



2020

SMEICC LIVE
Full Programme
18 - 21 August | 10:00AM - 4:30PM

SPONSORS:

DAY 1 | 18 AUGUST 2020

10:00AM -
12:00PM

大会开幕式

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致欢迎辞



新加坡中华总商会会长**黄山忠先生**

大会主宾



贸工部兼文化、社区及青年部政务部长**刘燕玲女士**
致开幕辞

后疫情新时代：掌握新常态 抓紧新机遇 发展新商机

18 AUG 2020, 10:00AM SGT (GMT +8)

TRACK 1.1

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新冠肺炎疫情带来的颠覆遍及所有领域，此次疫情也为世界局势走向和经贸活动的发展带来与之前截然不同的面貌和趋势。面向未来的当下，企业需重新自省，以积极的态度迎接后疫情时代中的新常态和新机遇。座谈会邀请经验丰富的专家学者和企业翘楚，为参会者剖析后疫情时代下的变革和新机遇，并分享其发展经验，让参会者了解如何熬过疫情难关，着眼未来，迎风扬帆！

主讲嘉宾：



普华永道中国管理
咨询业务主管合伙人
张立钧先生



GOGOX 联合创办人
关俊文先生



泛乐学堂联合创始人
兼商业策划师
谢佩佩女士



立杰律师事务所新加坡有限责任合伙
公司和非讼业务部，区域主管
谢锦发先生

会议主持：

Digitalise Your Business Strategically For The Next Future

18 AUG 2020, 10:00AM SGT (GMT +8)

TRACK 1.2

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Although the Circuit Breaker has ended and more economies are opening up, the pandemic hasn't shown signs of easing. It is thus highly critical for businesses to take a long-standing view of what they should digitalise to stay operational, as well as to combat future pandemics or potential economic slowdowns. Join our experts and business leaders as they share how to go about a pandemic-resilient digitalisation.

Speakers:



Prof Tan Sze Wee
Assistant Chief
Executive, Enterprise
A*STAR



Mr Logan Tan
CEO & Founder
Eezee.sg



Mr Derek Tong
General Manager
Cre8tec Pte Ltd



Mr Daniel Ng
Managing Director
OMNI Integra

Fireside Chat Moderator:

2:30PM -
4:30PM

The New Era Of Globalisation After COVID-19

18 AUG 2020, 2:30PM SGT (GMT +8)

TRACK 1.3

ZOOM ACCESS LINK:
[CLICK HERE](#)

COVID-19 has accelerated geopolitical trends and significantly altered the business landscape. How have the playing field changed globally, in particular for China and Singapore? How can business leaders re-strategise and adapt in the face of challenges brought by increased instability and market volatility? Learn from experts on how the pandemic has changed globalisation and the ways businesses can prepare for the Next Future.

Speakers:



Ms Pamela Qiu
Director, Economist
Corporate Network,
South-East Asia
The Economist



Mr James Wey
Managing Director &
Head of Southeast Asia
**J.P. Morgan Private
Bank in Asia**



Mr Zhu Haibin
Managing Director, Chief
China Economist & Head of
Greater China Economic
Research
J.P. Morgan



Mr Frank Phuan
CEO, Executive Director
Sunseap Group Pte Ltd

Moderator:



Prof. Annie Koh
Professor of Finance (Practice) and
VP, Business Development,
Singapore Management University

Embracing The Future Of Business, On Next-Gen Technology

18 AUG 2020, 2:30PM SGT (GMT +8)

TRACK 1.4

ZOOM ACCESS LINK:
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The new era of mobility is here now. Adopting a digital-first/mobile-first approach is fast accelerated in the current COVID-19 situation. Businesses are no longer business as usual. How will the next-gen technology transform the future of businesses and power AR & VR to the next level? Discover how these technologies can help you transform the workspace and workforce engagement.

Speakers:



Mr Sebastian Tan
Head, 5G Solutions,
Enterprise Business
Group
StarHub Ltd



Mr Jackson Soh
Solution Architect
- IT & Mobile
Samsung Pte Ltd



Dr Shah Kwok Wei
Asst Professor, Dept of
Building, School of
Design and
Environment
NUS



Dr Vinn Prabhu
Deputy Director of Digital
Engineering, School of
Engineering
NYP

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10:00AM -
12:00PM

Gearing Up

19 AUG 2020, 10:00AM SGT (GMT +8)

For The Next Normal - What's Your
Action Plan?

