



Title: Transformation & Positioning for Business Opportunity

Brief Introduction

The National Entrepreneurs Convention (NEC) is an annual event organized by Great Vision Advisory Group; NEC aspires to be a business networking and continue learning platform for corporate leaders and business owners of SMEs and listed companies since 2004.

There is about 1,200 and 1,500 participants attending the National Entrepreneurs Convention each year. The overwhelming response and the positive feedback we received from the participants were very encouraging.

Objectives

1. The NEC aim to become a learning platform of all SME and the entrepreneurs that will enhance their knowledge and skills in the areas of strategic planning, general management, financial management, human resource management as well as marketing management. Hence, it will improve and strengthen the competitiveness of the SME in the ever challenging global market place.
2. The NEC is a networking platform for the entrepreneurs. As most of the participants are top management of SMEs, NEC is an ideal place for building business associates, exchange of ideas and information that may result in invaluable business opportunities among the entrepreneurs.

Target Audience

1,500-2,200 business owners of the small and medium enterprises (SME) and listed companies are expected to attend the convention.

Venue & Schedule

Date: 12th September 2009 (Saturday)
Time: 8.30am – 6.30pm
Venue: Selangor Grand Ballroom
Sheraton Subang Hotel & Towers, Subang Jaya
Jalan SS 12/1, 47500 Subang Jaya

主办单位:

宏願理財

管理单位:

MASTERY
竞争力中心
development

Speaker 1:

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:

Transformation & Positioning : New Paradigm of Business Management

- The Importance of Sustainable Growth in Business
- New Strategic Paradigm of business management
- Internal and External Factors of Business Transforming and Positioning
- Analysis of strategies and models of Business Management
- Analysis of ways and benefit of Business Transforming & Positioning
- Key success factors of New Paradigm of Business Management
- Business Transforming and Upgrading and Recrafting the second curve
- Business Opportunities upon transformation & positioning
- Sharing success stories of business transforming in Asia Pacific
- Sharing success stories of business positioning in Asia Pacific

Speaker 2:

MR. FRANCIS CHEN LI-HENG

CEO of Seagull Group (Franz Collection) of Haichang Group

- Founder and Chairman of Asia-Pacific Cultural Creative Industry Association
- Founder and CEO of Seagull Group (Franz Collection) (including 15 companies and 4 factories in the country and abroad)

Francis Chen has dedicated his entire life to creativity industry and is the founder of the Seagull Group. In the 90s, the Seagull Group became the top gift producer and the artwork designed and manufactured by the company can be found all over the world. The Seagull Group has offered OEM/ODM services to famous European and American brands. Although the company merged some fine art makers such as well-known American company Legend, Francis Chen wanted to create a Chinese brand. Such a vision led to the birth of Franz Collection.

Topic:

Branding & Customer Service Strategic in Business Management

- Franz Collection grown from a trader to boutique enterprise of innovative ceramics fine art for Branding & Customer Service Strategic
- Integration of traditional Chinese culture to enhance the value of ceramics art
- Implementation of transforming and positioning strategic layout for Franz Collection
- Development of Jing De Zhen to become the brand for Franz Collection
- Critical success factors analysis for Franz Collection

Future expansion and development strategies for Franz Collection

Speaker 3:

MR. HO FEI PENG

CEO of [Cite Publishing Holding Group] and [PCHome Publishing Group]

- With over 30 years experience in media.
- Served in the China Times, Business Week, Excellent Monthly, etc., Deputy Secretary-General of Association of Business Managers, Taiwan
- 1997: Taiwan Media Elite Award
- Co-founder of Cite Publishing Group , 「PCHome Publishing Group」 and [Business Weekly],[Manager Today],[Golf Magazine],etc.
- A renowned Chinese publisher, his innovative and diversified publishing ideology always create different imagination and new horizons for domestic publishing industry. Publishing teams under his leadership always grasp the pulse of the times and social development as well as created many magazines and books in different type of themes through the spirit of continuous self-challenge.
- He Fei-Peng, founder of over 20 publishing teams, directly and indirectly involved in the founding of over 30 magazines

Topic:

Self Competency: Sharing, comprised notes of development from a worker to a manager

- Things you are most good at、 the most confidence and the most expertise to do.
- Live examples on jobs and detailed reasoning will be used by Mr. He to assist you to retreat your thinking and actions to the fundamental of do things and conduct oneself in life. You will be inspired by his stirring and easy-to-understand presentation
- Attitude and learning
- Patterns and vision
- Personnel and Team
- Professional competence and skills
- Decision-making capacity
- The core values and concepts