DAY 1 PROGRAMME
第一天议程

8.15am **Registration 入场登记**

9.15am **OPENING CEREMONY 大会开幕典礼** — Hall 404

Welcome Address by **Mr Roland Ng**, *President*, Singapore Chinese Chamber of Commerce & Industry
新加坡中华总商会会长**黄山忠先生**致欢迎辞

KEYNOTE ADDRESS BY GUEST-OF-HONOUR 大会主宾专题演讲

Mr Heng Swee Keat, *Minister for Finance*
财政部长**王瑞杰先生**

10.00am **Networking Tea Reception 茶点交流** — Hall 405

10.30am - 11.00am **SPECIAL INVITED GUEST SPEAKER 特邀主讲嘉宾** — 华语 Hall 404

Mr Andy Yan, *Chairman*, Zall Holdings Co., Ltd
卓尔控股有限公司董事长**阎志先生**

11.00am - 1.00pm

PLENARY I 论坛 (一)

华语 Hall 404

在挑战中逆风而行：企业定位与优势

为应对瞬息万变的市场节奏和消费方式，企业领导必须明确自身企业的定位，为其建立认同。在制定企业经营策略时，也必须凸显企业与竞争对手实质上的区别，从而在行业领域中获得强大的立足之地，站稳脚跟。

身为企业领导，你是否了解自身企业正处在市场和行业的什么位子？请来聆听主讲嘉宾分享他们怎样应战竞争者，并为企业创造独一无二的商机。

FACING OFF THE COMPETITION – WHO ARE YOU TODAY?

As businesses grapple with the unprecedented pace of technological advances and consumerism shifts, leaders have to give their business a clear identity and accentuate their business strategies uniquely from competitors to set a strong foothold in their industry. Distinguished panelists share how they reset their operating assumptions and management intuition to face off competition to create unparalleled opportunities for their companies.

主讲嘉宾

新加坡报业控股
副执行长
陈康威先生

优客工场
创始人兼董事长
毛大庆教授

马可波罗海业
集团总裁
李云峰先生

Hegen Pte Ltd
创办人兼董事经理
曾毓文女士

会议主持

立杰律师事务所新加坡有限责任伙伴
公司和非讼业务部区域主管
谢锦发先生

10.30am - 1.00pm

TRACK 1.1

ENGLISH ROOM 309 & 310

ENGAGE AND CONVERT - REINVENTING BUSINESS IN THE DISRUPTIVE ECONOMY

Disruption is the new normal; the marketplace is bombarded by forward thinking business models that challenge the status quo with breakthrough innovation and efficiencies.

Learn how these future SMEs revolutionised their traditional businesses and achieved impressive growth at unprecedented rates.

Special Speaker

Mr Avi Liran
Chief Delighting Officer
Honeycomb SMTM Asia Pte Ltd

Speakers

Ms Jamie Lim
Regional Marketing Director
Scanteak

Mr Damien Tan
Chief Operating Officer
The Benjamin Barker Group

Moderator

Mr Tay Woon Teck
Managing Director, Risk Advisory
RSM Risk Advisory Pte Ltd

Mr Gary Loh
Vice Chairman & CEO
SunMoon Food Company Ltd

TRACK 1.2

ENGLISH ROOM 324

SMEs GO DIGITAL – MAKING DIGITALISATION SIMPLE FOR SMEs ***By IMDA***

The evolving digital landscape is redefining the way we live, work and play. While rapid digitisation has ushered in disruptions to traditional businesses and value chains, it also brings forth much opportunities to SMEs. Find out how the SMEs Go Digital programme will enable SMEs with the adequate digital capabilities to achieve internal efficiencies, cost reductions, and better service offerings for sustained growth in the digital economy.

10.30am - 1.00pm

TRACK 1.3

ENGLISH ROOM 325

HOW TO BE A SMART FACTORY OF TOMORROW

The manufacturing sector is transiting into Industrie 4.0 where the Internet-of-Things, robotics, cognitive computing and digital fabrication come together in fully connected and automated smart factories.

