

SME Business Group Meeting - 10 November 2009

Participants:

Richard Ayres, Chair - Maroon Analytics Private Limited

Lynette Loh

Andrew Vine - The Insight Bureau

Tim Lambert - Centaurus

Steve Puckett - Tri-Zen International

Katie Hudson

Brigitte Holtschneider

Discussion:

SME Debate - How do we call the group/initiative?

- a. BritCham Entrepreneur Group
- b. BritCham Enterprise Group
- c. Start up's

SME needs:

- Needs depend upon ambition and objectives
 - a. Penetrating as widely as possible the expat market
 - b. One issue: Singapore market is not big enough
- What do SME's need
 - a. Network
 - i. Sales exposure
 - ii. Contacts and relationships (local/regional)
 - b. Know how
 - i. Content
 - ii. Capacity
 - iii. Expert advise
 - c. Access to finance

SMEs expectations from the Chamber:

- Being part of a BCC family should provide access to potential customers/network
- Get practical help and a greater cloud to penetrate the local market via relationship to associations, Singapore Inc
- Ideas:
 - a. Access to office space
 - b. Get discounts at serviced office
 - c. How to recruit, what are the best sources/facilitators/service providers
 - d. How do I save cost, get access to services for free
 - e. What about the British Club - could they offer space to work foc during the day
 - f. BritCham SME group to access
 - i. SPRING
 - ii. IE Singapore



- Have someone to share the story → how he did it
- Networking
 - a. Provide a forum to share stories/success stories → round table discussions
 - b. Need a forum to share → peer groups
 - c. Mentoring
- Need to communicate more easily → communicate what my company does, learn what other members do
 - a. SME message boards
 - b. Speed networking

Next steps

- BritCham networking with 30 people in the room
 - a. Date reserved Dec 8th evening
 - b. Preferred location Screening Room
- Set up a Linked-in group
- Form a core group - meet quarterly
- Start a briefing series to be hosted in the Chamber board room

