

## Voluntary Partners for Markets Advisory and SME Helpdesk

| Consultancy Field  | Mentors' details  | Profile  |
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| Branding<br>     | Mr. Wilson Chew<br>Group Principal Consultant & CEO<br>StrategiCom Pte Ltd<br>Email: <a href="mailto:wilson.chew@strategicom.com">wilson.chew@strategicom.com</a><br>Tel : 6220 2216<br><br>Mr. Wilson Chew | Wilson is a business strategist with 10 years of experience in corporate brand positioning. He is the founding partner of StrategiCom, a global b2b brand specialist firm with 11 offices globally and 110 consultants. He is a graduate with a Masters Degree (Int'l Business & Finance) from the StrathClyde Graduate School of Business, University of StrathClyde, Glasgow. Wilson is the author of " <i>Transforming a Business into A Brand</i> " and " <i>Killer Differentiators</i> ". He has published extensively on brand strategy formulation. His clientele includes 3M, Amtek Engineering, Petrobras, SembCorp Marine, AsiaPaint, CrimsonLogic, Global SantaFe, IE Singapore, OpenXcess, Asia Renal Care, Rotary Engineering and Macquarie Goodman. He is currently reading his Doctorate in Business at the University of South Australia.  |
| Finance<br>     | Mr. M Nazri<br>Director, Evolve Maximus<br>Email : <a href="mailto:mnaz@e-volves.net">mnaz@e-volves.net</a><br>Tel : 6534 8049  | Nazri is a leading international consultant and speaker in Asia, and has delivered capacity building programmes to more than 10 countries. Nazri is a subject matter expert on matters pertaining to corporate finance, management strategies, issues and trends affecting businesses, policy makers and financial institutions on SME development matters. His insightful, out-of-the-box and notably, rapid approach of diagnosing issues and prescribing solutions in complex situations, has been consistently rated highly by more than 1,000 senior business people that he empowered across Asia-Pacific. Nazri has an MBA in Finance from the University of Western Australia, Bachelor of Commerce in Accounting from University of Queensland and a Diploma in Accountancy from Ngee Ann Polytechnic Singapore. He is also awarded the IFC/Worldbank's SME Development Trainer Programme for developing the capacity of SMEs in business and financial areas. Nazri has more than 12 years of entrepreneurial and regional professional experience in fund management and credit risk analysis emanating from Citigroup, Prudential and Fitch Ratings. |
| Legal / IP<br> | Mr. Ng Kim Tean<br>Chairman, Nanyang Law LLC<br>Email : <a href="mailto:kimtean@nanyanglaw.com">kimtean@nanyanglaw.com</a><br>Tel : 6324 0040   | Kim Tean heads a team of IP professionals that covers all aspects of prosecution and management of IP portfolios, including patents, trade marks, registered designs, domain names, trade secrets and confidential information in Singapore and many other countries. With his strong background in the technological field, Kim Tean provides effective guidance in the field of technology licensing and research collaborations. Kim Tean is a profile speaker who is often invited to speak in seminars and symposiums. He also regularly authors articles for publications and books  |

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|               | <p>Mr. Ranvir Kumar Singh<br/>Partner, UniLegal LLC<br/>Email : <a href="mailto:ranvir.kumar@unilegal.com.sg">ranvir.kumar@unilegal.com.sg</a><br/>Tel : 6236 2430</p>   | <p>Ranvir is a very practical and pragmatic lawyer and he has gained considerable exposure and experience in a wide spectrum of legal matters. He has been the lead Counsel in a number of large complicated cases. He is an active Advocate who has argued cases in superior Courts in Singapore, the International Court of Arbitration of the International Chamber of Commerce, Singapore International Arbitration Centre and Singapore Mediation Centre. He is active in social and community work and holds key positions in a number of organizations.</p>  |
| <p>BCM</p>    | <p>Mr. Clifford Seow<br/>Regional Director<br/>CrisisAsia Pte Ltd<br/>Email: <a href="mailto:cliff@CrisisAsia.com">cliff@CrisisAsia.com</a><br/>Tel: 6725 9877</p>   | <p>Mr. Clifford Seow has been involved with CrisisAsia since its inception in 2000. He trains and consults in operational risk, crisis management and business continuity management across a diverse range of industries. In 2003, he assisted SPRING Singapore in the development and validation of the initial "Requirements for BCM" document and was on their panel of external auditors for BCM certification in Singapore. He is a member of the national BCM technical committee that launched the SS540:2008; the Singapore standard for BCM. He has worked in senior management for global blue chip organizations like Texas Instruments, Pepsi-Cola International, Cadbury Schweppes and The Coca-Cola Company across the Asia Pacific region over the last 22 years. He holds a Bachelors Degree in Mechanical Engineering (Hons) from the National University of Singapore and a Masters Degree in Business Administration from the University of Hull, UK. He is member of the SME committee at the Singapore International Chamber of Commerce (SICC) and is BCM certified with both BCI and DRII. He is a current member of the GPG2010 Working Group hosted by the BCI.</p> |
| <p>BCM</p>  | <p>Dr. Goh Moh Heng<br/>President, BCM Institute<br/>Email: <a href="mailto:moh_heng@bcm-institute.org">moh_heng@bcm-institute.org</a><br/>Managing Director, GMH Pte Ltd<br/>Email: <a href="mailto:moh_heng@GMHasia.com">moh_heng@GMHasia.com</a><br/>Tel: 6323 1500</p> | <p>Dr. Goh held senior positions with a number of large organizations, including Government of Singapore Investment Corporation, Standard Chartered Bank, PriceWaterHouse(Coopers). Dr. Goh founded the Business Continuity Group, a Technology Industry Chapter of the Singapore Computer Society and was its President from 1996 to 1999. Dr. Goh also headed the development team responsible for developing the Singapore Standard (SS507:2004) for Business Continuity/Disaster Recovery (BC/DR) service providers and the TR19:2005 which become SS540:2008. Dr. Goh Moh Heng is also the Senior Advisor to the China BCM Forum, a quasi government agency responsible for BCM through China.</p>   |