

China. Mr Yeo was optimistic on Asia's growth, due to its diversified export trade and less reliance on the US market.

Idris Nizam, Director of UBS Foreign Exchange Research, analysed the foreign exchange trend of the greenback against the Singapore dollar and other Asian currencies such as renminbi and ringgit. He felt that global growth had reached its peak and predicted a slowdown in the US economy.

Focusing on the property market, Frankie Lee, Fund Manager of Henderson Global Investors (S) Ltd, shared his views on fundamental factors which would influence the regional growth of infrastructure and residential properties. Mr Lee pointed out that the current investment sentiment remained positive, similar to the past 18 months.

At the panel discussion moderated by Vikram Khanna, Associate Editor of *Business Times*, the speakers responded to questions pertaining to the impact of the political and economic trends on the local and regional economic outlook, as well as important pointers businesses should look out for.

#### English Seminar on "Retailing Opportunities in China: Special Focus on Beijing"

The Chamber, together with the Franchising and Licensing Association (Singapore), organised an English seminar on February 18 at the exhibition room. The seminar was beneficial to companies interested in gaining a foothold in China's rapidly developing retail market.

Over 70 participants came to learn about retail opportunities in Beijing, the franchise industry in China, how to connect with global experts, and

exchanged experiences on Singapore companies doing business in Beijing.

#### Seminar on "How to Win in Business Negotiations"

In order to further enhance business negotiation skills among our corporate members, the Chamber jointly organised two seminars with Singapore Mediation Centre. They were held on April 16 and August 26 at the conference room.

Topics covered included:

- Main concept of negotiation and preparation to negotiate in a systematic and logical manner;
- How to create a "win-win" situation;
- Strategies to solve problems and handle stubborn negotiators;
- Achieve an effective and amicable result through neutral third party

The Mandarin seminar attracted 30 participants, while 105 attendees turned up for the English event on August 26.

#### Mandarin Seminar on "How to Create a Successful Internet Business"

On June 13, the Chamber held a seminar at the conference room for members to learn how to start companies with minimal operating costs, and how to increase sales without having a physical storefront.

Sixty members participated in the seminar to find out how they could leverage on modern technology to promote business development.

Fione Tan, Founder and CEO of eOneNet.com, shared her secret in establishing a successful online business. She proposed a one-stop solution and the

Albert Kong, Chairman/CEO of Asiawide Franchise Consultants Pte Ltd, sharing with the participants on the pros and cons of franchising in the China context.

