

International Business Opportunities Information Facilitation & Networking Workshop

Go Abroad!

Small and saturated domestic markets. Intense foreign and domestic competition. Slow business expansions. Rising costs and eroding margins. 9 months trade receivables.

Ride on the globalization trends and expand your businesses abroad. Act now while the going is still good, or wait until your competitors come in, eat your lunch and leave you with the crumbs. You don't have to be a big company to go international. Fast-acting, nimble small and medium sized businesses, with the right knowledge, skills and attitude, can carve lucrative niches in overseas markets!

Gain essential international business tips and intelligence. Share knowledge and network with like-minded entrepreneurs / professionals who aspire to take the international business challenges head-on.

What this workshop is all about

This workshop is targeted at gathering a group of professionals and entrepreneurs who are interested and / or involved in developing international markets for their products & services, procuring cost-competitive products & services from abroad for local sales, and conducting international trade generally. The focus for each workshop is on a specific country, specific industry / sectors, or updates on critical business intelligence.

The Workshop Leader will set the ball rolling by sharing knowledge and observations from research and real experience. Interactive group exercises and guided discussions will allow effective learning and experience sharing. Guest speakers may be invited to present at the workshop.

Organised by:



peligo

Peligo Training Solutions Sdn Bhd (670106-K)
Developing Global Managerial Skills for Professionals!

Administrative Details:

RM300

(with Buffet Lunch + 2 Coffee breaks)

Hilton Hotel Petaling Jaya
9:00 am to 5:00 pm

<i>Date</i>	<i>Country Focus</i>
6th September 05 (Tuesday)	Sri Lanka
4th October 05 (Tuesday)	Indonesia
8th November 05 (Tuesday)	Vietnam
6th December 05 (Tuesday)	Cambodia and Laos

Who Should Attend

- ✓ Entrepreneurs and managers of SMEs
- ✓ Managers involved in international business development, sales and marketing, and operations management
- ✓ Importers and exporters of products wishing to identify new markets
- ✓ Professionals interested to venture abroad for business and career reasons

This workshop is NOT:

- An "expert-opinion" workshop. Talk to your consultants instead. The Workshop Leader offers fact-finding outcomes from research and real managerial experience, and facilitates experience sharing from participants.
- A multilevel-marketing / sales pitch workshop. We sell nothing but information.
- An "All-talk and No-walk" workshop. Participants must be interested and / or involved in international business. It will prove to be a valuable networking platform for all participants.

Typical Workshop Outline

- ⊙ Country Profile – Brief on Politics, History and Economy.
- ⊙ Bilateral trade /investment statistics with Malaysia.
- ⊙ Opportunities for Malaysian businesses. Fact-finding from market research and surveys.
- ⊙ Strategizing market entry for the country: From exporting, appointing distribution agents to setting up a wholly owned subsidiary. Case study and experience sharing. What works best? What are the upsides / downsides involved? Who can we work with?
- ⊙ Trading and investment regulations.
- ⊙ Free trade agreements, customs and export-import procedures.
- ⊙ Incentives and government facilitation of trade and investment.
- ⊙ Trading and business opportunities.
- ⊙ Experience sharing / Case study of Malaysian businesses in destination country.

WORKSHOP LEADER

Lim Chor Ghee

*MIntS(Sydney), MBA(EBS, UK), PCEB(USQ), BComm(Melbourne)
CPA(Aust), CA(M'sia), ATII, MNCC, AIB (USA)
Doctor of Business Administration (Candidature-UNISA),
Certified Training Professional (ARTDO Int-ITD)*



Managing Director

Peligo Training Solutions Sdn Bhd
<http://www.peligotraining.com>

Lim Chor Ghee has numerous years of corporate and consultancy experience in international business, general management and accountancy. His previous capacity includes that as the Vice President (Corporate Affairs) for a public-listed MNC in the leisure industry. He was instrumental in structuring, establishing and managing the MNC's international business operations in more than 15 Asian and Middle Eastern economies. Chor Ghee has also provided consultancy services to companies involved in telecommunication and e-commerce (including a term as Vice President, Corporate Services). He currently holds directorship position for companies involved in professional training and international business consultancy, multimedia and educational publishing, and multilevel marketing.

A Certified Training Professional accredited by the Asian Regional Training and Development Organization (ARTDO) and The Institute of Training and Development (ITD), he delivers business and management training programme to training institutions, professional bodies and corporations. His participants have included professional managers, business owners, and company executives from a wide range of industries in Malaysia, Sri Lanka, Vietnam, Cambodia, Saudi Arabia and Maldives.

Having trained with Coopers & Lybrand and Price Waterhouse in his early career days, professionally Chor Ghee is a member of the Malaysian Institute of Accountants, the Malaysian Institute of Taxation, Certified Practising Accountants (CPA) Australia and the Malaysian National Computer Confederation. He is also a graduate of the Malaysian Institute of CPA examinations and has passed Level 1 of CFA Institute (USA) program. He is also a member of the Academy of International Business (USA).

He holds a string of academic qualifications - *Master of International Studies* (in Political Economy and International Relations) degree from the University of Sydney, *Master of Business Administration (Distinction)* degree from Edinburgh Business School, Heriot Watt University, *Postgraduate Certificate in Electronic Business* from the University of Southern Queensland, and *Bachelor of Commerce* degree from the University of Melbourne. Chor Ghee is currently pursuing doctoral research in international business with the University of South Australia.

REGISTRATION FORM

Please fax to **03-5634 6778**

Workshop / Date : _____

Name (Mr / Ms) : _____

Company / Business : _____

Tel (O) : _____ Tel (HP) : _____

E-Mail : _____

Website : _____

Fee Paid : RM _____

Cheque No : _____

Signature :

Payments are to be made to:

PELIGO TRAINING SOLUTIONS SDN BHD

Public Bank Berhad A/C No: 3 129 775 502

(please fax remittance advice to 03-5634 6778)

This registration serves as the invoice for the workshop, and no further invoices shall be issued. Payments are to be made at least 7 working days before the event to confirm attendance.

Peligo Training Solutions Sdn Bhd (670106-K)

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