

**ATCEN**



## **Accelerating Your Business Growth**

**14<sup>th</sup> November 2018, 8:00 a.m. – 5:00 p.m.  
Top Happiness Grand Ballroom, Mines 2**

Organiser:

**ATCEN**

Venue Partner:

TOP HAPPINESS GRAND BALLROOM  
顶级喜宴会厅

Gold Partners:

**PORTMAN  
COLLEGE**  
THE BUSINESS EDUCATION SPECIALIST

**maxis**

**MILLIONAIRE**  
BUSINESS SCHOOL

**Reallyenglish**

**dreamtalents**  
YOUR TALENT SOURCE

Silver Partners:

**AmBank**

**PRUDENTIAL**

**PUBLIC MUTUAL**  
WHOLLY-OWNED SUBSIDIARY OF PUBLIC BANK

**SUNSURIA**  
Building Today Creating Tomorrow

**ipay88**  
an NTT DATA Company

**SkyWorld**  
TRANSFORMING CITIES

**nexcrm**

**funding societies | modalku**  
Stronger SMEs, Stronger Societies

Media Partners:

**SME**

**smebusiness.tv**  
Your Business Edutainment Channel

**entrepreneur  
Insight**

Digital Marketing Partner:

**DMC**  
THE DIGITAL MARKETING SPECIALIST

Digital Business Media Partner:

**SHANGHAI**  
BUSINESS

Supporting Partners:

**BACFREE**

**SBS**  
Amplify Your Brand

**SAHAJIDAH HAI-O**

**mipmm**

**Malaysian Association  
of Retail Management  
(MARM)**

**Content Capital**

## SME LEARNING CONFERENCE OVERVIEW



The SME Learning Conference 2018 focuses on Accelerating Your Business Growth whilst thriving in a Volatile, Uncertain, Complex and Ambiguous (VUCA) environment. With an assortment of content related to strategies, customer growth and retention strategies, financial and process improvement insights, we aim to give you valuable insights and strategies to ensure the right decisions are made to grow your business.

This conference will feature notable and experienced business leaders, professionals, players and entrepreneurs to inspire the delegates to gain logical and economical ways of accelerating their business growth. You will also meet hundreds of other like-minded leaders in the conference.

## **SME** LEARNING CONFERENCE OUTCOME

- Obtain critical information necessary to make decisions to grow your business to the next level.
- Achieve stability in an unpredictable business environment.
- Learn methods and avenues to secure business financing.
- Develop ways to improve customer experience to ensure customer loyalty.
- Implement learning and development tools to keep your workforce motivated and productive.
- Gain methods to enhance your competitiveness with digitalisation.

## WHO SHOULD ATTEND **SME** LEARNING CONFERENCE?

Entrepreneurs, SME Owners, CEOs, General Managers, Senior Managers and Executives



