



NCB SME Conference 2015
June 5 - 7, 2015
Secrets Resorts
Montego Bay, Jamaica

Friday, June 5

12:00 pm – 10:00 pm **Registration**

Cocktail Function

6:20pm
6:30pm
6:35pm

Welcome Address: Patrick Hylton, Group Managing Director, National Commercial Bank Jamaica Limited
Remarks: Ms Gloria Henry, President, Montego Bay Chamber of Commerce
Dr Peter Phillips : Minister of Finance and Planning- Set the tone with a discussion on the economic outlook and initiatives in progress to support the SME Sector

Due to abnormally high traffic in Montego Bay town, we recommend that an additional 90 minutes be allotted for travel time.

Saturday, June 6

7:30 am – 8:30 am **Breakfast**

8:30am- 8:40am **Opening, Welcome and Overview of the Conference (Moderator -Harold Davis)**
Icebreaker

8:45 am – 8:55am **The Honourable Anthony Hylton, Minister of Industry, Investment and Commerce**

9:00 am- 9:15am **Audrey Tugwell Henry-** Senior General Manager, Retail Banking Division, National Commercial Bank Jamaica Limited

9:20 – 10:20 am **Opening Keynote Speaker:**
Topic: Strategize to Win
Description: Motivational speech tailored towards entrepreneurship

Speaker: Dr Randal Pinkett

Dr. Randal Pinkett is Chairman and CEO of BCT Partners. He is the author of *Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness*, *Campus CEO* and *No-Money Down CEO*; a Rutgers, Oxford, and MIT graduate, he holds 5 degrees, was a Rhodes Scholar, and is the only African American to ever win NBC's 'The Apprentice'

10:20-10:30am – Morning Break

10:35 – 11:55 am

Topic: Understanding the Regulatory Framework for Doing Business

Description: This panel seeks to provide guidance to the SME on all the regulatory parameters for successfully operating a business including the appropriate legal structure of the business, financial monitoring and reporting, filing taxes and maintaining proper governance

Speakers:

- Sanya Goffe, Partner, Hart Muirhead Fatta
- Allison Peart, Country Managing Partner & Tax, Ernst & Young
- Ainsley Powell, Commissioner General, Tax Association of Jamaica
- Sandra Glasgow, Managing Director, BizTactics Limited

12:00 – 12:30 pm

Exhibitor Talk

12:30- 1:25 pm

Lunch

1:30 – 3:00 pm

Topic: Leveraging your Banking Partner for Success

Description: (Banking Workshop) The Banking Segment will cover the following: Managing Both Sides of the Balance Sheet i.e. Debt Financing, & Receivables Management; Making your Business Bankable. Presenters should include RBD, Group Assignments

Speakers: NCB Representatives

3:05 –4:35 pm

Topic: Equity Financing 101

Description: This panel discussion will address the basics of equity financing so that entrepreneurs develop a better appreciation of this financing alternative.

Sub topics include: Description and definition of equity financing; Local sources of equity financing; Advantages and disadvantages of equity financing; Information on what equity investors require; Local and international examples of equity financing helping businesses to grow

Speakers:

- Lisa Lake, Chief Entrepreneurship Officer, Branson Centre of Entrepreneurship
- Mariame McIntosh Robinson, Partner, Portland Private Equity
- Sandra Glasgow, Angel Investor
- Robin Levy, Deputy General Manager- Jamaica Stock Exchange
- Audrey Richards, Project Coordinator, Venture Capital Programme, Development Bank of Jamaica
- NCB Capital Markets Rep

4:35 – 4:50pm

Break

Marketing Revolution:

Description: Panel discussion and workshop on **Marketing Revolution: How Existing and Emerging Marketing Techniques, Trends and Technologies can drive growth for SMEs**. Multiple angles including the digital/social media

Speakers:

4:55 – 6:45 pm

- Cordel Green- Executive Director, The Broadcasting Commission
- Rochelle Cameron, Head of Legal and Regulatory Affairs, LIME
- Claire Grant, General Manager, Television Services, RJR Communications Group
- Alicia Lyttle- CEO, Internet Income
- Camille Garriga, Former Director of Sales and Marketing, Twitter

8:00 – 9:30pm

Networking Cocktail

Sunday, June 7

7:30 – 8:30 am

Breakfast

Enhancing the Customer Experience through Employee Engagement

8:30 – 9:30 am

Description: Managing the Customer's Value Chain, How to optimize opportunities from existing customers? Targeting new customers; Converting prospects into advocates etc., Using customer as a tool to grow business,



customer referral. Driving Employee Productivity, Training, Employee engagement, reward and recognition etc

Speakers:

- Dr Leahcim Semaj -Transformation Specialist at ABOVE or BEYOND (AoB) - "The Transformation Specialist"
- Nsombi Jaja, President, QMC Inc
- Dr Anissa Holmes, Dental Practitioner, Jamaica Cosmetic Dental Services

9:35 – 10:35am	<p>Preparing for Overseas Expansion</p> <p>Description: Provides information on how to successfully prepare one’s business for exportation inclusive of the relevant local and international standards.</p> <p>Speakers:</p> <ul style="list-style-type: none">- Denese Palmer, Owner, Southside Distributors Limited, Female Exporter of the Year by Caribbean Export, Finalist-Capital Quest Season 1.- Claude Fletcher, General Manager, Jamaica Exporters’ Association-- Major Richard Reese, Jamaica Customs Agency- Yvonne Hall- Executive Director Bureau of Standards- Robert Scott, Vice President, Export & Market Development, JAMPRO
10:35am -10:45am	<p><i>Break</i></p>
10:50am -12:15pm	<p>Tech Advantage: Growth through Technology & Electronic Commerce</p> <p>Description: <i>This panel will share how entrepreneurs can leverage technology and digital tools to be more productive and efficient, how technology may assist in driving sales, how SMEs may protect their businesses from cyber crime</i></p> <p>Speakers:</p> <p>Marlon Cooper, Managing Director, Symptai Consulting Limited</p> <p>Julian Robinson, Minister of State in the Ministry of Science, Technology, Energy and Mining</p> <p>Darragh Fitzgerald Selby, Sales Director of Digicel Business Solution, Digicel</p>
12:20 – 12:50 pm	<p>Closing Address:</p> <p>Winston Bennett - Motivational Speaker</p>

(Lunch and checkout)