

BLUE OCEAN STRATEGY® WORKSHOP

28 – 29 March, 2012 (Wed & Thu)

At UCSI Blue Ocean Strategy Regional Centre, UCSI University, KL Campus, North Wing, Jalan Choo Lip Kung, Taman Taynton View, Cheras, 56000 Kuala Lumpur, Malaysia



Blue Ocean Strategy Regional Centre

BLUE OCEAN STRATEGY®

IN ACTION WORKSHOP

Date: 28 – 29 March, 2012 (Wednesday & Thursday)

Time: 9am - 5pm

Venue

UCSI Blue Ocean Strategy Regional Centre
UCSI University, KL Campus, North Wing,
Jalan Choo Lip Kung, Taman Taynton View, Cheras,
56000 Kuala Lumpur Malaysia

REGISTRATION FORM

Participant(s) Details

Name : (Dato/Prof/Dr/Mr/Mdm/Ms)

(1)

(2)

(3)

(4)

(5)

(6)

Company :

Tel :

Fax :

Handphone :

Email :

Cheque No & Bank (If pay by cheque:)

Date :

Signature :

Agent's Name & Company Name (If applicable):
.....

Payment details

Payment can be done via Credit Cards (Visa or Master only)/
Company Cheque / Bank Transfer

TT to : UCSI Blue Ocean Strategy Regional Centre
Sdn Bhd (774433-W)

Bank : CIMB Bank Bhd, 197 & 199, Jalan Sarjana,
Taman Connaught, Cheras,
56000 Kuala Lumpur.

Account No : 1458 000 131 5057
Swift Code : CIBBMYKL

SBL Scheme

The workshop fee is partially SBL claimable. However,
participants are advised to check out the PSMB HRDF
conditions.

Contact Details

Should you require further information or assistance, please email to: "Rachael Wong"
rachael.wong@ucsiblueoceanstrategy.com or call Rachael Wong at: +603.9101.8880 (ext. 5085)
Website: www.ucsiblueoceanstrategy.com

Terms & Conditions

Registrations

Full payment is required
before workshop begins.

Confirmation of Registration

A receipt will be issued via
email upon confirmation of
full payment.

For Private Sector

Registered delegates will need
to show proof of receipt upon
registration on workshop day.

For Government Officials

A Local Order or Letter of
Approval to participate must
be presented before the workshop.

Substitution / Cancellation

There is no refund for cancellations,
however substitution of name(s) is
allowed for registered delegates.

Registration Fee

Full Registration **RM 2,600** per participant.
• Early bird registration (**Before 27 FEB, 2012**)
will be entitled to 15% discount of the
registration fee.
• Registration in groups of 5 will be entitled
to **1 free registration** (for the 6th person).
Group registration is also eligible for early
bird discount if registration is submitted
before the **deadline on 27th of FEB, 2012.**

Cancellation Policy

More than 14 days: Full refund
More than 7 days: 50% refund
7 days or less: no refund
(but transferable to another individual)

Note:

Fee is inclusive of course handouts, lunch and tea break

***LIMITED TO
25 SEATS ONLY!**

Workshop Objectives

- Introduce the concept, principles and tools behind Blue Ocean Strategy/Value Innovation for practical application at your business.
- Start to apply the logic of Blue Ocean Strategy using case studies from a wide range of industries.
- Understand how the "four step" strategy formulation process help to maximize opportunities and to reduce risks.
- Experience the use of the frameworks and tools in a classroom setting while stepping through the strategy formulation process.

Who Should Attend?

This course targets

- Chief Executive Officers, Managing Directors, Directors, Managers, Finance Managers, Human Resources Managers, Information Technology Managers, Entrepreneurs
- Any senior/junior executives who directly or indirectly will influence the process of strategy formulation and decisions
- Anyone interested in Blue Ocean Strategy regardless of the nature of business.