Our panel will discuss the game-changing innovations that are disrupting the way products are manufactured and services are delivered, and what future generations of humanity have to look forward to.

Speakers

Mr Steffen Endler
Senior Vice President
Siemens Singapore

Asst. Professor Yeong Wai Yee
College of Engineering
Nanyang Technological University

Dr Antonio Feraco
Vice President of Digital Service
TÜV SÜD Asia Pacific Pte Ltd

Mr Ronald Leng
Lead, Enterprise System
A-Star / SIMTech

Moderator

Dr Chong Chee Leong
Managing Director
Aviation Virtual Pte Ltd

BOOSTER LAB A

ENGLISH ROOM 308

LEADING SUCCESSFUL CHANGE IN A DISRUPTIVE WORLD

All leaders agree that you will need an agile workforce that is ready to change rapidly to the disruptive demands of the economy. The question is how do you do it when there is a sea of negativity and resistance?

How do you create a compelling future that your team is excited about? Learn how to initiate change and gather momentum to build a successful high performing team.

Speaker
Mr Kenneth Kwan, *Author and High Performance Strategist*, **Deep Impact Pte Ltd**

企业升级实验室B

华语 ROOM 311

人力资本转型：通过职场赞赏提升员工参与度

在职场中所有员工都渴望得到雇主或上司的赞赏。企业应重视员工的价值，通过表扬来激励员工把工作做得最好，提升工作的投入气氛和参与度，增加公司业绩。作为一名有效的领导者或管理者，赞赏式激励将能帮助建立高绩效团队，成功实现最佳成果。

工作坊让参会者深入了解除金钱奖励之外，中小企业如何善加利用赞赏的五种语言和激励团队的方法来留住人才。

主讲嘉宾:
突破组织学习与培训学院培训与发展总监廖嘉薇女士

BOOSTER LAB C

ENGLISH ROOM 326

THREE KEY TIPS TO PREPARE YOUR BUSINESS TO BE COMPETITIVE IN TODAY'S ECONOMY

In today's competitive landscape, creating and building valuable relationships, or customer lifetime value in today's context, is crucial for long term success and sustainability. Instead of jumping on the "new" or seemingly "technological", examining its relevance to your business and your purpose - the WHY – is of utmost importance.

Move from disruption to creation by understanding and differentiating your brand, identifying the value of your product, and optimising the use of business analytics.

Speaker:
Mr Nick Goh, *CEO of YP Digital*, **Yellow Pages Pte Ltd**

1.00pm **Networking Lunch 午餐交流**

2.30pm - 5.00pm

PLENARY II 论坛 (二)

华语 Hall 404

为企业制定成功蓝图，迎向未来

多数企业常因排斥转型、固步自封或缺乏资源等因素而跟不上节奏快速的市场变化。今日的企业领导必须对过去了如指掌、对当下洞察秋毫、对未来积极以对，才能紧贴市场动态，有效地为企业制定及时且影响深远的经营策略。

多位经验丰富的主讲嘉宾向与会者讲解如何利用先见与商机，为企业量身打造迈向未来的成功蓝图。

BLUEPRINTING THE NOW, NEXT STEPS AND THE FUTURE

Most businesses find themselves lagging behind the fast market movements due to change resistance, complacency, or lack of resources. Leaders need to understand the past, be sensitive to the present, and proactive about the future, in order to formulate timely and impactful strategies.

主讲嘉宾

澳洲大药房
中华区首席执行官
Nancy Jian女士

内蒙古蒙草生态环境（集团）股份有限公司
集团执行总裁
高俊刚先生

新中联集团
执行董事长
陈福成先生

比亚迪（新加坡）私人有限公司
执行董事
毛俊秀女士

会议主持

新浦化学私营有限公司
总裁
曾憙相先生

DAY 1 PROGRAMME
第一天议程

15 AUGUST 2018, WEDNESDAY
2018年8月15日 (星期三)

2.30pm - 5.00pm

TRACK 2.1

ENGLISH ROOM 309 & 310

EXPORTING THE LEGACY – THE WORLD IS YOUR OYSTER BUT ARE YOU GAME TO TAKE IT?

