



BFM ENTERPRISE  
**breakaway**  
PENANG

# The Journey Ahead...

Bringing Full Meaning



## Continue Game?

YES

NO

Thursday, 6th September 2018

Hotel Equatorial Penang, Bayan Lepas, Penang  
9.00am - 5.30pm

CO-SPONSOR :



SUPPORTED BY :



BROUGHT TO YOU BY :



# AGENDA

<b>8.00AM</b>	Registration & Morning Refreshments
<b>9.00AM</b>	Welcome Speech by Malek Ali
<b>9.15AM</b>	Keynote Session with George Aveling, TMI Consultancy
<b>9.45AM</b>	<b>Session 1 : Once Upon A Time</b>  In fairytales, the story usually ends with a "Happily Ever After." What happens in-between determines whether or not we'll stay hooked to the story. And like every good story, it has to have twists and turns and ups and downs - just like some of the most successful brands out there. It's often the story behind the brand that makes a company attractive to venture capitalists and angel investors. We explore the benefits of having a good brand story.
<b>Speakers :</b> Mohd Faisal Ahmad Fadzil, Tanamera Tropical Spa Kamarul A. Muhamed, Aerodyne Group CB Chuah, Pentamaster	<b>Moderator :</b> Freda Liu
<b>10.30AM</b>	Coffee Break & Networking
<b>11.00AM</b>	<b>Session 2 : Lifecycle of Entrepreneurship</b>  The man who started Silky Girl shares his story from the conception of the company to the moment he left. He tells us all about the lifecycle of entrepreneurship: from the excitement of having a product launch to the emotions that are involved when walking away.
<b>Speaker :</b> Tan Thiam Hock	
<b>12.00PM</b>	<b>Session 3 : Entrepreneur In da House</b>  Groupon killed his first startup. But this Material Science Aerospace Engineer was not going to go back to building rockets. He embarked on a second startup, which saw the business give its products away for free. Luckily, third time's a charm and Clarence Leong is today enjoying "good problems" like what to do with 100% year-on-year revenue growth. The founder and CEO of EasyParcel shares his rollercoaster journey and tips on how to lose control during those crazy dips for some business lessons that last a lifetime.
<b>Speaker:</b> Clarence Leong, EasyParcel	
<b>12.30PM</b>	Lunch & Networking

# AGENDA

**2.00PM**

## Session 4 : New Technologies to Grow Your Business

Since he was a child, Syed has always had a keen interest in all things digital. Now all grown up and with 18 years of experience in the Telco industry, he has seen his fair share of technology advancements from 2G, 3G, 4G and now soon to be 5G – and how each wave affects the business community. He will share some of the latest mobile and digital technologies that help Malaysian entrepreneurs grow their businesses.

**Speaker :**

Syed Othman Syed Salim, Maxis Berhad

**2.15PM**

## Session 5 : 4 Keys to Generate Incredible Desire with Jeevan Sahadevan

Jeevan Sahadevan of Leverage Lab, created the F.B.A.T (Feature, Benefit, Advantages, Testimonials) formula. By making sure the 4 keys are covered, he will share about how to 'Tell A Powerful Story' that generates massive amounts of desire in a prospect for customers to buy a product or service.

**3.15PM**

## Tea Break & Networking

**3.45PM**

## Session 6 : Investment, The Next Chapter

Now that you've gotten your funding and your product is established, what actions do you need to take to move things up to the next level? What's the most optimal way to use your cash? Where would be best to place it? And what alternative investment routes are out there?

**Speakers :**

Natalie Sit, Acestar Group  
Adrian Ng, Mega Fortris (M) Sdn Bhd  
Mei Tan, Scoopoint

**Moderator :**

Khoo Hsu Chuang

**4.45PM**

## Closing Session with George Aveling

**5.30PM**

**End**

# SPEAKERS



## GEORGE AVELING TMI Consultancy

George is the Group CEO and International Partner of TMI and TACK International in Malaysia. He is a mentor to senior leaders. He is an organisational leader. He is a writer. He is a consultant. George opened the TMI office in Kuala Lumpur in February 2005. TMI, with a presence in 60 countries, is a transformation consultancy, focusing on the customer experience. TACK International is a global sales and leadership development consultancy, similarly with offices in 45 countries of the world.



## FAISAL AHMAD FADZIL Tanamera Tropical Spa

Faisal is the Founder of F.A. Herbs and Tanamera Tropical Spa. He manages and oversees the operations of both companies, from conceptualizing and product formulation of their natural product range, both internal and external formulation, design and packaging concept creation, also, turn key natural product project planning and management. Faisal is the founding member and director of Malaysian Herbal Corporation under MiGHT, and the Malaysian Herbal Council, under MOA.



## MEI TAN Scoopoint

Mei Tan is a creative entrepreneur who is currently the creative director & CEO of Asia Green Group - a property development company. She is also the founder of Scoopoint- a disruptive and stylish co-working space in the central of Penang. The space is formed with the mission of transforming how local people work and empower creative entrepreneurs. Scoopoint is not just a co-working space but a community and platform to encourage creativity, passion & collaboration.

# SPEAKERS



## JEEVAN SAHADEVAN **Leveragelab**

Jeevan is the founder and CEO of Leveragelab Sdn Bhd, a company offering cutting edge Business Growth methods, technology and consultancy in Sales, Marketing, Systems and Team development for over 17 years. He is a certified practitioner in Neuro Linguistic Programming (NLP), Timeline Therapy and a certified Emergenetics consultant. He is also a former Action Coach Multi Unit Franchisee trained in Business and Executive Coaching.



