

Breaking Through!

Winning Strategies for Brunei SMEs



2014 LOCAL BUSINESS DEVELOPMENT FORUM & WORKSHOP

1 - 2 OCTOBER 2014

MUTIARA BALLROOM,
RADISSON HOTEL BRUNEI

Small and Medium sized Enterprises (SMEs) and entrepreneurs are the backbone of every economy. In Brunei Darussalam 98 percent are considered SMEs. These significant business enterprises can aid economic growth and provide employment opportunities through business expansion. SMEs could take benefit of the strategic business location of Brunei Darussalam within the Southeast Asia region, for expanding local brand and products to the global market.

The LBD Forum - 1st October 2014

The ½-day Forum themed **"Breaking Through! Winning Strategies for Brunei SMEs"** will look 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.

The Workshop - 1st and 2nd October 2014

The 1 ½-day Workshop on **Value Innovation Program (VIP)** aims to lay the foundation of achieving sustainable breakthrough business growth by first shaping the mindset of the entrepreneurs and then sharpening their focus with a set of the VIP toolkit to create a first-cut growth blueprint for their respective businesses.

The Workshop Facilitators

The workshop will be facilitated by Dr Peter Ting and Dr Abby Ting, Co-founders of the Strategic Co-Creation Group, Malaysia. The company focuses on co-creating with their strategic partners and clients, sustainable breakthrough growth strategy at both personal and corporate level. The Group takes a holistic growth approach by integrating Science of Success (Life-Skill) of Napoleon Hill with Blue Ocean Strategy and Business Model Generation. Dr Ting was the former Regional Vice President of UCSI Blue Ocean Strategy Regional Centre and head of the USCI Leadership Development Centre.

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Note: This is a by-invitation only event and seats are limited. Please [click here](#) if you are interested to register.