



October 1 - 2, 2014  
Radisson Hotel Brunei

## **Breaking Through!** **Winning Strategies for Brunei SMEs**

### **DAY ONE**

|   |   |
|---|---|
| 8.15am – 9.00am                             | Registration and Welcome Refreshments   |
| 9.00am – 9.45am<br>Forum Opening            | Welcome Remarks<br><br>Opening Keynote Address by Guest of Honour<br><b>Why do SMEs matter to Brunei?</b>   |
| 9.45am - 11.15am<br>Plenary Session One     | <b>Breaking Through!</b><br><b>From Local to Global</b><br>How can local brands be strengthened at their home base? How can Brunei brands make the transition into the global market? What are the strategies that can work?<br><br>Scene setting by an invited speaker followed by an Open Forum discussion                |
| 11.15am - 12.30pm<br>Plenary Session Two    | <b>Where is the Money?</b><br><b>Financing options for local SMEs</b><br>What are the financing options for Brunei SMEs? What are the pros and cons of bank financing?<br><br>Scene setting by an invited speaker followed by an Open Forum discussion  |
| 12.30pm – 2.00pm                            | Networking Lunch  |
| 2.00pm – 5.00pm<br>LBD WORKSHOP<br>Part One | <b>How to think like a Winner</b><br><b>Strategic Mind-set Shaping</b><br>This dynamic workshop led by management experts <b>Dr Peter Ting</b> and <b>Dr Abby Ting</b> looks at the mind-set and values of successful entrepreneurs. What is a winning strategic mind-set? How can Brunei entrepreneurs think like Winners? |

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## DAY TWO

|   |   |
|---|---|
| 8.15am - 9.00am                             | Registration and refreshments   |
| 9.00am - 4.30pm<br>LBD WORKSHOP<br>Part Two | <p><b>Breaking Through!</b><br/><b>Going from Idea to Strategic Blueprint</b></p> <p>This dynamic workshop led by management experts <b>Dr Peter Ting</b> and <b>Dr Abby Ting</b> looks at how Brunei SMEs can develop a winning plan for breaking through - to expand local markets as well as getting ready to create new markets globally.</p> |

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