



Applied Finance Masterclass Workshop II

Wednesday, 6 July 2011, 9 am to 5 pm

Grand Park City Hall

Session 1 - Why so difficult to get money from bank and investors?

Many small & medium companies always say “money not enough”! Not enough money to pay workers, suppliers, etc. So many projects inviting tenders! Where and how to find the money to participate in these projects!

Many thought that a well-designed architecture plan or engineering drawing is considered job done. In fact, more than 50% of these technical plan or drawings does not translate in financially viable projects i.e. suffered from “money not enough” situations. This is due to fatal misunderstandings and mismatched in expectations between the technical and finance professionals.

Objectives

- Technical professionals can learn how to more effectively interact with finance colleagues from finance department, banks or investor funds
- Provides an insight to the key considerations on how finance professionals, banks & investors evaluate a business or project financing opportunity
- Challenges participants to critically evaluate how they have been raising capital in the past, and what areas can be improved to increase success in their fund raising efforts through some case studies in this course

Session 2 - How to buy a Company without paying cash? How to make money from buying and selling of businesses?

Many business owners have been working very hard for 5, 10, 20 years or more, still struggling everyday, and worried about where to find new sales and whether they can pay salaries, suppliers or rental tomorrow. Many are not aware that “Buying and selling of businesses” is a also good way of making good money on top of just focusing only how to make profit from a sale or a project.

This is how companies like Hyflux, Olam, OSIM, etc makes “big” bucks. This way of making money is seldom used by small & medium enterprises because of lack of knowledge, misconceptions (eg. acquiring business needs a lot of money), and fear of complexity. In fact, many business owners are often “forced” into a deal when they need to sell part of their business to raise urgently needed cash. Making money from buying and selling of businesses can be done by small & medium enterprise if they understand the rationale, and the right process of doing it.

Objectives

- Gain critical insights on how technical-oriented firms like engineering, architecture, designers and builders can also access the world of making money beyond drawings and architecture plans
- Understand the common fears and misconceptions which led to business owners’ reluctance to consider buying & selling of businesses to make money
- Understand the rationale and process of buying or selling a business, and how to tap on banks or investors’ funds to finance the transaction

Who should attend

Managers who are Non-Finance PMETs (e.g. Professionals, Managers, Executives and Technicians) such as Architects, Designers, Engineers, Builders, Land Surveyors, Quantity Surveyors, and related professionals in the engineering, building and construction sector

Oriel Business Clinics - The participants will receive a one hour complimentary Business Clinic session with Oriel Facilitator after this workshop. The Business Clinic provides an independent avenue, in complete privacy for company’s senior management to seek opinions or clarify burning questions regarding company’s growth and other business issues.

Faciliator

Mr Wee Chin Chuan is the Executive Director of Oriel Management Consulting. He has over 10 years in providing guidance to small and medium enterprises (SMEs) on matters about financing corporate ventures, mergers & acquisitions and project finance. He has assisted in the setting of business consultation clinics at Singapore Business Federation, Singapore Indian Chambers of Commerce and Industry and Singapore Contractors Association Ltd.

Mr. Wee is currently working with SPRING, IE Singapore, and EDB on identifying SMEs & grooming them into S\$100 million enterprises. There are currently about 30 SMEs which are various stages of the growth program (planning, restructuring of business, financing, etc). He has many years of experience in Cross Border Financing. He has advised on project financing matters involving Asian Development Bank, World Bank and various bilateral export credit agencies. These projects included power plants, wastewater and water treatment facilities, port & airport privatization in Indochina, Malaysia, Indonesia, Sri Lanka, India, Bangladesh and China.

Mr. Wee holds a Bachelor Degree in Mechanical Engineering (First-Class Honours) from National University of Singapore, and a Masters in Business Administration (International Business & Finance) from Imperial College of London, UK.

REGISTRATION

Contact Information

Company			
Address			
Contact Person	Tel No	Fax	Email

Delegates List

Name	Designation	Please tick			Fee \$
		SIB Member	AIOB, CIOB, CIJC, SGBC Members	Non Member	
Total					

ADMINISTRATION DETAILS

Category of Delegate	Early bird Fee (register by 10 June 2011)	Regular fee
SIBL Members	\$250	\$280
CIJC Members (ACES, IES, REDAS, SCAL, SIA, SISV, SPM), Members of AIOB, CIOB and SGBC	\$420	\$460
Non Members	\$460	\$500

(Fee inclusive of lunch, refreshments and seminar handout. NO GST)

Payment Section

We wish to pay by cheque payable to "Singapore Institute of Building Limited" or to invoice company. Bank name/cheque no. : _____

<p>Please return the registration form and payment to:</p> <p>Singapore Institute of Building Limited 70 Palmer Road, #03-09C Palmer House Singapore 079427</p>	<p>For enquiry, please call SIBL's Secretariat, Ms Josephine Kwan:</p> <p>Phone: 65 6223 2612, Fax : 65 6223 2568 ✉ : josephine@sib.com.sg website : www.sib.com.sg</p>
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Certificate of Attendance - A Certificate of Attendance will be awarded upon successful completion of the program.

Cancellation & Transfers

If you are unable to attend, a substitute delegate is welcome to attend in your place at no additional charge. No refund will be made for cancellation received less than 7 working days.

Disclaimer : The Institute reserves the right to alter the programme or cancel the event due to unforeseen circumstances. In the event of cancellation, full refund will be made.