## NATALIE SIT **Acestar Group**

Natalie Sit, the CEO of Acestar Group, is the driving force behind the company's success to be a leading IT solutions provider. Her vision is to provide simplified tools and apps to improve SME growth in Malaysia and South East Asia, without compromising customer data protection. She believes in working with Passion and Integrity to bring consistent business success.



## CLARENCE LEONG **EasyParcel**

Clarence started Daily Deals business (Groupon alike) and EziVoucher upon his return to Malaysia in 2005. During his 2-year entrepreneurial journey, he started EasyParcel, a web-based parcel consolidator and e-Commerce shipping solutions provider. Within a year, EasyParcel was awarded the Malaysian Top 20 Cradle Coach & Grow Startup Company 2014 and currently over 350,000 SMEs across Malaysia, Singapore, Thailand and Indonesia with more than 10 million parcels delivered today.

# SPEAKERS



## KAMARUL A. MUHAMED

**Aerodyne Group**

Kamarul A Muhammed is the Founder and CEO of Aerodyne Group, a drone-based solutions provider driving enterprise digital transformation around the globe. A London trained auditor that ditched his pinstripe suits long ago in-favour of t-shirt and jeans world of technopreneurship. A risk-taker with strong financial acumen.



## CB CHUAH

**Pentamaster Corporation Berhad**

Chuah Choon Bin currently sits on the Board of Pentamaster Corporation Berhad as non-executive chairman and non-executive director. PCB is currently listed on the Main Market of Bursa Malaysia, is the parent company of Pentamaster International Limited. He also holds directorship in all the subsidiaries of the Group.



## TAN THIAM HOCK

Tan Thiam Hock is the Founder of Alliance Cosmetics Sdn Bhd and served as its Managing Director until recent. He currently serves as Director of Alliance Cosmetics Sdn Bhd. Tan writes a weekly column in The Star newspaper where he gives some free but useful tips on how to be a successful entrepreneur.

# SPEAKERS



## ADRIAN NG

**Mega Fortris (Malaysia)**

Adrian and his brother, founded Mega Fortris in 1996 with modest seed capital and an ambition to grow the company to a world class player in the specialised industry of security seals. Mega Fortris today, is amongst the top global players in the security seals and security solutions industry with a network of offices in more than 20 countries and a workforce of 650 personnel to serve customers from a variety of industries in the Asia Pacific, North America, Europe and the Middle East.



## SYED OTHMAN

**SYED SALIM**

**Maxis Berhad**

Syed currently heads the Track & Trace (IoT solutions) division in Maxis Enterprise. With more than 18 years of experience in telecommunications industry, he has hand-held many Corporate and SME companies in adopting innovative digital solutions - to drive better performance, productivity and profitability.

# ADMISSION

Please complete this form and email to [claire.goh@bfm.my](mailto:claire.goh@bfm.my) or fax to **+603-7629 7113** for manual processing.

## REGISTRATION FEES PER DELEGATE (Please tick only one box)

**REGULAR TICKET : RM 200 / TICKET**

**GROUP TICKET : RM160 / TICKET**

(4 pax & more)

*Ticket prices are INCLUSIVE of 6%GST | Each delegate must complete a separate registration form | Tickets are NON-REFUNDABLE*

## DELEGATE INFORMATION (Please type or write in block letters)

**FULL NAME :** \_\_\_\_\_ **MOBILE :** \_\_\_\_\_

**IC NUMBER :** \_\_\_\_\_ **EMAIL :** \_\_\_\_\_

**COMPANY :** \_\_\_\_\_ **DESIGNATION :** \_\_\_\_\_

**SIGNATURE :** \_\_\_\_\_ **DATE :** \_\_\_\_\_

## METHODS OF PAYMENT (Please tick only one box)

**BANK TRANSFER**

**CHEQUE**

• Full payment is required prior to the event. • Confirmation of participation will only be made AFTER full payment is made prior to the event.

• We reserve the right to refuse admission if payment is not received on time.

## ADMISSION DETAILS

**BFM ENTERPRISE BREAKAWAY PENANG 2018**

DATE : 6 September 2018 (Thursday)

TIME : 9.00 am – 5.00 pm (Registration starts at 8.00 am)

VENUE : Equatorial Hotel Penang, Bayan Lepas, Penang

Fee includes admission to the Enterprise Breakaway Penang 2018 event, access to materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

## FOR ENQUIRIES & GROUP REGISTRATION

Please contact Claire Goh at

Tel: +6012-2452315 | Fax: +603-7629 7113

Email: [events@bfm.my](mailto:events@bfm.my)

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd.

## TERMS & CONDITIONS

- Payment Terms:** Following completion and return of the registration form, full payment is required within 7 working days from receipt of invoice. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.
- Cancellation / Substitution:** Provided the total fee has been paid, substitutions are allowed 10 working days before Enterprise Breakaway Penang 2018 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM Media Sdn Bhd. By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM Media Sdn Bhd will not be able to mitigate its losses for any less than 100% of the total contract value. If for any reason beyond its control, BFM Media Sdn Bhd decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client.
- Copyright etc:** All intellectual property rights in all materials produced or distributed by BFM Media Sdn Bhd in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
- Important note:** While every reasonable effort will be made to adhere to the advertised package, BFM Media Sdn Bhd reserves the right to change event dates, sites or location or alter the content and timing of the programme or the speakers without penalty and in such situations, no refunds shall be made. In the event that BFM Media Sdn Bhd permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at other products or services of BFM Media Sdn Bhd.
- Governing law:** This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts. However, only BFM Media Sdn Bhd is entitled to waive this right and submit to the jurisdiction of the courts in where the Client's office is located.