



PRESS RELEASE

NATIONAL ENTREPRENEURS CONVENTION 2007

Kuala Lumpur – 21 August 2007, Great Vision Advisory Group announced that National Entrepreneurs Convention (NEC) 2007 will be held on 22 September 2007 at Berjaya Times Square Hotel, KL.

NEC is an annual event organized by Great Vision Advisory Group with the main objective to create learning, sharing and networking platform for SMI business owners and their senior management. Since its debut in 2004, NEC has been attracting more than 1,000 participants yearly.

Each year NEC carries with it a different theme and “INNOVALUE” is the featured topic to be discussed in this year’s convention. An exciting line-up of foreign and local speakers from gurus to business owners have been invited to address this year’s participants.

1st Speaker

Dr. Chen Zhong Jen

Professor of Taiwan National University

Dr Chen is the Business Management Professor in National University, Taiwan. He specializes in innovative technology management, innovative management, strategic management, new product development and management. He has also participated in many government, research organizations and enterprises, involved in business advisory and research projects.

Sharing topic : The Innovative Management Strategies of SMI Entrepreneurs

Sharing Outlines :

- How to search for innovative opportunities in a rapid changing environment.
- How to evaluate internal resources strength and seek for external alliances.
- How to create Blue Ocean (Innovative) Strategies.
- How to execute effective innovative action plans

2nd Speaker

Mr. Zhang Yi & Mdm Yang Hui Shan

The Founders and Director of LiuLiGongFang

The Best Director and Best Actress Winner of the Golden Horse Award, Taiwan left the film industry and embarked themselves in an industry that is totally new to them, i.e. the world of glass art and creating artwork with a modern Chinese style. LiuLiGongFang is a worldwide renowned brand in glass art.

Their sharing contents include:

- How did they create competitive advantage in the industry?
- What are their branding strategies that made LiuLiGongFang the number one brand name in the glass art industry in China?
- How to maintain their product innovation that reached an annual sales volume of 6,000,000 and able to grow 50% consistently over the past few years?

3rd Speaker

Mr. Chen Zhen Dian

CEO of AIPTEK Inc.

AIPTEK, a company incorporated in 1997, under Mr. Chen's leadership, started earning profit in the third year and since then, AIPTEK's profit volume grew more than 200% for the next 3 years. Within 5 years, AIPTEK have also captured more than 10% of the world market share in the digital camera industry.

Sharing topic : Value and Brand Creation

Sharing Outlines :

- Innovative branding strategies;
- Innovative marketing strategies;
- Market Positioning; and
- Products innovation

4th Speaker

Prof Lu Hong Te

Chung Yuan University, Taiwan

Professor Lu Hong Te, who is the first PhD holder of Management at the University of Taiwan, majors in marketing and sales program and regularly conducts program related to strategic planning in entrepreneurial companies. Professor Lu has created the combination of 'management and performance' and 'theory and case study', through which theories and job performance can be linked together. From the exposition of his theory, he believes in his personalized, practical and dynamic approach to create an enjoyable and valuable learning experience.

Sharing topic : Create Continuous Development Strategy Mindset – Value Creation

Sharing Outlines:

- The Six Important Elements for Sustaining Continuous Development
- The Three Strategic Thinking for Sustaining Continuous Development
- The Strategic Mindset for Sustaining a Innovative Continuous Development
- The Innovative Operation Model : PVC Model Analysis
- The Core Thinking of Innovalue : MIT Model Analysis
- The Five Corporate Growth Engines : PEPSI Model
- Create Innovalue Strategies to Develop Competitive Advantage.

Special Sharing Session from DiGi – Kevin Lee

Kevin Lee is the Head of Major Account, Enterprise Business of DiGi Telecommunications. He has vast experience in the area of marketing and sales.

Sharing Outlines:

- DiGi Innovative business solutions / products
- DiGi Innovative marketing strategies
- DiGi D'House, which blends working environment with their culture

Case Study Forum hosted by :

Mr. James Tan, Founder and Managing Director of Great Vision, and

Mr. Frederick Ng, Founder and Executive Director of Total Life

This session aims to share with the participants, the key success factors of the following companies and what makes them different from their competitors and what is their competitive advantage.

Case 1: Mostwell Holding (sewing machine dealer)

Mostwell Holding or its Epal handicraft-training centre was established in 2001 with the mission to transfer the knowledge of sewing to all Malaysians. It specializes in selling sewing machine, Epal and offering 12 months sewing courses to its VIP clients. Their innovative marketing concepts, coupled with its exclusive range of products keep them ahead in the competitive industry.

Case 2: Eu Yan Sang (1959) Sdn. Bhd.

Eu Yan Sang was established in 1879, growing from a tiny Chinese medicine shop named Yan Sang. In 1999, the Group renewed its corporate and retail images, actively participating in the modernization of the Traditional Chinese Medicine (TCM) industry and standardization of its Chinese medicine production through joint research with academics and the government. Listed on the Singapore Stock Exchange in 2000, Eu Yan Sang International Limited (“EYS”) is now the largest TCM manufacturer and retailer in Hong Kong, Singapore and Malaysia. Sharing on their innovative marketing concepts and strategies.

Case 3: Roondy (M) Sdn. Bhd. (LEWRE)

Lewré is Malaysia's foremost international footwear brand that has made its presence felt in the fashion capitals of the world including London, Paris, Milan, New York and Shanghai. It is a brand much sought after by stars and celebrities the world over, for its stylish designs and fashionable appeal. Sharing on Lewré marketing strategies, branding and market positioning strategies.

5th Speaker

Ban Ding

Ban Ding, survivor of a tragic accident in 1994, lost both his legs but became a successful motivation speaker, well-known disabled calligrapher and the consultant of a university in Beijing.

Sharing Outlines:

- How he managed to overcome his barriers after losing both his legs
- The Importance of having a Positive Mindset
- The Importance of 'back to basics' mindset in creating better career or business development.