

**LEARNING SERIES**  
*20<sup>th</sup> July 2017 (Thursday), Johor Bharu*

**PROGRAMME (Mandarin Edition)**

8.30am ó 9.00am	Registration & Refreshments
9.00am ó 9.05am	Welcome remarks by emcee
9.05am ó 9.15am	Welcome by Tan Sri Dato <sup>o</sup> Dr. Tan Seng Leong, President, Johor Associated Chinese Chamber of Commerce and Industry
9.15am ó 9.25am	Introduction to SOBA 2017 & Video presentation
9.25am ó 9.55am	Business forward with Digital <ul style="list-style-type: none"> <li>• Lee Zhern Yuen, Business Lead, iFleet, DIGI</li> </ul>
9.55am ó 10.25am	Potential pitfalls & derailments in the SME Industry <ul style="list-style-type: none"> <li>• Christopher Yap, Managing Director, Business Banking, AmBank</li> </ul>
10.25am ó 10.55am	Managing Talents in SME <ul style="list-style-type: none"> <li>• SP Tan, Head of Consultancy Department, National Human Resource Centre (NHRC)</li> </ul>
10.55am ó 11.40am	öWhy would you want to be ordinary when you can be extraordinary! (能够杰出何必平凡)ö <ul style="list-style-type: none"> <li>• Dato' Calvin Khiu Fu Siang Group Managing Director, MK Wedding Sdn Bhd</li> </ul>
11.40am ó 12.10pm	Financial solutions for the changing SME landscape <ul style="list-style-type: none"> <li>• Wong Keet Loong, Senior VP, Marketing &amp; Sales, CGC</li> </ul>
12.10pm ó 12.40pm	Kick-Start Your Global Business Through eTrade <ul style="list-style-type: none"> <li>• Raphy Md. Radzi, Southern Region Director, MATRADE</li> </ul>
12.40pm ó 1.25pm	öA Success Story ó Being a Winner!ö <ul style="list-style-type: none"> <li>• Dato' CC Ngei founder Feruni Ceramiche</li> </ul>
1.25pm ó 2.30pm	Lunch & Business networking SOBA Helpdesk session
	End