

## “Creating Breakthrough Growth in Your Business”

A Seminar on Blue Ocean Strategy

30<sup>th</sup> May 2012 | Hall 1, The Grand Hall, The Empire Hotel & Country Club

### PROGRAM

|                                       |  |
|---------------------------------------|--|
| 8.30am – 9.00am                       | Registration and Welcome Refreshments  |
| 9.00am – 9.20am                       | <b>Welcoming Remarks</b><br>By <b>Mr. Stuart Kemp</b> , Executive Director/CEO, Asia Inc Forum   |
|                                       | <b>Opening Address by Guest of Honour</b>  |
|                                       | <b>Hjh Normah Suria Hayati Pehin Jawatan Dalam Seri Maharaja Dato Seri Utama (Dr.)<br/>Hj Mohd Jamil Al Sufri</b> , Permanent Secretary, Ministry of Industry and Primary Resources  |
| 9.20am – 9.50am<br><b>Session 1</b>   | Seminar Dialogue<br><b>“Overcoming the Challenges for Growth”</b><br><br>Led by: <ul style="list-style-type: none"><li>• <b>Mr. Ti Eng Hui</b>, Deputy GM, Retail Banking, Baiduri Bank</li><li>• <b>Ms. Shirley Leong</b>, Partner Manager, Microsoft (Brunei)</li></ul> Moderated by <b>Mr. Stuart Kemp</b> , Executive Director/CEO, Asia Inc Forum |
| 9.50am – 10.10am                      | Networking Break   |
| 10.10am – 11.45pm<br><b>Session 2</b> | <b>Blue Ocean Strategy – What it is and what it’s not</b> <ul style="list-style-type: none"><li>• Instead of out- performing the competition, create new market space (or a Blue Ocean)</li><li>• Value Innovation as cornerstone of Blue Ocean Strategy</li><li>• 4-step of visualizing strategies</li></ul>  |
| 11.45am – 12.45pm                     | Networking Lunch   |
| 12.45pm – 2.00pm<br><b>Session 3</b>  | <b>Visual Exploration</b> <ul style="list-style-type: none"><li>• Illustration of key tools using case examples (SME related)</li><li>• Noncustomers &amp; alternatives they turn to (6 paths framework)</li></ul>   |
| 2.00pm – 2.20pm                       | Networking Break   |
| 2.20pm – 3.30pm<br><b>Session 4</b>   | <b>Visual Awakening</b> <ul style="list-style-type: none"><li>• Drawing the “As is” strategy canvas for your business</li><li>• Discussion and interactive dialogue</li></ul>  |
| 3.30pm – 4.45pm<br><b>Session 5</b>   | <b>Executing Blue Ocean Strategy</b> <ul style="list-style-type: none"><li>• How to address execution hurdles</li></ul> Q&A session  |
| 4.45pm                                | <b>Closing Remarks</b>   |