

# Strategic Planning & Business Continuity Approach

## Minimising Risk To Sustain Through Financial Uncertainty

Prince Hotel & Residence Kuala Lumpur - Malaysia  
28th & 29th July 2010



“I learned to embrace risk, as long as it was well thought out and, in a worst-case scenario, I’d still land on my feet.”

– Eli Broad,  
CEO, SunAmerica

### Strategic Planning • Financial Planning Investment • Risk Management Business Development

#### Objectives:

**Discovering** the key approaches in Strategic Planning  
**Exploring** the opportunities of Strategic Investment  
**Grasping** the practical skills and knowledge of Financial Planning  
**Acquiring** realistic solutions to retain Financial Sustainability  
**Analysing** the crucial aspects of Business Continuity Planning  
**Learning** the vital fundamentals of effective Risk Management  
**Understanding** the key factors of successful Business Development  
**Examining** business strategies to venture into the Global Market

Organiser



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## Why You Should Attend?

The global economic recession has caused a great impact on businesses around the world. Companies are tightening budgets to save on expenses while some are taking drastic measures to retrench workers or closing down less profitable centers in order to cut cost. The current economic crisis has significantly changed many conventional business paradigm and practices causing companies to run into serious financial losses during the present time of economic uncertainty.

Companies need to be robust in the planning and execution of business strategies in order to overcome the adversity of the current turbulent economy. It is crucial for companies to be realistic in strategic planning to ensure stable growth and sustainability to survive through the recession and expand in the future. It is also vital for companies to have a prudent mindset on financial planning as sufficient funding is the key fundamental for business to survive. Risk is an inevitable element in any form of business. As such, it is important for companies to embark on a business continuity approach to be prepared in overcoming crisis that may arise. Risk management is essential for companies to be in control on the overall business operations and to recover from a setback. The future of the company is greatly influenced and determined by the way business strategies and management methods are carried out today. To succeed in business, companies need to take advantage of opportunities that may arise in the current economic crisis and steadily set plans for business development.

This conference provides participants with valuable insights from experts across various industries. Learn from their experience and share opinions on how to overcome challenges of the current economic recession. Gather practical information and skills to lead your organisation towards greater business prospect and stronger financial fundamental.

## Who Should Attend?

Presidents, Vice Presidents, CEOs, COOs, CMOs, Directors, Managers, Heads, Leaders and Professionals of:

Strategic Planning  
Strategic Decision Makers  
Business Owners  
Business Development  
Financial Planning  
Investment

Risk Management  
Marketing  
Insurance  
Project Development  
Business Operations  
Business Process Improvement

From the following industries:

Finance  
Banking  
Oil & Gas  
Logistics  
Computer & IT  
Telecommunications  
Automotive

Healthcare  
Insurance  
Service  
FMCG  
Government Institutions  
Others