

Invitation to the 7-Day EDS International Residential

Professional CEO Program

Focus on Mastering World Class Business Strategies

(En route to Ifugao State University's DBA and Akamai University's Ph.D. in Management Degree Program)

WE TEACH THE FUTURE TODAY

... open to participants from countries in Asia, Middle East and Europe

Venue: B-Suite Hotel, Penang, Malaysia

Date: 10 – 16 March, 2012



Created for the business leaders and senior academe, CEO Program provides tools, frameworks and an international network to help executives take their business to the next level. Participants shall gain new insights on proven strategies for sustainable success.

Spend a week expanding your global business savvy through EDS International Residential Professional CEO Program which incorporates a series of industry relevant seminars and field study, and enriching business networking activities in Penang, Malaysia. You'll benefit from the expertise of the distinguished faculty and network with international executives and fellow course-mates who offer a unique view of the business community in which they live and work. You will return with a grasp of the international marketplace that only experience can impart.

Penang has one of the largest industrial and technology hubs in Asia and is known as the Silicon Valley of the East. It has also been granted the status of Multimedia Super Corridor. Its capital, George Town was successfully listed as UNESCO World Heritage Site in March 2008 where participants could take the opportunity to see the heritage sites.

Organized By:

Supported By



EDS Business School,
Malaysia



Ifugao State University,
Philippines



Akamai University,
Hawaii, USA



Euro College,
Macedonia, Europe

EDS CEO Program Structure & Activities

March 10: 09am – 10am, Opening Ceremony and Group Photo taking
10am – 05pm, **CEO Seminar on Management Leadership Dynamic (Part 1)**
06pm – 10pm, EDS Welcoming Dinner

March 11: 09am – 05pm, **CEO Seminar on Management Leadership Dynamic (Part 2)**

March 12: 09am – 01pm, **Penang Heritage City Tour**
02pm – 05pm, Witness EDS Graduation Ceremony
07pm – 10pm, EDS 10th Anniversary Gala Dinner Celebration

March 13: 09am – 05pm, **CEO Seminar on Creating a World Class Organization (Part 1)**

March 14: 09am – 03pm, **CEO Seminar on Creating a World Class Organization (Part 2)**

March 15: 09am – 05pm, **CEO Seminar on Managing Risk & Investment Skills (Part 1)**

March 16: 09am – 05pm, **CEO Seminar on Managing Risk & Investment Skills (Part 2)**
05pm – 06pm, Closing Ceremony

Kindly visit our EDS Blog at www.eds2u.blogspot.com for latest news and activities.

PROGRAM OVERVIEW

EDS BUSINESS SCHOOL has consolidated the essentials of business knowledge, strategic skills and latest management practices; and put them together in this tremendously vital, interactive and unique Professional CEO Studies / Conference for local and international participants through residential studies in Penang, Malaysia.

The EDS Professional CEO Program not only covers the key areas of business through a series of contemporary business, leadership and advanced management studies, but it also includes a study tour to a global organization or successful public listed company, located in Penang, Malaysia and also a welcoming dinner cum fellowship night for all our residential participants.

Our CEO training workshops include: How Build A World Class Organization, How to Master Risk and Investment Skills, How to Build a Sustainable Business via Green Marketing and How to Achieve Marketing Success through Market Segmentation, Target and Positioning Strategies.

Can you be an effective CEO or continue to do business or manage your organization / institution without the critical skills necessary for success? This exclusive program will provide you with the fundamentals of business—practical skills you can use immediately in the "real world". The essentials of managing a business have been condensed into this 7 days intensive Residential Professional CEO Studies.

OBJECTIVES

On successful completion of this EDS Professional CEO Program, course members will be able to:

- To understand the content and process of latest business strategy and leadership,
- Provide a stronger foundation for executive decision making based on a solid understanding of business fundamentals and key business functions
- Explore business plan scenarios that helps you chart a course for your company's future
- Learn to analyze the competitive landscape to find opportunities,
- Learn the how to manage crisis and capture opportunity during the changing era,
- Learn to develop competitive advantage by relevant positioning within its industry value chain,
- To explore the attributes of new business model.

WHO SHOULD ATTEND?

CEOs, University Presidents, Leaders of NGO and other business leaders.

Participants represent a diverse range of organizations from different countries. The EDS Faculty shall leverage on this global diversity to guide you on how to think, negotiate, compete, and conduct business across borders.

Like you, all the participants in the EDS Professional CEO Program will be leaders and entrepreneurs who have nurtured their companies from the ground up. They have experienced the rewards when decisions are right—and the penalties when decisions are wrong.

The program does more than simply provide information—*it transforms you*. The key to this process, and one of the most rewarding aspects of the program, is constant interaction with successful entrepreneurs and top academia who share similar passions and concerns.