TRACK 2.1

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In the post-COVID world, some megatrends and behavioural shifts are expected to carry forward, transforming industries, companies and customers permanently. Businesses who are able to evolve to changing market conditions and demands will hold the key to thriving in the next future. What is in the business blueprint of leaders to move their companies from survival to growth?

Speakers:



Mr Vaughan Ryan
Managing
Director, Consumer
Intelligence, Asia
Nielsen



Mr Jonatas Melo
Senior Vice
President, Asia South
Borouge



Mr Sean Tan
Director
True Group



Mr Steve Stine
Managing Director, **Inside Asia
Advisors** and Director
Asia Corporate Leadership Council

Moderator:

Building

19 AUG 2020, 10:00AM SGT (GMT +8)

The Golden Triangle Of Massive Business
Success

WORKSHOP 2.2

ZOOM ACCESS LINK:
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As an SME preparing your business for the post-COVID-19 future, what if you discovered the ultimate success formula to take your business to the next level and ensure your long-term financial success? Discover the Golden Triangle of Massive Business Success, a formula that builds a strong company culture, a strong brand and creates ultra-loyal customers to help unleash your full business potential.

Speaker:



Mr Ashok Miranda
Business Transformation Architect, Founder
Transform and Transcend

Business Resilience

19 AUG 2020, 10:00AM SGT (GMT +8)

In A Digital World - Connect
and Collaborate Securely

TRACK 2.3

ZOOM ACCESS LINK:
[CLICK HERE](#)

When we are faced with unexpected situations like the Covid-19 outbreak, there may be challenges to keep your business going. While no one knows when we will head out of the Covid-19 doldrums, your business will need to continue to operate and recover from the fall in activity earlier this year. Speakers will share on how you can look to integrate solutions that will enable you to connect and collaborate with one another in a digital world and also to keep businesses protected from cyber-attackers exploiting the uncertainty of the situation.

Hosts:



Mr Joel Yap
Segment Marketing, SMB
Singtel Group Enterprise



Ms Clara Tan
Segment Marketing, SMB
Singtel Group Enterprise

In Partnership with



2:30PM -
4:30PM

Getting Ready

19 AUG 2020, 2:30PM SGT (GMT +8)

For Work In The Next Future

TRACK 2.4

ZOOM ACCESS LINK:
[CLICK HERE](#)

As we welcome the next Future of Work, will the jobs that we know now still exist a few years down the road? How can leaders help employees to prepare for the evolution of jobs, and what skills are needed in this digitalised world? With working from home becoming the new work arrangement, is burnout a valid concern since WFH is commonly perceived as decreased productivity by business owners?

Speakers:



Ms Megan Stokes
Senior Principal Consultant,
Transformation and
Knowledge Management
TÜV SÜD Asia Pacific



Ms Krystal Tang
Consultant, Wellness &
Partnerships
Mercer Marsh Benefits™



Ms Nicole Zycinski-Singh
Managing Director
Killem Pest



Mr Michael Jenkins
CEO & Co-Founder
Expert Humans

Moderator:

新常态下：中国宏观经济分析和 市场发展新动能

19 AUG 2020, 2:30PM SGT (GMT +8)

WORKSHOP 2.5

ZOOM ACCESS LINK:
[CLICK HERE](#)

当中国战胜冠病病疫情之后势必迎来新的发展机遇。蓄势待发的智能化、数字化的加速推进和势在必行的健康化等发展变革将为中国市场注入前所未有的新动能，推动各个产业的复苏与发展。本地企业必须了解中国各行业领域及市场发展新动向及其所蕴含的商机，并探索如何善用中国市场复苏带来的巨大潜能，重新打造企业在中国发展的新蓝图。

主讲嘉宾:



上海交通大学海外教育学院特邀教授、
安徽大学商学院授课教授
朱文川教授

Reimagine The Future

19 AUG 2020, 2:30PM SGT (GMT +8)

From Software-Defined to AI-
Driven

TRACK 2.6

ZOOM ACCESS LINK:
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In the digital age, data is the most valuable asset of any company. How do you get value from your data in a way that's AI-driven, built for cloud and delivered as a service? Businesses can now reimagine their workplace infrastructure that provides enterprise-class performance and built-in data protection with extreme efficiency. Through this webinar, grasp the importance of AI in building your next chapter & its ability to predict and prevent infrastructure problems before they happen - simplifies IT, saving time and costs. Lastly, find out how HPE financial assistance schemes can help SMBs in IT adoption procurement during Covid-19.

