

HDB Retail Seminar 2009

Breakthrough for Business Success

1 July 2009 (Wednesday) • 2.15pm - 6pm

HDB Hub Convention Centre, Auditorium

Seminar conducted in Mandarin

To keep up with the challenges in this dynamic environment, it is crucial for retailers to continually widen their horizons of experience and search for new ways to improve their business operations. By doing so, this will enable them to remain relevant and stay viable in this new economy.

Guest-of-Honour: Ms Grace Fu, Senior Minister of State for National Development & Education



Branding for Business Success

by Ms Jocelyn Chng

Managing Director, Sin Hwa Dee Foodstuff Industries Pte Ltd

When Jocelyn Chng took over her father's faltering sauce business at the age of 21, the competitors predicted that the company would close down within 6 months. She survived against all odds and today CHNG Kee's brand enjoys an esteemed reputation in the marketplace all over Asia. Hear how she innovates, reinvents and modernises the company to become one of the major players with her sauces being distributed to more than 30 countries.



Innovative Business Ideas, People Management

by Ms Ann Lee

Regional CEO, ADONIS Group Holdings

Adonis has come a long way from its humble beginnings in 1980s offering simple beauty treatment. It has since grown to have more than 10 service centres strategically located islandwide offering the entire slew of beauty treatment services. Hear how Adonis competes in this highly competitive industry; how it strives to broaden its appeal by monitoring changing consumer trends and needs, investing in new business ideas and its people management philosophy.



Latest Retail Trends and New Concepts

by Mr Albert Kong

Chairman / CEO, Asiawide Franchise Consultants Pte Ltd

As the saying goes, in times of difficulty, opportunity is ever present. Amidst the global financial crisis affecting all sectors of the economy, retailers face an uphill challenge to keep their businesses afloat. In this talk, franchise guru Mr Albert Kong will shed light on the latest retail trends and new concepts in the franchising scene in Asia. Participants can also learn how to leverage on these successful businesses, spot opportunities and strategise their next business move.

Date : 1 July 2009 (Wednesday)
Time : 2.15pm
(Registration starts at 1.30pm)
Venue : HDB Hub Convention Centre, Auditorium
480 Lor 6 Toa Payoh
S'pore 310480
Fee : \$20 (HDB Retailers) /
\$70 (Non-HDB Retailers)

Registration:

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Tel: 6741 4670, 9183 9846
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or

impactus! Pte Ltd (On behalf of HDB)
Tel: 6600 0605, 9226 3752
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Mr Sze Hong Chew
Principal Business Consultant,
Best Team Corporation
Former Newscaster of TCS

Organised by:



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