

Convergence and disruptions in the Infocomm Technology (ICT) industry present significant new business opportunities for companies. Do you want deeper insights into the demand and supply perspectives of such opportunities, understand their associated challenges and risks, and develop strategies to capitalise on them?

This seminar will:

- Explore some of these new opportunities, in the context of convergence within the ICT industry;
- Introduce a methodology for building successful strategies in highly disruptive and uncertain environments;
- Provide a high level road-map for successfully investing in overseas expansion.

In line with our mission to promote the overseas growth of Singapore-based enterprises and international trade, International Enterprise (IE) Singapore can help your company integrate firm-level capabilities as part of your overall internationalisation strategy. These capabilities, including financing, will build strength for long-term global competitiveness and shorten your learning curve as you venture beyond Singapore. Join us at this seminar to find out more.

Programme is correct at time of printing but is subject to change without notice. All prices are inclusive of 7% GST. Payment is required with registration and must be received prior to the event to guarantee your seat. IE Singapore reserves the right to refuse entry if payment is not received prior to the event. As seats are limited, applications will be accepted on a first-come-first-served basis. Full refund is applicable to unsuccessful applicants. There will be no refunds for "no-show". For full refund, cancellation has to be done at least 2 working days before the event date. An administrative charge of S\$20 is applicable for any late cancellation.

Organised by



Strategic Partner

Deloitte.

ICT Capability Seminar Series
- Essential Know-how for Going Global

Developing strategies for internationalisation: Exploiting convergence and disruptive change

Seminar Details

Date **Wednesday, 29 August 2007**
Time **8:30 am – 12:30 pm**
Venue **Fullerton Hotel
Straits Room, Level 4
1 Fullerton Square
Singapore 049178**
Fee **S\$60 (incl. of GST)**

Programme (Detailed programme attached)

0830 Registration
0830 **Welcome remarks by IE Singapore**
0835 **New horizons: Context for convergence in the ICT industry**
Mr Simon MacCormac, Director, Deloitte Consulting Pte Ltd
0935 Tea Break
1005 **Strategy as a compass: Planning in times of high uncertainty**
Mr Simon MacCormac, Director, Deloitte Consulting Pte Ltd
1050 **Explorative growth: Road-map for international expansion**
Mr Srinath Mukherji, Director, Deloitte Consulting Pte Ltd
1135 **Tapping on the Internationalisation Road-mapping Programme for overseas growth**
Mr Edwin Tan, Programme Manager, Business Capability Division, IE Singapore
1150 **Tapping on the iPartners Programme for overseas growth**
Mr Aliasgar Meccawala, Programme Manager, Business Capability Division, IE Singapore
1205 End

Dress Code **Business Attire**

Registration

If you are interested to attend this event, please register online at **www.iesingapore.com** by **Tuesday, 21 August 2007**.

For enquiries, please contact:

Ms Joycelyn Lai
+ 65 6433 4575 tel
joycelyn_lai@iesingapore.gov.sg

PAYMENT

Online via your credit card or Cheque

Cheques should be made payable to **International Enterprise Singapore**. Please indicate your name, contact details and event name on the reverse side of the cheque. Cheques must reach us by **21 August 2007**.

Please mail your cheque to:

Ms Joycelyn Lai
International Enterprise Singapore
230 Victoria Street #09-00
Bugis Junction Office Tower
Singapore 188024

Developing strategies for internationalisation: Exploiting convergence and disruptive change

Detailed Programme*

0800 Registration

0830 **Welcome remarks by IE Singapore**

0835 **New horizons: Context for convergence in the ICT industry**

- Convergence defined
- Effects of convergence: Threats and opportunities
- Innovation and growth in ICT: An investor's perspective
- Predictions: Lifestyle enablement beyond 2010

Mr Simon MacCormac, Director, Deloitte Consulting Pte Ltd

0935 Tea Break

1005 **Strategy as a compass: Planning in times of high uncertainty**

- Times of uncertainty and the myth of the savant
- The failure of strategic planning
- A more robust approach to planning in uncertainty
- Case study: Application to ICT industry

Mr Simon MacCormac, Director, Deloitte Consulting Pte Ltd

1050 **Explorative growth: Road-map for international expansion**

- Journeys beyond known shores
- Evolution of a defensible expansion business plan
- Road-map and checkpoints for growth

Mr Srinath Mukherji, Director, Deloitte Consulting Pte Ltd

1135 **Tapping on the Internationalisation Road-mapping Programme for overseas growth**

Mr Edwin Tan, Programme Manager, Business Capability Division, IE Singapore

1150 **Tapping on the iPartners Programme for overseas growth**

Mr Aliasgar Meccawala, Programme Manager, Business Capability Division, IE Singapore

1205 End

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Developing strategies for internationalisation: Exploiting convergence and disruptive change

Speakers' Profiles

Mr Simon MacCormac

Director, Deloitte Consulting Pte Ltd

Simon is the leader of Deloitte Consulting's Telco, Media and Technology (TMT) practice in Southeast Asia. He has 20 years of professional experience in the TMT industry. He has led numerous key initiatives for major telecommunications and ICT companies throughout North America, Europe, the Middle East and Asia Pacific. His work focuses on assisting companies, governments and investors understand and exploit disruptive change within the ICT convergence industries.

Simon has prior senior management experience at Lucent Technologies, Detecon, Arthur D. Little, Nortel and Marconi.

He has a BSc (Hons) Physical Sciences with Computing from the Southbank University, London, UK. He has post-graduate certificates in Software Engineering Management and Project Management from the Open University, UK, and a Post-graduate Certificate in Soft Systems Thinking from IEE / Reading University, UK.

Mr Srinath Mukherji

Director, Deloitte Consulting Pte Ltd

Srinath is a member of Deloitte Consulting's TMT practice in Southeast Asia. He has over 20 years of professional experience of working with senior managers to build and implement strategies for telecommunications and information technology.

Srinath has prior experience working with Gartner Consulting, Stern Stewart, Arthur D. Little and Andersen Consulting (now Accenture). Srinath has a Bachelor of Technology (Electrical Engineering) degree from the Indian Institute of Technology, Kanpur and a Post Graduate Diploma in Management, Indian Institute of Management, Ahmedabad. He has a Certificate in Production and Inventory Management (CPIM) from the American Production and Inventory Control Society.

Mr Edwin Tan

Assistant Manager, Business Capability Division, IE Singapore

Edwin is the Programme Manager for Manpower Programmes and the Internationalisation Road-Mapping Programme in IE Singapore, under the Business Capability Division. The Business Capability Division is responsible for helping internationalising companies scale up their capabilities in areas such as branding, design, intellectual property, alliance formation and international manpower development. Some of the services the division provides include outreach seminars, online diagnostics & resources and incentive schemes.

Mr Aliasgar Meccawala

Assistant Manager, Business Capability Division, IE Singapore

Aliasgar is the Programme Manager for the International Partners (iPartners) Programme in IE Singapore, under the Business Capability Division. The Business Capability Division is responsible for helping internationalising companies scale up their capabilities in areas such as branding, design, intellectual property, alliance formation and international manpower development. Some of the services the division provides include outreach seminars, online diagnostics & resources and incentive schemes.