Speakers:



Ms Doreen Goh
Head, SMB & Mid-Market
Segment Business
Hewlett Packard Enterprise



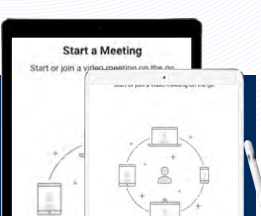
Mr Greg Chong
Regional Partner Manager
**Hewlett Packard Enterprise
Financial Services**



Mr Cham Choon Xye
Solution Architect
**Hewlett Packard
Enterprise**



Mr Macmillan Kosasih
Sales Director
Trillium Technologies



10:00AM -
12:00PM

Rising Above

a Crisis - Resilience When The Going Gets Tough

20 AUG 2020, 10:00AM SGT (GMT +8)

TRACK 3.1

ZOOM ACCESS LINK:
[CLICK HERE](#)

The COVID-19 outbreak has seen many local businesses and entrepreneurs stepping up and responding to the crisis with tenacity. Learn how these business owners coped with the immediate challenges and surpassed themselves to innovate, move and pivot in the face of crisis. How has the playing field changed for them, and what strategies are they planning moving forward in preparation of future disruptions?

Speakers:



Mr Reuben Ang
Managing Director
Hesed & Emet Holdings



Mr Kent Teo
Founder & CEO
Invade Industry



Mr Loh Chi Jie
Founder
Siege Advanced Manufacturing



Mr Tay Woon Teck
Managing Director, Business Consulting
RSM Singapore

Moderator:

Preparing

For The Digital Future Through Business Transformation

20 AUG 2020, 10:00AM SGT (GMT +8)

In Partnership with **sptel**
Reliability with an Edge

TRACK 3.2

ZOOM ACCESS LINK:
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The current challenging business climate has driven organisations to look towards digital transformation to emerge from the Covid-19 crisis and prepare for recovery. However, as organisations shift focus towards digitalisation, exposure to cyber threats is bound to increase. How can organisations leverage the flexibility and agility that digitalisation affords without compromising on security? How can you use IoT-aaS and Edge Cloud on a dynamic and defendable network to remodel and accelerate business transformation?

Speakers:



Ms Wang Kangni
Assistant Director, IoT, Business Development
SPTel



Ms Valerie Lee
Technoprenuer
MaCh eX Pte Ltd



Mr Jonas Walker
Security Strategist
Fortinet Inc



Mr David Wang
Assistant Director, InfoSecurity
SPTel

2:30PM -
4:30PM

Re-Shape

& Innovate For The Next Opportunity

20 AUG 2020, 2:30PM SGT (GMT +8)

TRACK 3.3

ZOOM ACCESS LINK:
[CLICK HERE](#)

With border restrictions enforced due to the pandemic, supply chains are disrupted, inventories are challenged, and travel is expected to be limited in the near future. How flexible is your business in pivoting and creating essential and/or potentially new products? Are there opportunities for your business to innovate and re-shape your service delivery? Join our experts as they share insights on innovation in the midst of crisis.

Speakers:



Dr Roland Lim
Principal Research Engineer, Manufacturing Systems Division
SIMTech, A*STAR



Mr Toh Ming Hon
Senior Consultant, Manufacturing Systems Division
SIMTech, A*STAR



Dr Tan Puay Siew
Division Director, Manufacturing Systems Division
SIMTech, A*STAR

供需变革新方向

加速转型新升级

20 AUG 2020, 2:30PM SGT (GMT +8)

WORKSHOP 3.4

ZOOM ACCESS LINK:
[CLICK HERE](#)

