

## Embracing A Brave, New Economy: Developing A Product-led Economy

**Date:** Thur. 3 December 2009      **Time:** 8.30am to 12.45pm

**Venue:** Four Seasons Hotel, Ballroom Level 2  
(190 Orchard Boulevard Singapore 248648)

**Fees per pax:** FREE For SBF Members

The global economy is changing and Singapore needs new products and ideas to continue thriving in the years ahead. As we emerge from the economic downturn, proactive businesses are strengthening their capabilities to capitalize on the upswing in the new economy. In this half-day seminar, business leaders who have achieved success in commercializing their products will share their stories and shed light on their product development journeys. Join us and be inspired about the countless possibilities for your businesses, if you could take them to greater heights, with the building blocks of the new economy.

<p><b>8.30 am</b>      <b>Registration</b></p> <p><b>8.50 am</b>      <b>Guests to be seated</b></p> <p><b>9.00 am</b>      <b>Embracing a Brave New Economy – Developing a Product-Led Economy</b> SPRING Singapore</p> <p><b>9.20 am</b>      <b>Creating Successful Global Home- Grown Products</b> OSIM International</p> <p><b>9.40 am</b>      <b>Scoring a Global First - Experience of Developing World First A380 Hi-Lift</b> Aeromobiles Pte Ltd</p> <p><b>10.00 am</b>     <b>Seizing Growth Opportunity from International Regulations - Developing Regional First Voyage Data Recorder (VDR)</b> Pamarine Pte Ltd</p> <p><b>10.20 am</b>     <b>Tapping the Untapped Bottom of Pyramid (BOP) Market - The Story of Solar Lanterns in Laos</b> Sunlabob Renewable Energy Ltd</p>	<p><b>10.40 am</b>     <b>Panel Discussion: Critical Success Factors of Product Development – From Conceptualisation to Marketing</b> OSIM, Aeromobiles, Pamarine, Sunlabob Renewable Energy</p> <p><b>11.10 am</b>     <b>Networking Break</b></p> <p><b>11.30 am</b>     <b>Insights to Designing World Class Products</b> Lawton &amp; Yeo</p> <p><b>11.50 am</b>     <b>Successful Market Penetration through Strategic Product Design</b> XentiQ</p> <p><b>12.10 pm</b>     <b>Panel Presentation: Collaborative Product Development – Matching Supply Technologies to Adopters</b> KooPrime, WiMe, SIF</p> <p><b>12.45pm</b>     <b>End of Seminar</b></p>
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*\* Programme is correct at time of print.*

**Organised by :**

 <p><b>SPRING</b> singapore <i>Enabling Enterprise</i></p>	 <p>SINGAPORE BUSINESS FEDERATION Apex Business Chamber</p>	 <p><b>SMA</b> Singapore Manufacturers' Federation 新加坡製造商联合会</p>
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**Administrative Details:**

- Please fax registration form to reserve a seat. Registration is on a first-come, first-served basis.
- Confirmation of your registration will be emailed to your company.
- Please present email confirmation for admission to seminar room.

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

<p><b>Ref No: MBER 194/031209/11W</b></p> <p><b>REGISTRATION FORM</b> - Attn: MR Dept / Celest or Gwen (Closing date: 30 Nov 2009) Fax: 6734 0610/ 6827 6807</p>	<p>For Official Use: (SCC)</p>
<p>Name (Mr/Ms): (1) _____ Desgn: _____</p> <p>Tel: _____ Email: _____</p> <p>Name (Mr/Ms): (2) _____ Desgn: _____</p> <p>Tel: _____ Email: _____</p> <p>Company: _____ SBF Mbrship No: _____</p> <p>Nature of Business Activity: _____</p>	<p>Serial No: _____</p>