The call has come in loud and strong for SMEs to expand and go global. But the confluence of technological, social, and geopolitical developments has altered the economics of doing business globally. New capabilities, approaches, and organisational structures are needed to capitalise and navigate through this new transformed global economy.

Follow the journey of the next-generation business owners who have taken on the challenge of building upon the legacy of a successful family business to open new growth in the new global era.

Speakers

Ms Cindy Goh
CEO
Meiban Global Pte Ltd (China)

Ms Lam Shumei
Owner & Managing Director
Poultry East Africa Ltd (Africa)

Mr Kelvin Chua
Chief Financial Officer
I Apparel International Group Pte Ltd (Cambodia)

Ms Teresa Chong
Executive Director
ITC Holdings Pte Ltd (Myanmar)

Moderator

Mr Ng Siew Quan
Partner & Asia Pacific Leader, Entrepreneurial and Private Business
PwC Singapore

座谈会 2.2

华语 ROOM 325

由新加坡南洋理工大学–国际贸易卓越研究中心与人民币国际化研究中心呈现

区块链、人工智能、金融科技 — 新科技，新机遇?

科技发展日新月异，崭新的科技犹如雨后春笋般地大量涌现。区块链、人工智能、金融科技等颠覆性科技的面世，不仅改善您我的生活，也会对传统的经商模式和环境造成一定的冲击。

您对这些新科技有多少了解，而当中这些科技又将会对您的生意起着怎样的帮助?

主讲嘉宾
ICOra Asia顾问**林志乐博士**
新加坡南洋理工大学工学院副教授 **William Ng博士**
普华永道金融科技董事**王宛仪女士**
XinFin联合创始人**饶众允先生**

会议主持
新加坡南洋理工大学国际贸易卓越研究中心主任兼人民币国际化研究中心主任兼应用金融教育研究中心主任**李文庆博士**

TRACK 2.3

ENGLISH ROOM 326

MANAGEMENT TRANSFORMATION - WHAT IT TAKES TO BE A BOSS OF THE FUTURE

Being a leader in the future economy must have a transformational mindset to agilely tweak the business model and pivot to capture market trends and opportunities.

Gain insights on the future demands in leadership, human capital, business operations and management to transform and unlock your business into the future.

Speakers
Mr Andrew Thomas, *Regional CEO, Asia Pacific*, **Eagles Flight Asia**
Mr Wee Zi Huan, *Founder & CEO*, **Savant Degrees**
Ms Joanna Barclay, *CEO*, **Culture Leadership Group**
Mr Kwa Kim Chiong, *Founder & CEO*, **JustLogin Pte Ltd**

Moderator
Mr Tay Woon Teck, *Managing Director, Risk Advisory*, **RSM Risk Advisory Pte Ltd**

TRACK 2.4

ENGLISH ROOM 324

FUELLING THE FUTURE WITH THE GOVERNMENT

With the implementation of the Industry Transformation Map, local enterprises need to keep their transformation in line with the national agenda. Hear from various agencies on how you can partner with the government to drive innovation and advance your business to the next level.

Speakers from Agency for Science, Technology and Research (A*STAR), Central Provident Fund Board, Enterprise Singapore, SkillsFuture Singapore... and more.

BOOSTER LAB D

ENGLISH ROOM 308

BUSINESS MODEL DISRUPTION IN A DIGITAL WORLD

With business life cycles growing ever shorter, leaders are under greater pressure to deliver high performance and to do it right the first time in today's rapidly changing business environment.

Find out why most strategy implementations fail and how a proven implementation framework can successfully transform your business model.

Speaker

Mr Robin Speculand
Founder & CEO
Bridges Business Consultancy Int Pte Ltd, Singapore

BOOSTER LAB E

ENGLISH ROOM 311

THRIVE! – FOSTERING A HIGH PERFORMING MULTIGENERATIONAL WORKFORCE

Today's workforce is becoming more diverse with as many as four generations working together, each with their own set of preferences, values, attitudes and perspectives.

Gain valuable insights into the psychographics of each generation - Baby Boomers, Generation X, Millennials and the incoming Generation Z, and learn what drives today's workforce.

Speaker

Mr Nick Jarvis Tan
International Speaker
Xcelerate

DAY 2 PROGRAMME
第二天议程

16 AUGUST 2018, THURSDAY
2018年8月16日 (星期四)

8.30am **Registration 入场登记**

9.30am - 12.30pm

PLENARY III 论坛 (三)

ENGLISH Hall 404

CHALLENGES & OPPORTUNITIES OF THE NEW DIGITAL-LED PARADIGM

Technology has permeated into every level of society around the world, impacting all walks of life with advancements in payment, transportation and services. It seems that in today's context, whoever can best leverage on technology as part of their business DNA stands to survive and thrive. What can traditional businesses, big and small, do to stay in the game?

Hear from industry leaders as they share insights on the challenges brought about by rapid technology advancement and the opportunities to be seized on the digitalisation journey.

新数码化时代下的挑战与机遇

颠覆性科技正以锐不可挡的态势渗入社会的各个领域。从付款、交通到服务行业等领域，各行各业及社会各阶层均无可避免的受到创新科技和技术所带来的冲击。企业唯有善加利用颠覆性科技，为企业注入新活力，方有机会在重重挑战中屹立不倒，于竞争中脱颖而出。对于传统企业来说，无论规模大小，该如何在新数码化时代下继续向前?

Speakers

Mr Manoj Menon
Senior Partner &
Asia Pacific Managing Director
Frost & Sullivan

Mr Ernie Koh
Chairman
Commune Lifestyle Pte Ltd

Professor David Lee
Professor in Finance Programme
Singapore University of Social Sciences

Mr Tan Chong Huat
Managing Partner
RHTLaw Taylor Wessing LLP

Moderator

Mr Kuah Boon Wee
Group CEO
MTQ Corporation Limited

座谈会 3.1

华语 ROOM 309 & 310

如何在颠覆性经济中重塑业务

颠覆性经济带来的不只是产品及成本效益上的竞争，企业领导如今也须在企业模式和转型中下功夫，由内到外增强企业的营运，才能在充满挑战的市场中生存，让业绩继续增长。主讲嘉宾将分享如何在颠覆性经济中为企业转型升级，保持领先优势。

主讲嘉宾

腾福时代集团
创办人兼总裁
张耀文先生

康乐云尚
联合创办人
张嘉伟先生

Bynd Artisan
创办人兼主席
关卫贤先生

会议主持

第一精机有限公司
董事经理
程宇超先生

TRACK 3.2

ENGLISH ROOM 325

CREATE POSITIVE DISRUPTION THROUGH HUMAN CAPITAL

Developing Human Capital as a key disruptor of business is increasingly challenging in the age of digitalisation. Emerging intelligence from data analytics and transformation of the workplace has transformed the path of talent management.

Find out how the disruptive perspective can help businesses build an advantage by developing talent.

Speakers

Mr Steven Lock, *Organisational Performance Strategist*, **FutureTHINK! Training & Consultancy LLP**
Mr Leong Chee Tung, *CEO*, **EngageRocket**
Mr Manoj Sharma, *CEO*, **CusJo.com**
Mr Tang Khan Loon, *Director, Business Development & Strategic Partnerships*, **Financial Alliance Pte Ltd**
Mr Stephen Yee, *Assistant Executive Director*, **Singapore National Employers Federation**

Speaker and Moderator

Mr Andrew Chow, *Media Strategist*, **Ideas & Concepts**

BOOSTER LAB F

ENGLISH ROOM 308

BREAKING THROUGH THE CLUTTER OF DIGITAL MARKETING

The resounding hype of digital marketing has led to a huge influx of brands jumping onto the bandwagon in recent years. Whilst this represents opportunities for brands to gain a bigger share of voice, it also welcomes much more competition.

