



## PRESS RELEASE

**Kuala Lumpur** – 28 May 2008, The **2008 National Entrepreneurs Convention (NEC)**, an annual event organized by Great Vision Advisory Group, will be held on 14 June 2008 at Sunway Lagoon Resort Hotel.

The main objective of the NEC is to create a learning, sharing and networking platform for SMI business owners as well as their senior management; and since its debut in 2004, thousands of participants have attended and benefited from the convention.

Each year, NEC carries with it a different theme and “Transforming, Upgrading, Leading” is the featured topic to be discussed in this year’s convention. An exciting line-up of local and foreign renowned speakers specializing on the theme’s specific topics are invited to share their knowledge and valuable experiences with the participants.

主办单位： 宏願理財

管理单位： MASTERY  
竞争力中心  
development



**Speaker 1:**

**MR. KENNY YAP**

**Executive Chairman cum Managing Director, Qian Hu Corporation**

42 years old, successfully captured a number of awards as follows:

- The International Management Action Award 2000(IMMA)
- 50 Stars of Asia Entrepreneurs (Business Week, July 2001)
- Asia Young Chinese Entrepreneur Award 2002, (Yazhou Zhoukan)
- Innovative Entrepreneurs Award 2003 (Business Times), Ernst & Young Entrepreneur of The Year Singapore 2003 Award
- Transparency Award by the Business Times since 2002

He managed to turn his father's agrarian business to a listed company within a short span of 9 years. The company has become a world class ornamental fish, aquarium and pet accessories corporation.

**Topic:**

**A Legend of transformation from traditional business to International Corporation**

**Speaker 2:**

**MR. WILLIAM TAN TECK LEONG**  
**Firstlink Sdn. Bhd. Co Founder and CEO**

- Years of experience in the research & development, and global marketing of Internet telephony products
- Excellent in leadership and management for R&D team for innovative products development
- Strive to enhance the competitive edge of SME by harnessing information technologies and e-Business solutions
- Successfully developed the on-demand, new generation powerful Customer Relationship Management (CRM) Systems
- Intensive research and studies on the new marketing strategies applications in light of the digital economy including e-Commerce, Online Marketing, Web Analytics, and CRM Systems
- International Marketing Director for NICER Inc. – a Canadian PLC in network technology
- R&D Director of Jupitel Technology, Inc. - Canada
- Master of Business Administration, University of Southern California, USA (2004)
- Bachelor of Science in Engineering, National Taiwan University, Taiwan, ROC (1985)
- Deputy President of CEO Club of Malaysia (2007-2008)
- Vice President of Young Entrepreneurs Association Malaysia (PUMM) (2008-2009)

**Topic:**

**Profitable Business Strategy in 21<sup>st</sup> Century – CRM**

- Building capability through new thinking, creating value for customers, strengthening business competitiveness
- Formulation of customer-centric business strategy、 process transformation, reformation of corporate culture, information technology as a means of achieving competitive advantage in the modern enterprise.
- How to formulate a set of timely comprehensive marketing strategy in maximising customer lifetime value
  - From "attract customers" to "maintain customers"
  - From the pursuit of "market share" to "customer share"
  - From "product-oriented" to "customer-oriented" marketing
  - From "traditional path" to "integration of actual situation" multiple access
  - From the "one-way to promote" to "two-way communication", co-creating value with customers



**Speaker 3:**

**MR. SU LONG-TE**

**Chairman of Cicoci Logistics and Home Services Corporation**

- Chairman of Cicoci Logistics and Home Services Corporation
- Associate Professor Institute of Traffic and Transportation, National Chiao Tung University National Chiao Tung University, Taiwan
- Chairman of The Global Logistics Council of Taiwan (GLCT)

Cicoci is pioneer in logistics and home services industry in Taiwan with slogan of “Serving, Caring and Sharing”. He transformed the company from a complicated house moving business into a super enterprise. With an advertisement of “Premier-level House Moving Services”, he made a different in Taiwan business community as well as reflected the unique spirit of market strain ability of Taiwan entrepreneurs. Cicoci is a good model of business in “Transformation, Upgrading and Leading”

