

# SBF-SMEs GO DIGITAL LEADERS FOR TRANSFORMATION WITH DHL

Jointly organised by:



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This series aims to empower CXOs of SMEs to digitalise their businesses and ignite digital transformation in their organisations.

The pace of digitalisation is set to quicken as technologies mature and next-generation ones emerge. Beyond innovation, going digital is about building robust business capabilities to future-proof organisations against seismic shifts in customer requirements.

Join us to hear from Mr Christopher Ong, Managing Director, DHL Express Singapore, as he shares on how businesses can set themselves apart from the rest of the market by demonstrating a clear, determined digital strategy that includes staff empowerment.



**Christopher Ong**

Managing Director,  
DHL Express Singapore

## Programme

Time	Programme
9.00am – 9.30am	<b>Registration and Breakfast</b>
9.30am – 9.35am	<b>Opening Remarks</b> Ms Janet Ang, Chairman, SBF Digitalisation Committee
9.35am – 10.40am	<b>Leader for Transformation Sharing</b> Mr Christopher Ong, Managing Director, DHL Express Singapore (with Q&A session)
10.40am – 11.30am	<b>Leveraging Design Thinking for Business Success!</b> Ms Lim Wee Khee, Practice Chief for Digital Innovation and Design, NUS-ISS
11.00am	<b>End of session</b>

Register via this QR code



<http://bit.ly/withDHL>



**11 March 2020**



**9.00am – 11.00am**



**Seminar Room 2 & 3**

SBF Centre  
160 Robinson Road  
#06-01, SBF Centre  
Singapore 068914



**Business Attire**



**Complimentary**



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