Learning Outcomes

- By the end of the workshop, you will have a shared understanding of the challenges and shortcomings of conventional strategy, and a common foundation for addressing them using Blue Ocean Strategy
- You learn BOS concepts and methodologies, and apply them to case studies across various industries, providing immediate relevance to your business
- You gain the opportunity to "test drive" BOS concepts and tools and assess how to best apply them to your company

Fees

The fee is RM 2,600 per participant inclusive of workshop materials, lunches and tea breaks.

Payment must be made prior to the course and is non-refundable. The UCSI Blue Ocean Strategy Regional Centre must be advised in writing if payment is to be transferred to nominees.

- Early bird registration (Before FEB 27, 2012) will be entitled to 15% discount of the registration fee.
- Registration in groups of 5 will be entitled to 1 free registration (for the 6th person). Group registration is also eligible for early bird discount if registration is submitted before the deadline on 27th of FEB, 2012.

ROUTE TO UCSI BLUE OCEAN STRATEGY REGIONAL CENTRE



ABOUT THE FACILITATORS



PETER TAN, Regional Senior Vice President of Strategy & Innovation

Peter Tan is the Vice President of Training and Consulting, and a founding member of the UCSI Blue Ocean Strategy Regional Centre (UCSI BOSRC). He has a wide range of experiences in senior management, entrepreneurship, business start-ups and project management. Peter is a certified Blue Ocean Strategy Practitioner and specializes in providing training and consultancy with the Blue Ocean Strategy methodology.



DR. PETER TING, Regional Vice President of Market Innovation

Dr. Peter Ting is the Regional Vice President of Strategic Innovation and Market Creations for UCSI Blue Ocean Strategy Regional Centre (UCSI BOSRC) with 10 countries of UCSI BOSRC Consulting Network. He is responsible to formulate the strategic blueprint and develop talents to pioneer the growth and expansion of Blue Ocean Strategy (BOS) Consulting in the Asia-Pacific Region. Together with his regional consulting team, they have consulted or are currently working in industry sectors such as banking, finance, insurance, education, health-care, property development, construction, hotel, tourism, government, IT, HR, etc.



RAJ KUMAR, Director of Strategy & Innovation

Raj Kumar is currently the Director of Strategy and Innovation for the UCSI Blue-Ocean Strategy Regional Centre. He is one of the pioneer team members and has been influential in the setting up of the Regional Centre especially in the area of business operations and planning. Raj is an excellent communicator with a gifted mind. He is also a certified trainer and currently specializes in Blue Ocean Strategy. Among the companies he has involved himself in training Blue Ocean Strategy includes Multinationals, Conglomerates and Government linked companies.



YOANN SAPANEL, Senior Manager of Strategy & Innovation

Yoann Sapanel joined the business development and consulting Team of PricewaterhouseCoopers (PwC) Luxembourg from 2007 to July 2010 as Senior Consultant and Market Analyst. Prior to joining PwC, Yoann worked as a Business advisor to innovative entrepreneurs in their business start-ups and implementation. Yoann currently serves as the Senior Manager of Strategy and Innovation at the UCSI Blue Ocean Strategy Regional Centre. In addition to his knowledge and expertise on Competitive Strategy in existing market place, Yoann is now ready to offer Blue Ocean Strategy in assisting companies to value innovate for quantum leap frog growth in a new market space.



DAVID NOON, Senior Consultant of Strategy & Innovation

David Noon was appointed as Senior Consultant of UCSI Blue Ocean Strategy in May 2011. He is an Australian who has spent much of the past 20 years in senior managerial roles from finance to property and information technology throughout Asia. David has worked with multi-national corporations such as HSBC, Hunter Douglas, Sherwin Williams Inc. (USA), IKEA Trading, Carrefour and Metro Group as well as smaller privately held companies in markets like Australia, Taiwan, and Vietnam prior to joining the Malaysia UCSI Blue Ocean Strategy office. He now focuses on deploying Blue Ocean Strategy to help organizations to value innovate and create new market space with highly profitable growth.

Registration & Further Information

Please fill in the Registration Form and submit it by email to rachael.wong@ucsiblueoceanstrategy.com or fax to +603-9132.6688. (Attn: Ms Rachael)