



Mr Edric HO

Marketing Manager
Jobtech Pte Ltd

Mr Edric Ho is Marketing Manager at JobTech, where he leads marketing efforts, branding and digital strategies and also user experience. JobTech is Singapore's leading Artificial Intelligence and Big Data Analytics start-up that provides optimised job matching tools and real-time labour market intelligence. He crafted marketing strategies that have helped to drive significant user awareness for the JobTech platform and was also responsible for the shaping the relaunch of the JobTech portal, which has since then more than doubled in user base and engagement.

Prior to joining JobTech, Edric was running a digital agency, helping clients from diverse industries with the creation of brand directions, digital marketing and design. A firm believer in the power of leadership, he has facilitated many conversations on vision and organisational alignment, which all work together to form the basis of not just branding but also organisational growth.



Mr LEONG Chee Tung

CEO
EngageRocket

Mr Leong Chee Tung and Ms Dorothy Yiu, former Regional Director and Head of Operations at Gallup's Southeast Asia division, founded EngageRocket in 2016. Together, they have processed, analysed and given actionable insights on more than 10 million surveys across Southeast Asia, Japan, Korea, Australia and the Middle East. EngageRocket is built to ensure the same in-depth employee intelligence is available to all company types and sizes.

EngageRocket is a cloud-based software that helps leaders and organisations make better people decisions using real-time data. Through cultural change, organisational transformation, mergers and acquisitions, and other key events, companies use EngageRocket to analyse and act on employee feedback. This raises their employee engagement and productivity, and serves as an early warning system for talent attrition.

EngageRocket is the first startup in Southeast Asia to receive funding for advanced people analytics in the HR space. In 2018, it was named as one of Singapore's 20 Hottest Startups by the Singapore Business Review. To date, over 50 companies (local and international) have used us to enhance their employee engagement programmes. One client had their admin overheads reduced by over 80%, while the average participation rate across clients is between 85-90%.



HUMAN CAPITAL BREAKOUT SESSION

STRATEGIC TALENT DEVELOPMENT TO ENABLE AND SUSTAIN BUSINESS TRANSFORMATION IMPROVEMENTS

1:30PM • LT 17



Ms Evangeline LEONG

Founder & CEO
Kobe Global Technologies

With almost 10 years of experience in embracing digital marketing, Ms Evangeline Leong is the Founder & CEO of Kobe Global Technologies – a fast-growing social media technology company in Singapore. Kobe is an international PCT patent* AI-driven advertising platform that pairs advertisers with relevant everyday influencers, leveraging on their ability to broadcast messages to millions of users. Having managed 60-man regional company across Southeast Asia and USD10M ad revenue, she has experience in building high-performance teams across all kinds of online advertising products including PPC advertising, SEM, SEO, Display, Remarketing on platforms such as Google, Yahoo, Baidu, YouTube, Facebook, and LinkedIn.

Under her leadership, Kobe has attained several accolades such as Tech in Asia Top 3 Startups Year 2017, Singapore Infocomm Technology Federation (SiTF) Best Start-up Award 2016, Accenture Consumer Innovation Awards 2016 and T-Hero 2017 (Guangzhou, China) – Winner. Evangeline is also extensively featured in mainstream and digital media, and speaks at international conferences, seminars and workshops.



Mr Adrian TAN

Co-Founder,
The Resource Group Pte Ltd

Mr Adrian Tan has over 15 years of entrepreneur experience in the HR space, starting with his award-winning recruitment agency RecruitPlus. He was the co-founder and managing director in RecruitPlus, an award-winning professional recruitment company before moving on to run and manage his own business in HR consulting, training and executive coaching. During this term in RecruitPlus, the company secured ISO 9001:2008 and BCM qualifications. It also won 2 consecutive years of HR Vendors of the Year, which is awarded based on votes by HR practitioners in Singapore.

Adrian's success was further recognised as he became the recipient of HR Entrepreneur of the Year in 2013, an award by Singapore HR Institute that recognizes achievements of entrepreneurs in the field of human resources. He has since co-authored a career guide book 'Everything you wish to ask a Headhunter' and does training via various organizations such as Institute of Technical Education, Employment & Employability Institute, PSB Academy, Singapore Institute of Management and CaliberLink.

Currently the co-founder of The Resource Group, an HR consulting agency, and Career Hero, a CV optimisation platform, he also spends his time writing about HR Tech on his blog adriantan.com. He holds a Bachelor Degree in Commerce (Marketing) from the University of Western Australia. He also graduated from Human Capital Singapore with a Specialist Diploma in Human Capital Management.