With multiple changes in algorithms, user interface and new platforms emerging year on year, how does one tailor the digital marketing plan for the future? Unlock effective media selection strategies without bursting a hole in your A&P budget.

Speaker

Mr Lucas Tok
Lecturer
Singapore Polytechnic

BOOSTER LAB G

ENGLISH ROOM 324

CRAFTING AN ACTIONABLE PLAN FOR YOUR DIGITAL TRANSFORMATION JOURNEY

by SIAA

We have heard about the 4th industrial revolution and Industrie 4.0 which involves Automation, Connectivity and Intelligence as the technology pillars. Buzzwords like Artificial Intelligence, Co-bots, Machine Learning, Edge Processing, Blockchain etc are bombarding the industry. However, what does all this mean to your business and the push for companies towards a digital economy?

DAY 2 PROGRAMME
第二天议程

9.30am - 12.30pm

BOOSTER LAB H

ENGLISH ROOM 311

BUILDING A STRONG COMPANY CULTURE TO TRANSFORM YOUR BUSINESS

Real business transformation begins with transforming your company culture. How can companies create a great workplace that drives innovation, fuels passion in employees, powers productivity and attracts and retains top talent?

Unveil the secrets to creating an amazing company culture - a must have for any business that wants to succeed in the digital age.

Speaker

Mr Ashok Miranda
Business Transformation Architect
Transform and Transcend

12.30pm **Networking Lunch 午餐交流**

2.00pm - 5.00pm

PLENARY IV 论坛 (四)

ENGLISH Hall 404

BUILDING GLOBAL COMMUNITY TO ENGAGE THE WORLD

Digital connectivity has blurred boundaries, enabling us to form completely new communities transcending physical location. People and organisations are interacting with one another, individuals are connecting and collaborating in inner circles, social groups and communities, sparking off new possibilities and opportunities. The emergence of the global citizen and digital tribes has rewritten the dynamics of human interaction.

Uncover insights on tapping into your network to build your own global community.

打造全球化社群以联系全世界

数码通讯技术已模糊了疆界，让社群的建立不再局限于地理环境。企业之间除了能更紧密的互通讯息，许多社交圈及社群也能在弹指间建立起来，并带来更多新的机遇与商机。世界公民和数码社群的崛起已改写了人际互动的习惯，新的互动模式和资讯交流不断涌现。

聆听主讲嘉宾们分享如何善用人际关系网络，打造属于您的全球化社群。

Speakers

Mr Erik Ligtenberg
Deputy CEO
Lazada Singapore

Ms Melissa Lim
Co-Founder & Head of Marketing
Business IT Systems Pte Ltd (BiTS)

Mr Karl Mak
Co-Founder & CEO
Hepmil Media Group

Moderator

Mr Andrew Thomas
Regional CEO, Asia Pacific
Eagles Flight Asia

TRACK 4.1

ENGLISH ROOM 309 & 310

THE LIFESTYLE REVOLUTION – TECHNOLOGY DISRUPTION IMPACTING YOUR EVERYDAY LIFE

Grab made hailing a taxi by frantically waving look silly. Airbnb gave us alternatives in travel accommodation beyond hotels by accessing people's homes. And the list goes on. The frontiers of mobile and web technology are being pushed daily as new players and new markets emerge, opening a world of possibilities.

Glimpse into the minds of the new generation of movers and shakers who are connecting the dots to create business values that impact and disrupt our lives as we know it, by creating a new category where they thrive and set the rules.

Speakers

Mr Ng Aik-Phong
Managing Director
Fave Group Pte Ltd

Dr Snehal Patel
Co-Founder & CEO
MyDoc Pte. Ltd.

Mr Patrick Wong
Country Manager
GOGOVAN Singapore

Mr Danny Tan
CEO
HipVan Pte Ltd

Mr Roger Yuen
Founder & CEO
Clozette Pte Ltd

Moderator

Mr Daniel Ng
Senior Director of Marketing – APAC
Cloudera

2.00pm - 5.00pm

BOOSTER LAB I

ENGLISH ROOM 311

UNBLOCKING THE BLOCKCHAIN – BENEFITS FOR BUSINESSES

By Ngee Ann Polytechnic, School of Business & Accountancy

Blockchain technologies have changed the way we see, manage and store data. A truly decentralised and robust medium for recording electronic transactions, blockchain is fast becoming a norm for all digitised businesses with business agreements being made and managed via Smart Contracts.

