



**LEARNING SERIES**  
*18<sup>th</sup> July 2017 (Tuesday), Ipoh*

**PROGRAMME**

9.00 am	Registration & refreshments
9.30 am	Introduction to SOBA 2017
9.45 am	Business forward with Digital <b>Khairan Nasir, Enterprise Product Marketing, Digi</b>
10.15 am	Potential pitfalls & derailments in the SME industry <ul style="list-style-type: none"><li>• <b>Christopher Yap, Managing Director, Business Banking, AmBank</b></li></ul>
10.45 am	Managing Talents in SME <ul style="list-style-type: none"><li>• <b>Mohd Sidki Hasan, Director, National Human Resource Centre (NHRC)</b></li></ul>
11.15 am	Financial solutions for the changing SME landscape <ul style="list-style-type: none"><li>• <b>Wong Keet Loong, Senior VP, Marketing &amp; Sales, CGC</b></li></ul>
11.45 am	Kick-Start your global business through eTrade <ul style="list-style-type: none"><li>• <b>Sharifah Nazreen Farhana Syed Marzuki, Northern Region Director, MATRADE</b></li></ul>
12.15 pm	ExcelVite's success story- Locally produced, internationally marketed <ul style="list-style-type: none"><li>• <b>WH Leong, CEO of ExcelVite Sdn Bhd</b></li></ul>
1.00 pm	Lunch & business networking
	SOBA helpdesk session
	End

\*subject to change\*