

## Sharing and Feedback Session on Future Trends

Date: **Wed, 21 Oct 2009** Time: **8.45am – 12.00nn**Venue: **SBF Seminar Room 2 (21<sup>st</sup> level, Keppel Towers)**Fee per pax (incl GST): **Free for SBF Member**

SBF, together with the Ministry of Trade and Industry research unit is pleased to organize a sharing and feedback session on Future Trends. Amongst the topics to be discussed are trends such as a) **Future of Asian Enterprise (China)- Does the rise of Asia inevitably lead to the rise of Asian enterprise?**, b) **No Frills (Good Enough) Economy** and c) **Prosumers**. All SBF members are encouraged to participate in this seminar.

### PROGRAMME

8:45am Registration

9:15am **Overview of Future Trends**9:30am **Video Presentation by Future Groups on “Rise of the Rest”**

9.35am **Topic 1: Future of Asian Enterprise (China) – Does the rise of Asia inevitably lead to the rise of Asian enterprise?** This presentation is the first of an on-going three phase study into Asian Enterprises in China, India and Southeast Asia. Chinese enterprises enjoy low-cost manpower and large market potential on home ground. This presentation will look into how (a) the face of Chinese enterprises are rapidly changing to adapt western practices and business model while retaining much of its Chinese culture to dominate its domestic market as well as emerging markets in the region, and/ or acquire established brands to grow their global presence; and (b) success/ survival in China will require companies to be nimble and flexible enough to change direction and identity in response to a rapidly rising middle class.

10:00am **Refreshment Break**

10:30am **Topic 2: No Frills (Good Enough) Economy** – This presentation focus on the importance of No Frills Economy in catering to the rising demands of the middle class. There is a significant gap between what people actually need and the extras consumers pay for and do not need, and how this is filled by new enterprises seizing the opportunity. In almost all industries, from wine to cars to cellphones, there are already examples of companies catering to an increasing desire of consumers to seek out minimal fuss, no-nonsense, frill-less substitute offerings. Think of the many features we pay for in a cellphone that is hardly ever utilized when most consumers simply need dialing, sms and calendar features.

11:00am **Topic 3: Prosumers** – "In 2008, “The Participation Economy”, focusing on Web 2.0 technologies and how that enabled people to “participate” through user-generated content, crowd-sourcing, customer-made products and virtual worlds was presented. How this might help Singapore tap on the global talent pool, spur entrepreneurship, reinvent traditional industry sectors and expand its market space. The presentation at the time focused on Technology (specifically web 2.0) enabled participation and these opportunities were largely still limited to established markets.

This presentation will be a brief update on the participation economy focusing on the PROSUMER. The prosumer is the consumer who is involved in the production process. He/she is involved in the design and manufacture of products, so they could be made to better suit his/her needs. The prosumer is not a homogeneous group of people and can be broken down further in to 4 sub-groups - the traditional consumer, the alpha geek, the early adopters and the new mass market. This presentation will look at the various stages of the production value chain and explore different ways of how to engage the prosumer."

11:30am Feedback

12:00pm End

### **Administrative Details:**

- **Please fax registration form to reserve a seat.** Registration is on a first-come, first-served basis.
- Admission shall be allowed only upon presentation of confirmation from SBF (i.e. confirmation stamp on the registration form).

NOTE: As a precautionary measure, our advice is for members who are unwell not to attend the session.

<b>Ref No: MBER 166/211009/09W</b> <b>REGISTRATION FORM - Attn: MR Dept / Celest (Closing date: 16 Oct 2009)</b> Fax: 6734 0610/ 6827 6801		For Official Use (MT):
1) Name (Mr/Ms): _____	Desgn: _____	
Tel: _____	Fax: _____	
2) Name (Mr/Ms): _____	Desgn: _____	
Tel: _____	Fax: _____	
Company: _____	SBF Mbrship No: _____	Serial No: