

MALAYSIAN YOUNG ENTREPRENEUR CONFERENCE 08'

21ST DECEMBER 2008 | 8AM - 7PM | PUTRA WORLD TRADE CENTRE (PWTC), KUALA LUMPUR

● PURPOSE

The Malaysian Young Entrepreneurs Conference 2008 focuses on the entrepreneurship know-how from the theoretical and practical perspective. The main objective here is to articulate knowledge, address issues and provide solution, on an entrepreneur perspective, in a sales-free environment.

This is one of the series of "entrepreneurship building" activities MIDF organizing for aspiring Malaysian entrepreneurs, who would like to spare a day to learn or relearn and connect with fellow entrepreneur in the pursuit of excellence entrepreneurship skills, in spite of their busy time schedule.

The conference would provide them with an opportunity to gain timely, useful and applicable insights from the structured sharing and training of proven and successful entrepreneur.

● ABOUT THE FORUM

EVENT NAME

Malaysian Young Entrepreneur Conference 2008 (MYEC)

EVENT THEME

Exploring Opportunities In Entrepreneurship

INTENTION

Reinventing Malaysian Entrepreneur Through Wisdom From Proven And Successful Entrepreneur

● OBJECTIVES

Human kind has always dream of prosperity while government has always wish that the nation becomes developed. However such dream cannot be realize without having an entrepreneurial environment. As put forth by Arthur Cole, "Entrepreneurship, at least in all non-authoritarian societies, constitutes a bridge between society as a whole, especially the non-economic aspects of that society, and the profit-oriented institutions."

Therefore what is an entrepreneurial environment? It is a surrounding which necessitates a constant supply of not only enterprising people but creative and innovative as well. In fact according to general statistics most who venture into entrepreneurship failed even though they may have the potential to excel as compare to only some are able to succeed. Such scenario leads to scores of socio-economic problems such as poverty, crime and unemployment. Therefore, the need to create an environment of entrepreneurship especially self-employment, and enterprise creation has never been so important till date. With such urgency it is therefore the way forward providing solution to unemployment and encourages sustainable economic growth.

In view of this the organizers recognize the need to create a culture of learning and relearning, and exposure to the malaysian community who has strong interest to excel as an entrepreneur. The attendance for this conference is for any Malaysian below the age of 40, to have the opportunities to learn from the best and successful individual from the entrepreneur field. Participant will also have the opportunity to network with the respective sponsor who provides a platform for them to be an entrepreneur in their own chartered way. It is through such opportunities that entrepreneurship abilities, knowledge and energy are built up to strengthen our economic status so that resources and prospects for those who may need assistance in building and developing their own businesses are look into.

Another major objective of this conference is to facilitate the development of business leaders through providing opportunities for participants and members to learn new ways of thinking, business art and science, discuss challenges faced in business, exchange ideas and engage with local, national and international business leaders, and most importantly providing them the prospect to explore into the various business opportunity available in the market. The conference also provides peer mentorship and other activities that develop entrepreneurship capabilities. In other words, the objectives of the conference are as follows:

- To encourage aspiring entrepreneur to become better equipped with relevant opportunities, skills, knowledge in order to stay competitive globally
- To provide opportunities for networking between entrepreneur
- To formulate new strategies and new business opportunities that hasten entrepreneur growth
- To facilitate cooperation and working together in providing solutions to business development issues

OVERALL, THE CONFERENCE WILL BENEFIT ITS PARTICIPANTS AS BELOW

- It will equip them with strategic key entrepreneurial concepts, dispelling the myths and pointing out the 'musts' of entrepreneurship. We seek to promote not only an entrepreneurial, but also an ethical culture to learn from our fellow participants and speakers' experiences.
- Through learning and interaction, it will encourage the participants to develop their own ideas and provide them with the training necessary for implementing them. We especially seek to motivate young Bumiputra to cultivate their respective value of personal initiative.

- The conference will provide the opportunity to participants to acquire new business opportunities and business contacts, thus becoming part of an extended network in the society. It will then allow the participants to learn about the existing entrepreneurial and investment opportunities.
- The conference will allow companies' representatives to share their successes or their personal successes as innovators.

● BENEFITS

- Exclusive Mentoring – the conference offer participant an atmosphere to learn from renowned entrepreneur (speaker) who has made it in life of where he/she can share the challenges they faced, thoughts, reveal faults and share triumphs.
- Educational Opportunities – participants have exclusive, personal access to the speaker and business leaders who will be present at the conference, therefore receiving in-depth insight on important aspects of entrepreneurship and issues of business development such as enhancing performance, increasing profitability, getting expert predictions on economic and market conditions, understanding and navigating local and regional politics and so on.
- Personal Relationships and Business Opportunities – just as valuable are the personal relationships that naturally develop among participants. Among participants these are rare occasions where friendship and business opportunities can be nurtured by a common interest in building personal skills, organizational strength and national economic success.
- Identify personal learning opportunities from the "wisdom" of the celebrated entrepreneur.
- Solicit potential solutions for personal effectiveness from the celebrated entrepreneur.

● CONFERENCE HIGHLIGHTS & ACTIVITIES

- Panel sessions dedicated to entrepreneurial opportunities including learning
- Theater assigned seating to conference style
- Pre-session networking opportunities and post-session question and answer sessions

● PROPOSED GUEST SPEAKERS

The guest speakers at these forums should be individuals who are recognized by many sources as truly successful entrepreneur either on their own or for the corporate company they work for. These celebrated entrepreneurs should also be willing to share their wisdom or lessons learnt and provide useful tips, tools and solutions and also have the ability to encourage, motivate, inspire and train the listeners to reach for greater heights.

- Entrepreneur who has made it on their own
- Business leader from government linked companies or private corporation
- National entrepreneurship gurus, faculty and research scholars of entrepreneurs
- Community leaders and politician

● TARGET AUDIENCE

The purpose behind the Conference is to promote the entrepreneurial spirit and develop the entrepreneurial mindset; thus, we welcome a range of participants—from those with limited or no experience in the field to accomplished entrepreneurs and leaders.

● CONFERENCE STATISTICS & ENTRANCE

- 500 participants per session
- 200 free seat (first come – first serve basis)
- RM 50 per pax

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