POWER OF REGIONAL NETWORKING

Join a network of well-informed, action oriented colleagues who are committed to the success and welfare of their businesses and the industry. EDS Professional CEO Program was designed to optimize the learning experience of participants. Knowledge exchanges are built into the curriculum, learning groups provide opportunities for exploring issues across business and cultural boundaries, and social activities promote a spirited camaraderie that leads to deep and lasting connections. Many EDS alumni keep in close contact with one another as well as the EDS faculty by attending EDS reunions and other alumni events, embarking on joint business ventures, and contacting one another for business ideas, advice, and guidance.

EDS CEO PROGRAM FEE

Seminar Fees are FREE

Participants need to pay US\$690 to cover the following expenses:

- 9 days and 8 night of hotel accommodation at B-Suite Hotel in twin-sharing,
- Breakfast and lunch during the seminar,
- Transport provided from and from Penang Airport for participants,
- Welcoming dinner and fellowship night,
- Penang Heritage City Tour,
- Lectures guide, training materials, and stationery,
- Certificate of Participants,
- Professional fees for trainers / lecturers,

Spouses are Welcome

Spouses are welcome to accompany participant to Penang. Participants will need to submit an additional USD380 for spouse, covering the following:

- Airport pick up and drop off
- Welcoming dinner
- Breakfast and lunch provided during CEO session
- EDS 10th Anniversary Celebration Gala Dinner at Vistana Hotel, Penang
- Penang Heritage City tour

Note: The standard fee for this CEO Program is US\$3,000, excluding hotel accommodation.

EDS PROFESSIONAL CEO PROGRAM

The EDS Professional CEO Program is consists of following seminar series and activities:

Sat & Sun: 10 – 11 March 2012

2 Day CEO Seminar on Management Leadership Dynamic

(Facilitated by: Professor Dr. Premkumar)



This is a 2 day program which aims to analyze individual manager experiences and choices as a leader. It is centered around a more reflective and psychological level of analysis and approach. Allowing each delegate to more fully understand how they choose to operate in various management and leadership situations.

Again our focus is always on transfer back to the workplace and the all important behavioral changes that should accompany quality Development Programs. Like general leadership programs, this is a highly practical Program with hands on cases and role play sessions in class.

OBJECTIVES

- Understand the role of left brain and the right brain in determining the leadership styles.
- List down the most difficult people to handle and how to manage them effectively.
- Reinforce understanding of the leadership and management functions
- Recognize their own leadership style – self analysis
- Choose a Leadership Style based on Situation and individuals involved
- Identify and understand various approaches in leading others – getting the balance between support and direction for effective coaching and leadership

Tue & Wed: 13 – 14 March 2012

2-Day CEO Seminar on How To Build A Sustainable World Class Organization

(Facilitated by: Professor Loh Wei Hoong)



This 2 day CEO Seminar are specially designed for CEOs and decision makers who want to learn the proven practice and insights on how to design, build and run a lasting enterprise like Disney, Boeing, Citicorp, Wal-Mart, 3M & Sony. You will learn why some companies continue to growth beyond 50 years, whereas majority fails in a short span of time.

This seminar's primary focus is on the James C. Collins landmark researched, "**Built to Last**" and "**Good to Great**" books which reveals innovative and inspiring study of the culture and longevity of some of world's most successful organizations.

This seminar will discuss the six unique characteristics of world class companies and show how your organization can cultivate them and achieve the same level of long-lasting performance.

OBJECTIVES:

- Learn to refine your business by identifying its strength and weakness
- Learn to analyze the competitive landscape to find opportunities
- Identify area you can improve before making the big leap!
- Learn from world-class expert based on extensive research
- You will develop a clear vision of where you want your company to be in 10 years and 25 years!

Thu & Fri: 15 – 16 March 2012

2 Day CEO Seminar on Managing Risk & Investment Strategies for Business Success

(Facilitated by: Dr Harwindar Singh)



This 2 Day CEO Seminar is specially designed for CEOs and decision makers in forward thinking companies to provide them tools to answer critical business questions such as: What are the risk drivers impacting our business?, Which part of our business is most vulnerable?, Should we expand or consolidate?, How will Global Market Forces affect us?, How wrong can we afford to be in our forecasts before it becomes critical? – and more.

This seminar provides insights, real-life case studies and practical and usable financial models for managing risk and investments.

It will also allow you to raise your own specific issues with a financial consultant of more than 20 years exposure to Business Advisory work.

OBJECTIVES

- Get an overview of the Risk Management universe as applied to corporate strategy in order to create positive shareholder value,
- Pick up pointers on how a Risk Management structure might be put in place and evolved with other aspects of business,
- Learn the value of business intelligence to complete the application of CRM (Corporate Risk Management),
- Get hands-on practice in the use of financial models that measure risk, sensitivity and breakevens
- Understand how investments need to be evaluated from both financial feasibility and financing possibility point of view – once they are operationally sound.