Ms WONG Shu Wei

Deputy Director,
Human Capital and
Resources Division
Enterprise Singapore

Ms Wong Shu Wei is Deputy Director at Enterprise Singapore, oversees the Human Capital development of Singapore enterprises. The role focuses on designing policies, initiatives and incentives to improve human capital capabilities required for growth in Singapore enterprises. She led the team in the development of Enterprise Singapore initiatives such as HR Technology pilot and HR Shared Services.

Prior to her role in SPRING, Shu Wei spent time in strategic planning roles in Neptune Orient Lines, developing the organisation's strategic growth roadmaps. She was also involved in research and market entry consultancy in then-International Enterprise Singapore, helping Singapore enterprises seek business opportunities and partnership overseas, particularly in China.



DIGITALISATION BREAKOUT SESSION

SMEs GO DIGITAL: MAKING DIGITALISATION SIMPLE FOR SMEs

1:30PM • LT 18

Presented by



With digital disruptions, SMEs are in the rat race to remain competitive to grow their businesses to the next level. SMEs need to develop capabilities internally with the help of technology, to enable and sustain the improvements brought by business transformations.

Join our industry leaders as they share their talent management philosophies and strategies.



Mr Rushdi RAMLI

Founder
Frozi Pte Ltd

Mr Rushdi Ramli started Frozi Pte Ltd in November 2013. A trip to a frozen yogurt shop with his daughters inspired him to venture into the business of providing the best-tasting halal frozen yogurt. Today, Frozi is capable of serving its own pre-packed frozen yogurt in 9 different flavours with over 40 different toppings to choose from.

Prior to this, he was a senior technical officer specialised in handling kitchen equipment for airline catering and hotel industry for over 25 years.



Mr Biswajit SAHOO

Owner
JIT Fashion Pte Ltd

Mr Biswajit Sahoo has over 10 years of experience in Finance and Accounting industry. He worked as a Financial Controller for international brands such as Arrow, ELLE, Hardy Amies, Byford, Charles Jordan, Levi's and Triumph before he proceeded to manage JIT Fashion as the business owner. JIT Fashion has now expanded to Malaysia and counts NTUC Fairprice, BHG Singapore, Robinsons, Tom and Stephanie and other stores as their clients.

His educational background includes a degree in Commerce and a degree in Law from India. On top of that, he also obtained a professional certificate in accountancy from Institute of Chartered Accountants of India.



Mr Shaik UMAR

Assistant Director, SMEs Go Digital
Infocomm Media Development
Authority

Mr Shaik Umar leads a team that promotes and drives the adoption of digital technology solutions to help SMEs build their digital capabilities.

More than 20 years that he has been with IMDA and its predecessors, Shaik has led various teams in Sector Transformation, International Operations and Accreditation@IMDA. He helped then-IDA establish and operate its Middle East Office as its Centre Director for close to five years, based out of Doha, Qatar. He took a short 3-yr stint in the private sector as the Regional Business Development Director for the Middle East with CrimsonLogic.



Mr YEO Zhihan

Manager, Capability & Capacity
Development
SGTech

Mr Yeo Zhihan started his career with the National Population and Talent Division, Prime Minister's Office where he was involved in creating policies and programmes to facilitate the social integration of new immigrants, before he moved to SPRING Singapore to drive strategic partnerships and industry projects that helped SMEs transform their businesses.

Currently at SGTech, Zhihan manages special projects, as well as talent development programmes to strengthen the local talent ecosystem and address the manpower and skills shortage in the tech sector.

INTERNATIONALISATION BREAKOUT SESSION

ENGAGE, EXPLORE, EXPAND: PREPARATORY ESSENTIALS TO VENTURE OVERSEAS

1:30PM • AUDITORIUM 2

Presented by



Internationalisation drives business growth for Singapore enterprises. However, implications and challenges surrounding overseas markets dampen desires to look beyond our shores. Be equipped with scholarly and advisory perspectives, and case studies from top business leaders for your venture across borders.

Mr Alan Chua founded Concorde more than 20 years ago, and has transformed Concorde into a technology-based firm, disrupting not only within, but the entire security industry. Alan is the inventor of 3 innovative patented solutions called I-Man Facility Sprinter (IFS), the I-Man Access Control System (IMACS), and Secured Aerial Viewer and Secured Cruise Vessel marketed under the "I-Guarding™" brand with a "Man-Less" philosophy using technology at the front with human elevated to a higher role. Of which, the IFS is named the main feature and business model for the launch of the Industry Transformation Map (ITM) for the Security Industry in February 2018.