Get introduced to the nature of blockchain and find out how businesses can leverage on this technology to improve business efficiency and increase security.

Speakers
Mr Yap Heng Kiong, *Senior Lecturer, School of Business & Accountancy*, **Ngee Ann Polytechnic**
Mr Kevin Lim, *Co-Founder*, **Fresh Turf Pte Ltd**

BOOSTER LAB J

ENGLISH ROOM 324

ATTRACT AND ENGAGE - CRACKING THE CODE TO THE MILLENNIAL WORKFORCE

Today and tomorrow's workforce comprise an often-misunderstood generation – the Millennials. The Gen-Ys, born between 1980s and 2000s, now in their late teens to mid-30s, represent a fast-growing and developing demographic of the workforce. In fact by 2025, 3 out of 4 in the active labour force will be a Millennial. How do you attract, motivate and engage your future workforce?

Curated and delivered by a Millennial himself, learn the 7 drivers of recruitment attraction to develop, design and deliver career experiences to win over and harness the untapped talent of this generation.

Speaker:
Mr Benjamin Loh, *Public Speaking Coach & Professional #Millennial Speaker*, **Flare Communications Coaching Pte Ltd**

BOOSTER LAB K

ENGLISH ROOM 308

THE 5 BUILDING BLOCKS OF A TRULY BORDERLESS BUSINESS

Every company wants to jump onto the Internet bandwagon and go direct to their customers, bypassing the middleman. But the Internet is an unforgiving environment that punishes the smallest of mistakes. What groundwork do you need to have in place before going into the online sales channel?

Master the 5 critical building blocks of the online channel to construct a successful e-commerce business.

Speaker
Mr Jacky Tai, *Founder & Principal Consultant*, **Unbroken Branding Pte Ltd**

企业升级实验室 L

华语 ROOM 325

揭秘中国新经济，锁定新商机

以移动互联为主要工具的中国“新经济”，近年来突然爆发巨大活力，创造出世界领先的经济样式，如手机支付、共享经济、大数据分析等引世人瞩目。本工作坊将揭示中国新经济模式背后的真正动能、隐藏陷阱，并分析“无时无刻不联网”的新消费与生活方式，如何深层地影响消费行为和社会形态，以锁定移动互联环境下中小型企业的潜在商机。

主讲嘉宾

一点传讯
传播总监
丁威先生

座谈会 4.2

华语 ROOM 323

开拓未来新领域：区块链、人工智能、网络安全、物联网及云计算

区块链、人工智能、网络安全、物联网及云计算这五大科技趋势，将在未来逐渐合为一体或以其他的方式升级，成为未来数码科技的主干成分。

专家们将和与会者深入探讨上述科技对企业及日常生活带来怎样的冲击与影响。

主讲嘉宾
星和生态数码平台部门主管**黄泽慧女士**
Deskera Singapore Pte Ltd项目实施顾问**石茅先生**
新加坡多博科技有限公司项目经理**赵文巍先生**

主讲嘉宾暨会议主持
新跃社科大学商学院市场学课程主任**关冲博士**

You loved our Tech Newsroom and Experiential Learning Labs last year, bursting the room at its seams. This year, get inspired at our enhanced Tech News-room – the stage where innovative trends and new technologies intersect.

Designed for the brave and the visionary, get ready for a unique one-day experience packed with demos and insider stories of the entrepreneurs and innovators behind the latest business models and cutting-edge technologies that are transforming organisations.

9.30AM – 12.30PM

KeyReply · maven lab · Link · one smart star · Singtel

2.00PM – 5.00PM

Aimazing · Beta Movement · GleeTrees · JUMPER.AI · Overlay Technologies

16 AUGUST 2018, THURSDAY • ENGLISH | ROOM 326