

“HOW TO THINK BIG IN A SMALL MARKET”

A NETWORKING FORUM FOR AMBITIOUS ENTREPRENEURS AND MANAGERS

WEDNESDAY, 19TH SEPTEMBER 2018

Radisson Hotel, Brunei Darussalam

8:00 – 9:00am	Registration and Refreshments
9:00 – 9:30am	Welcome Remarks
9:30 – 10:30am	<p>SESSION ONE</p> <p>“Thinking Big or Thinking Small?”</p> <p>A conversation with Mr. Javed Ahmad, CEO, Darussalam Enterprise (DARe) and Mr. Pierre Imhof, CEO, Baiduri Bank</p> <p>Moderated by Dato Timothy Ong, Chairman, Asia Inc Forum</p>
10:30am – 11:15am	<p>SESSION TWO</p> <p>“Lessons from the School of Hard Knocks: How I Built a Profitable Business with Zero Capital”</p> <p>An insightful eye-opening talk by Mr. Azman Manap, Founder of engineering services business Azil Group, Singapore and author of two books on building a business from the trenches, followed by Q&A</p> <p>Moderated by Mr. Stuart Lee, Principal Trainer, Articulation Training Center</p>
11:15am – 11:45am	Networking Break
11:45am – 12:45pm	<p>SESSION THREE</p> <p>“Going Beyond Economic Downturn: Build a Resilient Business”</p> <p>An open forum discussion on business resilience and entrepreneurship led by Bruneian entrepreneurs and enterprise managers</p> <ul style="list-style-type: none">• Ms. Syarifah Safinatul Najah bte Malai Hj Abdul Hamid, Director of Operations, Tasconi’s International• Mr. Keeran Janin, Founder, Avantist Watches• Mr. Wong Kim Guan, Managing Director, Cuckoo International <p>Moderated by Mr. Allen Shim, Founder, Atoms Services</p>

12:45pm - 2:15pm Networking Lunch

2:15pm- 3:00pm SESSION FOUR
“What I learned from My Biggest Challenges”

A conversation with **Ms. Zarah Juan**, acclaimed manufacturer, fashion entrepreneur and Founder of brand Zarah Juan and Greenleaf Eco Bags, Philippines on starting up, staying focused, perseverance and the biggest business lessons from over a decade in business.

Moderated by **Ms. Yvonne Kuan**, Managing Owner, Cedar Management Services

3:00pm – 4:15pm SESSION FIVE
“How to Grow your Business with Blue Ocean Shift”

A presentation and Q&A with **Mr. Raj Kumar**, Blue Ocean expert and CEO, Blue Ocean Strategy Institute, Malaysia on proven methods to inspire confidence in your team, differentiate your business, and find new customers cost effectively for better profitability

Moderated by **Mr. Andrew Dy**, GM Regional Programs, Asia Inc Forum

4:15pm Closing Remarks followed by refreshments

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BLUE OCEAN SHIFT – BEYOND COMPETING, TOWARD CREATING

AN INTENSIVE WORKSHOP FOR AMBITIOUS ENTREPRENEURS AND MANAGERS

THURSDAY, 20TH SEPTEMBER 2018

Radisson Hotel, Brunei Darussalam

There is no such thing as a permanently great company, nor a permanently great industry. But there are permanently great strategic moves. This workshop will impart proven strategies to inspire confidence and seize new growth. In this Blue Ocean Shift Masterclass, you will learn:

- Key concepts in making your Blue Ocean Shift
- Tools for a successful Blue Ocean Shift
- How to create that Blue Ocean Shift in business mindset

The LBD Workshop will be led and conducted by **Raj Kumar**, CEO, UCSI Blue Ocean Strategy Consulting, UCSI Consulting Group, Malaysia – a Blue Ocean Strategy and innovation expert developing businesses across 25 countries.

8.15 – 9.00 am	Arrival of Participants and Registration
9.00 – 10.00 am	Workshop One THE INTRODUCTION <ul style="list-style-type: none">• Intro to Blue Ocean Strategy and Blue Ocean Shift• Getting started (choosing the right place and the right team)
10.00 – 10.15 am	Morning refreshments
10.15 – 1.00 pm	Workshop Two UNDERSTAND WHERE YOU ARE NOW <ul style="list-style-type: none">• Understand the current strategic profile with the “As Is” Strategy Canvas (tool)• Understanding customer pain points with the Buyer Utility Map (tool) to create total customer experience
1.00 – 2.00 pm	Networking Lunch
2.00 – 3.30 pm	Workshop Three IMAGINE WHERE YOU COULD BE <ul style="list-style-type: none">• Discovering new potential customers with the Three Tiers of Noncustomers (tool)

3.30 – 3.45 pm

Afternoon refreshments

3.45 – 5.00 pm

Workshop Four

FIND HOW TO GET THERE & MAKE YOUR MOVE

- Using the **Six Paths Framework** (selected paths) to explore and get insights/ideas with interesting case illustrations
- Increasing buyer value and reducing cost by applying the **Four Action Framework & ERRC Grid** (tool)

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