

Women Entrepreneurz Seminar 2002

Be inspired by the personal experiences of our panelist of entrepreneurial speakers. They will share with you the secrets to business start-ups and the challenges they face. UOB Lady's Cardmembers and their guests enjoy an exclusive fee of \$88 per participant. All participants will receive a generous goodie bag and stand to win attractive lucky draw prizes.

The seminar features the following topics:

CHALLENGES OF AN ENTREPRENEUR

Ms Janet Ong is director of DTS Marketing, an IT company providing solutions to the Hospitality, Retail and the Banking Sector in Singapore, Malaysia and Vietnam. She also co-founded home grown Restaurant Concept, Billy Bombers. Janet was awarded the coveted, Most Promising Young Woman in 1999 (Singapore Tatler) and was also chosen as one of the four pioneers to represent Singapore for the Australia-Singapore Young Business Ambassador in Year 2000. She has also been a member of the Young Entrepreneur Organisation (S'pore Chapter) since 1996.

BEHIND THE SCENES OF A START-UP

Ms Candice Yeo is a self-made entrepreneur of homegrown fashion accessories label Ping Shop and popular e-commerce site, pingshop.com. In a short period of time, her eclectic designs found their way into local fashion pages such as HerWorld, Female, Cleo and more. Ping Shop also gained international coverage through features in CNBC, Asian Business and Elle Girl. Currently, her designs are retailed in department stores such as Takashimaya and exclusive boutiques in the region.

ENTREPRENEURSHIP IN THE FOOD AND BEVERAGE MARKET

Ms Linda Painan acquired a proven US franchise operator and successfully adapted the system to the diverse Asian market, revolutionizing F&B scene with healthy and fun alternative food offerings including broadband services and other innovative lifestyle offerings. Today, Pacific Fusion Int'l (PFI) has become Asia's leading Smoothie Franchise creation and management company and runs 3 Fuzion Smoothie Cafe outlets and 9 Smoothie Xpress stations within ExxonMobil petrol marts. As mentor and speaker for the Central Singapore Mentorship Network for Young Entrepreneurs, and in a recent Mediacorp Channel 5 feature special on franchising in 'Your Money', Linda continues to share her experience and to inspire budding entrepreneurs.

FRANCHISING AS AN OPTION: CRITICAL FACTORS FOR CONSIDERATION

Ms Eunice Yap is CEO of Century 21 Singapore (47 franchisees), a part of Century 21, a global leader in real estate sales, with 6,750 offices globally in 35 regions over 80 countries. She is the first lady owner to run the real estate franchise in Singapore and International and on behalf of Century 21, last year received the 'Friends of Franchising' from TDB and SIFA. A frequent speaker at Century 21 global events, she did a live Business Lunch Interview with CNA and presented at the Global Franchising 2001 conference organised by TDB & Singapore International Franchise Association (SIFA).

BRANDING A BUSINESS

Ms Satvinder Kaur is senior consultant with Standfirst Communications, an innovative Public Relations, event management and e-based integrated marketing consultancy that provides strategic counsel on media, branding and e-based integrated marketing campaigns. Satvinder is an active participant in the activities organized by the Association of Women for Action and Research (AWARE) and the Singapore Women in Technology (SWIT) forum, an Information Technology interest group of the Singapore Business and Professional Women's Association (SBPWA).

To register, please complete this form and fax to ICA Management at **6245 9808** or email Serene at **brendz@pacific.net.sg** by **4 June 2002**.

Cardmember's Name _____ Tel _____

Address _____

Email _____ Fax No. _____

No. of participants _____ Total amount to be charged to the UOB Lady's Card \$ _____

UOB Lady's Card No.

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Card Expiry Date _____ Signature _____

Venue: YWCA Fort Canning Lodge

Time: 8 June (Saturday) 12.30pm - 4.30pm

ICA Management will confirm your registration by 4 June 2002. The session time indicated here is subject to change at the sole discretion of ICA Management. Cardmembers will be informed of changes (if any) to the session time by 31 May 2002.

Organised by:



Official Card Centre:



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