**Topic:**

**Innovation and Development of Cicoci Logistics and Home Services Corporation**

- Transformation and upgrading from a traditional moving company to the innovative concept of logistics and home services
- How to create Blue Ocean Strategy thinking of the Red Sea's industry in Cicoci
- Innovative Ideas in providing services and Customer Value Proposition in Cicoci
- Strategic Thinking of Transformation and Upgrading and its execution in Cicoci
- Key Success Factor of Innovation in Cicoci
- Cicoci Future Expansion and Development Strategies

**Speaker 4:**

**MR. GOH PENG OOI**

**Founder and Group Chairman of The Silverlake Group**

- Goh Peng Ooi is a Chairman of Silverlake Group and the Executive Chairman of Silverlake System Sdn. Bhd.
- He founded Silverlake Group in 1989 and has built it to become an established provider of an advanced, state of the art universal integrated banking solution. Silverlake Group has grown by leaps and bounds and at present, its offices and customers are located in over 13 countries across Asia Pacific.
- Mr. Goh was bestowed the Technology Entrepreneur Award Malaysia 2005.
- Prior to Silverlake Group's formation, Mr. Goh had worked with IBM Malaysia. He held several senior positions over his 9 years career at IBM, his last being Sales Manager for Banking and Finance Industry.
- Mr. Goh has obtained his Bachelor of Engineering (Major in Electronics) at the University of Tokyo on a Mombusho Scholarship in 1980.

**Topic:**

**Epistemology: The study of knowledge and how it affects success in the new world**



**Speaker 5:**

**MR. FRANCIS CHEN LI-HENG**  
**President of Franz Collection of Haichang Group**

- Founder and Chief Executive Officer, Haichang Group (including 8 companies and 4 factories worldwide)
- Founder and Chief Executive Officer, Franz Collection, Inc., United States

No lack of innovation in his life. Haichang Group founded by Francis Chen has become a leading manufacturer of gifts in the world in 1990s. Today, items by Franz Collections are sold worldwide. Haichang was the processing plant for prestigious European and US factories over a number of years. Although the company has acquired well-known brand, such as Legend in the merging with US company, he realised that an own Chinese brand should be developed. Therefore, Franz Collection is created.

**Topic:**

**The Value Innovation Journey for Franz Collection**

- Franz Collection grown from a trader to boutique enterprise of innovative ceramics fine art
- Integration of traditional Chinese culture to enhance the value of ceramics art
- Implementation of transforming and upgrading strategic layout for Franz Collection
- Development of Jing De Zhen to become the innovation base for Franz Collection
- Critical success factors analysis for Franz Collection
- Future expansion and development strategies for Franz Collection

**Speaker 6:**

**PROF LU HONG TE**

**Professor in Business Administration, Taiwan Chung Yuan Christian University**

- The first Ph.D degree holder in management graduated in Taiwan University.
- Present Professor of Graduate School of Management, Taiwan Chung Yuan Christian University.
- Guest Professor of Singapore International School of Management and Nanyang Technological University and has been invited to give lectures in Australia, Singapore, Japan, Malaysia, etc.
- Strategy Consultant for more than 50 enterprises in Taiwan and China, including Tingyi. International Food Co. Ltd. , Parkson Department Store in China and China Mobile, etc.
- Prof. Lu will share the experience and model of business growth in layman's language and also bring out lectures of the combination of experience in the management and practice as well as theory and case.

**Topic:**

**Transforming and Upgrading : New Paradigm of Recrafting the Second Curve**

- The Importance of Sustainable Growth in Business
- Six measurable dimensions of sustainable growth in business
- New Strategic Paradigm of sustainable growth in business
- Internal and External Factors of Business Transforming and Upgrading
- Analysis of strategies and models of Business Transforming and Upgrading
- Analysis of ways and benefit of Business Transforming and Upgrading
- Key success factors of Business Transforming and Upgrading
- Business Transforming and Upgrading and Recrafting the second curve
- New paradigm of recrafting the second curve
- Sharing success stories of business transforming in Asia Pacific
- Sharing success stories of business upgrading in Asia Pacific