



STAR OUTSTANDING BUSINESS AWARDS

2017

COMING TO

Star Ipoh Bureau

Ipoh

18 July 2017, Tuesday,
9am-1pm

Hear from the experts



Khairan Nasir
Enterprise Product
Marketing,
Digi

Business forward with digital

Mobile and digital technologies has transformed businesses by creating opportunities to drive growth and efficiency. Businesses want to harness this but are skeptical about costs versus the ROI. Learn how to leverage the power of digital and mobile connectivity affordably and efficiently.



Christopher Yap
Managing Director,
Business Banking,
AmBank

Potential pitfalls and derailments in the SME

RM334Billion of SME Loans outstanding as at 2016 and 2.3% of these loans were impaired at the staggering RM7.5b **
Discover potential pitfalls and derailment for SME businesses.
** BNM statistics



Wong Keet Loong
Senior Vice President,
Marketing & Sales,
CGC

Financial solutions for the changing SME landscape

Understand the current financing landscape, its changes and type of financing available for SMEs.



Mohd Sidki Hasan
Director,
National Human
Resource Centre
(NHRC)

Managing talents in SME

Unlock tips and tricks to attract the best talents, managing the people and discover talent enhancement initiatives.



**Sharifah Nazreen
Farhana Syed
Marzuki**
Director,
Northern Region
MATRADE

Kick-start your global business through eTrade

Want to expand your business globally?
Discover ways SMEs can be a successful exporter through e-Commerce and uncover incentives available.



WH Leong
Chief Executive
Officer,
ExcelVite Sdn Bhd

ExcelVite's Success Story-Locally Produced, Internationally Marketed

Find out how ExcelVite utilises Malaysia's valuable natural resource (crude palm oil) to generate niche and unique products that drive commercial success worldwide.

Participate in MyFuture, a SME competency profiling tool by HRDF and obtain complimentary e-learning access to Harvard ManageMentor®.

For more info, please email nurafiyas@hrdf.com.my

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soba.com.my/registration.asp

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- 20th July 2017, Johor Bahru (Mandarin Edition)
- 27th July 2017, Menara Star - Petaling Jaya

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