### Accelerating Your Business Growth

14<sup>th</sup> November 2018 | Top Happiness Grand Ballroom, Mines 2

8:00 a.m.	Registration
9:00 a.m.	<b>Opening Remarks by Organising Chairperson</b> Ernie Chen, <i>President/Group CEO, ATCEN Education Group &amp; PORTMAN Education Group</i>
<b>KEYNOTE SPEAKER</b>	
9:05 a.m.	<b>Government Related Initiatives for SMEs Growth in Malaysia</b> YB Dr. Ong Kian Ming, <i>Deputy Minister, Ministry of International Trade and Industry (MITI)</i>
9:50 a.m.	<b>Official Launch of “10 Ultimate Leadership Strategies” by Ernie Chen</b>
10:10 a.m.	<i>Morning Tea Break</i>
<b>PANEL DISCUSSION 1</b>	
10:30 a.m.	<b>Business Thriving in the Volatile, Uncertain, Complex, Ambiguous Environment</b> <b>Moderator:</b> N. M Thangaraj, <i>President, Malaysian Association of Retail Management</i> <b>Panellists:</b> Yap Keng Teck, <i>Founder, Bizsphere Brand &amp; Marketing Group</i> Sakthivel Narayanasamy, <i>CEO, Galactic Advance Engineering</i> Calvin Yeap, <i>Head of Marketing, iPay88</i>
11:30 a.m.	Speech by Gold Partner, <b>MAXIS</b>
<b>PANEL DISCUSSION 2</b>	
11:35 a.m.	<b>SME Financing - All Your Options</b> <b>Moderator:</b> Jeremy Lee, <i>CEO, ATCEN</i> <b>Panellists:</b> Wong Keet Loong, <i>SVP Sales and Marketing, Credit Guarantee Corporation</i> Wong Kah Meng, <i>CEO, Funding Societies Malaysia</i> David Yeoh, <i>Head of SME Banking, AmBank</i> Norazlan Zakaria, <i>Head of Marketing, Malaysian Industrial Development Finance (MIDF)</i>
12:35 p.m.	Speech by Silver Partner, <b>SUNSURIA</b>
12:40 p.m.	<i>Lunch *not provided</i>
<b>PANEL DISCUSSION 3</b>	
1:40 p.m.	<b>Embarking on Customer Experience (CX) for SMEs – The Next Frontier of Growth</b> <b>Moderator:</b> Ken Ng, <i>Principal Consultant, ATCEN</i> <b>Panellists:</b> Liang Foo Kuan, <i>CEO, Big Onion Food Caterer</i> Nicholas Gan, <i>Founder, EGAN Equipment &amp; Parts</i> Raymond Low, <i>Executive Director, ITApps</i>
<b>SPEAKER SESSION 2</b>	
2:40 p.m.	<b>SME Taxation - What You Need to Know</b> Dr. Nik Abdullah Sani Nik Mohamed, <i>Director of Multinational Tax Branch, LHDN Malaysia</i>
3:25 p.m.	<i>Afternoon Tea Break</i>
<b>PANEL DISCUSSION 4</b>	
3:45 p.m.	<b>SME Dilemma in Digital Transformation</b> <b>Moderator:</b> Thomas Cheah, <i>Principal Consultant, Procto Malaysia</i> <b>Panellists:</b> Charles Gregory, <i>CEO, Digital Marketing Consultancy</i> Alan Fung, <i>CEO, PIKOM</i> Dr. Azma Abd Hamid, <i>CEO, Content Capital</i>
4:45 p.m.	Conference Overview
5:00 p.m.	End of Conference & Networking Session

## SPEAKERS & PANELLISTS FOR CONFERENCE



**YB Dr. Ong Kian Ming**  
*Deputy Minister,  
Ministry of International Trade  
and Industry (MITI)*



**Ernie Chen**  
*President/Group CEO,  
ATCEN Education Group &  
PORTMAN Education Group*



**N. M. Thangaraj**  
*President,  
Malaysian  
Association of  
Retail Management*



**Yap Keng Teck**  
*Founder,  
Bizsphere Brand &  
Marketing Group*



**Sakthivel  
Narayanasamy**  
*CEO,  
Galactic Advance  
Engineering*



**Calvin Yeap**  
*Head of Marketing,  
iPay88*



**Jeremy Lee**  
*CEO,  
ATCEN*



**Wong Keet Loong**  
*SVP Sales and  
Marketing,  
Credit Guarantee  
Corporation*



**Wong Kah Meng**  
*CEO,  
Funding Societies  
Malaysia*



**David Yeoh**  
*Head of SME  
Banking,  
AmBank*

## SPEAKERS & PANELLISTS FOR CONFERENCE



**Norazlan Zakaria**  
*Head of Marketing,  
Malaysian Industrial  
Development  
Finance (MIDF)*



**Ken Ng**  
*Principal  
Consultant,  
ATCEN*



**Liang Foo Kuan**  
*CEO,  
Big Onion  
Food Caterer*



**Nicholas Gan**  
*Founder,  
EGAN Equipment  
& Parts*



**Raymond Low**  
*Executive Director,  
ITApps*



**Dr. Nik Abdullah Sani  
Nik Mohamed**  
*Director of  
Multinational Tax Branch,  
LHDN Malaysia*



**Thomas Cheah**  
*Principal  
Consultant,  
Procto Malaysia*



**Alan Fung**  
*CEO,  
PIKOM*



**Charles Gregory**  
*CEO,  
Digital Marketing  
Consultancy*



**Dr. Azma  
Abdul Hamid**  
*CEO,  
Content Capital*