

| 2021 APEC 중소벤처기업 상시위기대응전략 워크숍 |

2021 APEC Workshop
**Business Continuity
Planning**
with Crisis Management
for SMEs · MSMEs

Fri. 18 June 2021

| 2021 APEC 중소벤처기업 상시위기대응전략 워크숍 |

2021 APEC Workshop

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Opening Ceremony

10:00 ~ 10:10 | Opening Address | **Lee Sung Hee** Vice President, Global Growth assistance division, KOSME
| Welcoming Remarks | **Roy Yong Seok** Director General for Global Growth Policy, MSS

10:10 ~ 10:15 | Group Photo |

Session 1

10:15 ~ 10:45 | Keynote Speech | **Slavik Dimitrovich** (The United States)
Head, Solutions Architecture, Amazon Web Services
"Helping startups and SMEs succeed as we navigate a new normal"

10:45 ~ 11:00 | Special Speeches | **Lim, Chae Un** Professor, Sogang University
"Crisis response strategies and support policies for SMEs/MSMEs"

11:00 ~ 11:30 | | **Iota K. Nassr** (Greece) Economist, OECD
"Market-based financing of SMEs in times of crisis"

11:30 ~ 11:45 | | **Chung, Yong Whan** Chairman, Korea BCP Association
"Risk management and BCP strategies for SMEs"



Slavik Dimitrovich



Lim, Chae Un



Iota K. Nassr



Chung, Yong Whan

11:45 ~ 12:30 | Luncheon

Session 2

12:30 ~ 13:00 | Special Speech | **Wolfgang Mahr** (Austria) Owner & Managing Director, Continuuity
"BCM Standards - Navigation In Times Of Crisis"

13:00 ~ 13:15 | Lectures | **Choi, Nag Hun** Vice President, Smart Factory CO, SK telecom
"Achieving digital transformation of SMEs together"

13:15 ~ 13:30 | | **Mohammad Azam Ahmad** (Malaysia)
Group Chief Risk Officer, SME Bank Malaysia
"Business Continuity Planning - Crisis Management and Response Measures Amidst Covid-19 Pandemic"

13:30 ~ 13:45 | | **Kilian Murphy** (Thailand) Thematic Innovations Manager, ADPC
"Crisis into opportunities - SME Resilience in the time of COVID-19"

13:45 ~ 14:00 | | **Jeon, Jonathan Hwaseong** CEO, CNT Tech
"Improving the export process of software to overcome the hardships of COVID-19"

14:00 ~ 14:15 | | **Eddy Satriya** (Indonesia) Deputy Minister for Micro Enterprises
"Indonesia's MSMEs : Maximizing Government Aids and Transformation to Survive the Pandemic"



Wolfgang Mahr



Choi, Nag Hun



Mohammad Azam Ahmad



Kilian Murphy



Jeon, Jonathan Hwaseong



Eddy Satriya

14:15 ~ 14:20 | Break

Session 2

14:20 ~ 14:35 | Lectures | **Kim, Kyung Chan** President, NVC Partners Co. Ltd.
"Success stories of mid-sized venture companies turning crisis into opportunity in the COVID-19 era"

14:35 ~ 14:50 | | **Lee Tze Shiong** (Singapore)
Risk Management and Transformation Director, Nexia TS Pte Ltd
"Transform and Collaborate to sustain the business of SMEs"

14:50 ~ 15:05 | | **Bright Wu** (Chinese Taipei) Senior Director, Cyber Risk, Willis Towers Watson
"Seeing both the forest and the trees: how to apply analytics tools to cyber risk management"

15:05 ~ 15:20 | | **Lee, Jai** Foreign Attorney, Yulchon LLC
"Crisis management strategies for SMEs and MSMEs"

15:20 ~ 15:35 | | **Crystal Fok** (Hong Kong, China)
Director, AIR Platform, Hong Kong Science and Technology Parks Corporation
"Data-driven Crisis Management"

15:35 ~ 15:50 | | **Nathanida Vida Abigail C. Guiang** (The Philippines)
Business Continuity Program Officer, Philippine Disaster Resilience Foundation
"MSME Business Recovery in the new normal: Philippine Case Study"



Kim, Kyung Chan



Lee Tze Shiong



Bright Wu



Lee, Jai



Crystal Fok



Nathanida Vida Abigail C. Guiang

15:50 ~ 16:00 | Break

Session 3 _ Panel Discussion

Agenda : How to use crisis as an opportunity maintaining sustainable business management in SMEs/MSMEs

16:00 ~ 17:00 | Moderator | **Song, Kyung Jin** Chair, Innovative Economy Forum

| Panels | **Kim, Kyung Chan** President, NVC Partners Co. Ltd.
Jeon, Jonathan Hwaseong CEO, CNT Tech
Chung, Yong Whan Chairman, Korea BCP Association
Lee, Jai Foreign Attorney, Yulchon LLC
Kilian Murphy Thematic Innovations Manager, ADPC
Lee Tze Shiong Risk Management and Transformation Director, Nexia TS Pte Ltd



Song, Kyung Jin

17:00 ~ 17:15 | Summary of the discussion & Closing

※ The program is subject to change.

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