Mr Alan CHUA

Executive Director
Concorde Security Pte Ltd

With the bold ambition to build Concorde into a global security company driven by his patented IFS business model and its related technologies, Alan has set up overseas subsidiaries in the UK and US.

Alan has also received several accolades, including the National Infocomm Awards 2016 and Entrepreneur of the Year Award in 2017. Alan and Concorde were the subject of 2 recent case studies under the theme of "resilience" and "transformation" by Singapore Management University and Nanyang Technological University respectively and spoken publicly on many occasions on conferences and to mass media.

Graduated from Singapore Polytechnic with a Diploma in Building, Alan was admitted as a Fellow with the Chartered Management Institute, U.K in 2015. He sits on the ITE Technical Committee for Security Systems Engineering and the Electrical, Electronics and Allied Industries Industry Group Committee of Singapore Manufacturing Federation.

Dr. Lewis Lim is Associate Professor of Marketing Practice at Nanyang Business School (NBS) and Deputy Executive Director of the Institute on Asian Consumer Insight (ACI). He received his doctoral education at the Kelley School of Business, Indiana University-Bloomington in USA.



Assoc Prof Lewis LIM

Deputy Executive Director,
Institute on Asian Consumer
Insight

Prior to joining academia, he was a Product Manager and Steel Trader at BHP Steel Asia, looking after sales of raw steel materials to manufacturing industries in Southeast Asia. Earlier, he also worked in the Africa Sales Department of Sony International (Singapore) Limited, handling channel development activities in emerging West African markets.

In his scholar role, Lewis conducts research on pricing management capabilities, competitive marketing behavior, international marketing strategy, and other marketing management topics. In 2005, he was named one of the winners of the Institute for the Study of Business Markets (ISBM) Doctoral Support Award for his work on technology- versus human-intensiveness in pricing. His other works have appeared in the Journal of International Business Studies, Journal of Business Research, Journal of Strategic Marketing, Journal of Revenue and Pricing Management, and Journal of International Consumer Marketing. As a practice-oriented professor, Lewis is active in consulting, executive education, and pro bono advisory work for a number of profit and non-profit organisations in the region.

INTERNATIONALISATION BREAKOUT SESSION

ENGAGE, EXPLORE, EXPAND: PREPARATORY ESSENTIALS TO VENTURE OVERSEAS

1:30PM • AUDITORIUM 2



Dr LIM Tai Wei

Senior Lecturer
Singapore University of Social
Sciences

Dr Lim Tai Wei is a Senior Lecturer at Singapore University of Social Sciences and a Research Fellow Adj. at the National University of Singapore (NUS) East Asian Institute. His research interests are in the energy histories of China and Japan and modern/contemporary East Asian history in general.

He graduated from Cornell University with a PhD in history and teaches the world history course in Singapore University of Social Sciences. He also conducts policy research on contemporary Sino-Japanese relations, popular culture and the soft power influence of the creative industries in Japan as well as Sino-Hong Kong relations.

Dr Lim's latest co-authored book is Contextualizing Occupy Central in contemporary Hong Kong published by Imperial College Press in 2015.



Mr Kurt WEE

President
Association of Small & Medium
Enterprises

Mr Kurt WEE has spent his career spanning the last 15 years in the investment and private equity industry. He has invested in or is consulted with projects from multiple industries in the region not limited to; alternative investments, private equity, startups, early stage research projects and traditional industries such as construction and development.

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Kurt is the Patron of Keat Hong Citizen's Consultative Committee and has served as a member of the Keat Hong Citizen's Consultative Committee since 2009.



INNOVATION-REINVENTION SHOWCASE

LIST OF EXHIBITORS

AUDITORIUM FOYER

BOOTH NO.	EXHIBITOR
1	Institute on Asian Consumer Insight
2	BIPO Service (Singapore) Pte Ltd
3	CXA Insurance Brokers Singapore Pte Ltd
4	361 Degree Consultancy Pte Ltd
5	Starhub
6	SGTech
7	Infocomm Media Development Authority
8	Association of Small and Medium Enterprises
9	Business Leaders Alumni Club Enterprise 50 Association
10	Jabra
11	Workforce Singapore
12 & 13	e2i
14	NTUC LearningHub
15	Dream Technology System Pte Ltd
16	United Overseas Bank
17	NTUC Link
18	NTUC Club
19 to 25	Temasek Polytechnic

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Session Partners



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NTUC U SME SECRETARIAT

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www.usme.org.sg



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