Distinguished Faculty

Professor Dr. Premkumar, BBA(Mel), MBA(UUM), PhD (USM)



Professor Dr. Premkumar is one of the Asia's leading Business Strategic and Supply Chain trainer and researcher with more than 15 years of hands-on-experience. He obtained his Doctorate of Philosophy in Supply Chain Management with University Science of Malaysia (USM) and he is currently holding a Strategic Program Manager position in a MNC.

Besides conducting trainings throughout Malaysia, Australia and Vietnam, Dr. Premkumar has also travel to India, Indonesia, England and USA to present his latest research in the international conference. Among the topics he has presented was "Seminar On Leadership In Logistics & The Latest Trends In Supply Chain Management", "Design Option for Sustainable Logistics System Management and e-Business" and "The determinants of Supply Chain Partnering". His recent research on SCM was also published in Emerald World Library, Oct 2005. Beside this he has written a chapter for a SCM book which would be published in Australia, May 2006.

Associate Professor WH Loh, BSc, MA-Econs , DBA(Candidate)



Associate Professor Loh is a highly requested trainer, facilitator, and Marketing Consultant. Drawing on his more than 15 years of hand-on experience as a Marketing Practitioner and currently he is the Senior Marketing Manager of one of the global Big 4 Accounting and Management Consulting firm in Malaysia. He delivers high-energy, practical-driven, experiential workshops that enhance personal, professional, and organizational development. Professor Loh's unique approach for connecting with people includes a blend of humor, creative teaching techniques, and practical applications.

Professor Loh also provides customized training, and facilitation to local, state, national, and international organizations in Malaysia, Singapore, China and Vietnam. He is the leading Strategic and Marketing Management trainer for EDS Asia-Pacific. He obtained his B.Sc and Master of Arts in Economics from Dalhousie University, Canada and currently pursuing his final year of Doctoral degree in Business Administration with University of Newcastle, Australia.

Dr. Harwindar Singh, ACCA(UK), FPNA(Aust), DBA(USA)



Dr. Harwindar Singh is a consultant and trainer in the area of corporate strategic, managing change, financial analysis, credit evaluation, loan recovery, strategic financial management, financial modeling, and other management, risk and strategy related topics.

Dr. Harwindar has more than 22 years of experience in various industries, working initially for a manufacturing multi-national corporation (MNC), then commercial banking with emphasis on credit marketing and business development and is now a well regarded business consultant whose business advisory services are much sought after.

As a corporate trainer, he has worked with Bank Negara Malaysia and Danamodal, Bank Industri, Standard Chartered Bank, the Maybank Group, Telekom Malaysia, NEC Semi-conductors, STAR, Australian Society of CPAs, Association of Finance Companies Malaysia (AFCM), Kontena Nasional, Petronas... and many others.

Dr. Harwindar graduated as an accountant in 1984 as a member of The Association of Chartered Certified Accountants (ACCA, UK). He is currently a Fellow Professional Accountant (FPNA) of the NIA and also a Fellow member of The Institute of Commercial and Industrial Accountants, Malaysia. He completed his Doctorate in 2004 with the Cambridgeshire University, USA.

About EDS Business School, Asia-Pacific



Dr Ben Lee, President
EDS BUSINESS SCHOOL

CORPORATE PROFILE

EDS BUSINESS SCHOOL, is an international award winning training and executive development organization in Asia-Pacific. EDS was founded by Prof. Dato Dr. Ben Lee in 2002. EDS is established to meet the rapidly growing demand for skills development training needs by business owners, professionals, academia, NGO leaders and executives in the Asia-Pacific Region and in particular to provide up to date management knowledge and practices in various fields of management through its unique EDS (Executive Development Seminar) training programs.

Currently, the regional office of EDS Business School is in Penang, Malaysia and we have liaison officer base in Macedonia, Hong Kong, Bangkok, Jakarta; Hanoi, Can Tho & Ho Chi Minh City (Vietnam); Lucban & Batangas City (Philippines); Hawaii & California (USA) and Shenzhen (China).

MISSION OF EDS BUSINESS SCHOOL

The mission of EDS BUSINESS SCHOOL is to be the leading executive training service provider specializing in conducting skills development seminars in business and leadership management which provide unique opportunities for participants to develop their skills through the training seminars and earn an academic qualification in Professional Certifications, Masters in Business Administration (MBA) and Doctor of Business Administration (DBA) from Professional Organizations and foreign universities through our EDS™ executive development seminars.

Our ultimate mission is to be the main catalyst of TNT (Transformation, Networking and opporTunities) throughout the Asia, Middle East and Europe Region, as well as a platform for our participants to enhance their Professional Status and Success.

For further information and registration, kindly contact our Official Representatives in your Country or EDS Asia Liaison Office in Penang, Malaysia



EDS BUSINESS SCHOOL

We Teach The Future Today

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