在全球经济逐步走出疫情阴影的同时，市场的面貌与供需将不再和从前一样。唯有加速企业的转型升级，方能将企业的经营模式、发展策略与眼下的市场发展变革及新常态相融合，为企业打造后疫情时代的全新竞争力。专家学者将和与会者分享后疫情时代下，市场供需新变革以及企业转型升级新趋势的各种宝贵资讯，引领企业为未来发展注入全新契机与动能。

主讲嘉宾:



上海交通大学海外教育学院特邀师资兼
福秉文化传播有限公司创始人
许斌老师

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10:00AM -
12:00PM



Re-Strategise

Your Communications & Engage Digitally

21 AUG 2020, 10:00AM SGT (GMT +8)

TRACK 4.1

ZOOM ACCESS LINK:
[CLICK HERE](#)

Digital communications have never been so hastily and extensively adopted until this pandemic. With companies facing unique challenges in the current climate, this session will cover how businesses can structure their organization to utilize digital marketing as a key growth lever, identify opportunities to stay ahead, as well as best-in-class practices on how to leverage digital platforms to respond effectively. Join our experts as they share how your business should relook your current digital marketing communications to reach out to your target audience online.

Speakers:



Mr Frank Ng
ex Regional Performance
Marketing Manager
Uber



Ms Denise Woo
Regional Marketing, Merchant Lead
GrabFood



Respond

Restart, Rebuild - Moving Forward Together in the New Normal

21 AUG 2020, 10:00AM SGT (GMT +8)

TRACK 4.2

In Partnership with



TEAMS ACCESS LINK:
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As more business, operations, customer servicing and development is done remotely, top priority is for organisations to stay open for business. Teams need to be enabled to stay productive and secure from anywhere, rapidly adapt business processes, stay engaged with customers, keep developers up and running – all while securing and managing access to apps, devices, and data. Hear from technology experts and customers as they share how best to respond, restart, and rebuild in this new reality - the best way to move forward is together.

Speakers:



Mr Justin Chan
Modern Workplace
Technologist Strategist
Microsoft



Mr Sandeep Basu
Senior Product Marketing
Lead, Dynamics Commerce
Microsoft



Mr Patrik Bihammar
Senior Business Group
Lead – Cloud Enterprise
Microsoft



Ms Karine Lim
Customer Program Manager
Microsoft

Fireside Chat Moderator:

2:30PM -
4:30PM



Experience

How Technology Can Help Your Business With A Digital Trade Journey

21 AUG 2020, 2:30PM SGT (GMT +8)

TRACK 4.3

In Partnership with



ZOOM ACCESS LINK:
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The US-China Trade War, Brexit and now Covid-19 pandemic is set to further challenge the status quo of global trade. With global supply chains not operating “business-as-usual” and service industries including logistics are severely impact by partial lockdowns, can cross-border trading be the “new catalyst to economic recovery”?

Much is evolving in global trade as technology is developing at an extreme pace in today’s world. Technology provides valuable insights for our businesses at our fingertips, streamlines how we communicate with internal and external stakeholders, automates data storage, analysis and sharing, as well as promotes mobility to support ‘work from home’. It allows for speed, efficiency and agility in how traders work.

Speakers:



Mr Mike Yap
Vice President, Product
(Compliance Services) &
Mass Market Sales
GeTS Asia Pte Ltd



Mr Ho Jun Cheng
Product Manager
GeTS Asia Pte Ltd



Mr Toh Yong Yeow
Senior Client Solutions
Specialist
GeTS Asia Pte Ltd



Mr Mohamed Uvaise
Senior Product Manager
GeTS Asia Pte Ltd

Co-Host:



Mr Alex Lew
Fintech Director
GeTS Asia Pte Ltd



Mr Samuel Lee
Director, Digital Channels
& Strategic Alliances
GeTS Asia Pte Ltd



Leadership Reinvented

21 AUG 2020, 2:30PM SGT (GMT +8)

WORKSHOP 4.4

ZOOM ACCESS LINK:
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Things are constantly changing during these disruptive times and leaders have to recognise that traditional leadership styles may no longer be relevant in the post-COVID world. As digital communication becomes more widely used, how should leaders communicate and motivate their employees on the virtual platform? What must they do to reinvent themselves and effectively lead their teams into the “Next Normal”?

Speakers:



Dr. Sandy Chong
Director / Principal Consultant
Verity Consulting

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our webpage
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