

Conference to focus on helping entrepreneurs survive downturn

THE STAR 17/6/09 M/S 7

PETALING JAYA: The Indus Entrepreneurs (TiE) Malaysia's inaugural TiE Asia Pacific conference in Kuala Lumpur from July 2-4 is aimed at helping entrepreneurs survive the recession.

TiE Malaysia executive director Parabvir Singh said its focus was to unlock and maximise entrepreneurial potential in the Asia Pacific region despite the current uncertain economic situation.

TiE is a global non-profit organisation dedicated to advancing entrepreneurship.

Parabvir Singh said the conference would be an annual event. The theme for this year's conference is *Global Partnerships - For Success In Trying Times*.

"Through the conference, we also want to introduce new value-added technologies to the Asia Pacific mar-

kets," he said.

He said the business match-making initiative would be the conference's most important session.

"This session will allow participants to seek business opportunities or partnerships with local or overseas companies," he told *StarBiz*.

"To-date, a total of 400 delegates have signed up, of which 120 are from India, Pakistan, Dubai, the US, Japan and Singapore," he added.

The conference will feature top corporate figures such as Standard Chartered Bank CEO for Asia, Jaspal Singh Bindra, Frost & Sullivan partner Manoj Menon, Avesthagen Ltd founder, chairman and managing director Dr Villoo Morawala Patell, Incontrol Tech Sdn Bhd founder and managing director Harvinder Singh, an independent entertainment pro-

fessional Shahril Ibrahim and Total Sports Asia group CEO Marcus Luer.

Parabvir Singh said topics included *Emerging from the crisis: Impact on economics and business models*, *The importance of partnership for brand presence across Asia* and *Building world class animation productions*.

TiE's partners for this conference include Bursa Malaysia, Multimedia Development Corp and Cradle.



Read more stories

biz.thestar.com.my

● Ho Hup set to turn around by end-2010