



STAR OUTSTANDING BUSINESS AWARDS

2017

COMING TO

New York Hotel

Johor Bahru (Mandarin Edition)

20 July 2017, Thursday,
9am-1pm

Hear from the experts



Lee Zhen Yuen
Business Lead,
iFleet, 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.



SP Tan
Head of Consultancy
Department,
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 with National Human Resource Centre (NHRC) of the Human Resources Development Fund (HRDF), Malaysia.



Dato' Calvin Khiu Fu Siang
Group Managing
Director,
MK Wedding Sdn Bhd

Why would you want to be ordinary, when you can be extraordinary! (若能杰出，何必平凡)

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



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



Raphy Md. Radzi
Southern Region
Director, MATRADE

Kick-start your global business through eTrade

Learn how to benefit from the eTrade Programme by MATRADE where local SMEs get to enjoy incentives to start selling on global e-Marketplaces. And discover ways SMEs can be a successful exporter through e-Commerce.



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.



Dato' C.C Ngei
Founder &
Managing Director,
Feruni Ceramiche
Sdn Bhd

A success story-Being a winner

Being successful starts with identifying your purpose in life and transformation starts with yourself, your company and your employees. Learn how to attract and retain new talents with the mantra of "think different".

JOIN FOR FREE!

Register at
soba.com.my/registration.asp

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*The Organiser reserves the right to amend when necessary.

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Star Ipoh Bureau
- 27th July 2017,
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Petaling Jaya

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