

Venue: Executive Seminar Room 5.1, Level 5 SMU Administration Building, 81 Victoria Street, Singapore 188065				
	3 Aug 2015	4 Aug 2015	5 Aug 2015	
	Monday	Tuesday	Wednesday	
09:00 - 09:15	09:00 - 09:30	09:00 - 10:30		09:00 - 09:15
09:15 - 09:30	KAIST & SMU Welcome	Distribution Challenges and Opportunities in Asian Markets Philip C Zerrillo		09:15 - 09:30
09:30 - 09:45			09:30 - 11:00	09:30 - 09:45
09:45 - 10:00	09:30 - 11:00		Digital Marketing & Multi-Channel Strategies Srivinas Reddy	09:45 - 10:00
10:00 - 10:15	Macro Analysis and Consumption Trend in Asia Philip C Zerrillo			10:00 - 10:15
10:15 - 10:30		Coffee Break		10:15 - 10:30
10:30 - 10:45				10:30 - 10:45
10:45 - 11:00				10:45 - 11:00
11:00 - 11:15	Coffee Break	10:45 - 12:00	Coffee Break	11:00 - 11:15
11:15 - 11:30		Distribution Challenges and Opportunities in Asian Markets Philip C Zerrillo		11:15 - 11:30
11:30 - 11:45	11:15 - 12:45		11:15 - 12:45	11:30 - 11:45
11:45 - 12:00	Macro Analysis and Consumption Trend in Asia Philip C Zerrillo		Digital Marketing & Multi-Channel Strategies Srivinas Reddy	11:45 - 12:00
12:00 - 12:15				12:00 - 12:15
12:15 - 12:30		12:00 - 13:15		12:15 - 12:30
12:30 - 12:45		Lunch on campus		12:30 - 12:45
12:45 - 13:00	12:45 - 14:00		12:45 - 14:00	12:45 - 13:00
13:00 - 13:15	Lunch on campus		Lunch on campus	13:00 - 13:15
13:15 - 13:30				13:15 - 13:30
13:30 - 13:45				13:30 - 13:45
13:45 - 14:00				13:45 - 14:00
14:00 - 14:15				14:00 - 14:15
14:15 - 14:30	14:00 - 15:30	13:15 - 16:15	14:00 - 15:30	14:15 - 14:30
14:30 - 14:45	B2B Marketing & Branding Strategies Rajendra Srivastava	Value Migration (Strategies for Going Up the Price Ladder) Rajendra Srivastava	Service Strategies in Emerging Markets Kapil Tuli	14:30 - 14:45
14:45 - 15:00				14:45 - 15:00
15:00 - 15:15				15:00 - 15:15
15:15 - 15:30				15:15 - 15:30
15:30 - 15:45	Coffee Break		Coffee Break	15:30 - 15:45
15:45 - 16:00				15:45 - 16:00
16:00 - 16:15	15:45 - 17:15		16:00 - 17:30	16:00 - 16:15
16:15 - 16:30	B2B Marketing & Branding Strategies Rajendra Srivastava		Doing Business in Asia - Understanding the all pervasive Government Mrs Lim Hwee Hua	16:15 - 16:30
16:30 - 16:45		Coffee Break		16:30 - 16:45
16:45 - 17:00				16:45 - 17:00
17:00 - 17:15		16:30 - 18:00		17:00 - 17:15
17:15 - 17:30		Service Strategies in Emerging Markets Kapil Tuli		17:15 - 17:30
17:30 - 17:45			Short Break	17:30 - 17:45
17:45 - 18:00				17:45 - 18:00
18:00 - 18:15			17:45 - 18:30	18:00 - 18:15
18:15 - 18:30			Certificate Conferral Ceremony	18:15 - 18:30
18:30 - 18:45				18:30 - 18:45
18:45 - 19:00				18:45 - 19:00
19:00 - 19:15			18:30 - 20:00	19:00 - 19:15
19:15 - 19:30			Dinner @ Level 4 Function Room 4.1 & 4.2	19:15 - 19:30
19:30 - 19:45				19:30 - 19:45
19:45 - 20:00				19:45 - 20:00

8/6(목) 일정 - 기업체 방문 및 이문화 체험

시간	장소	비고
오전 10시~11:30	Pavilion Capital 60B Orchard Road #06-18 Tower 2, Singapore 238892	* 기업체 방문 I (Mr. TOW Heng Tan, CEO will join.)
오전 11:30~ 오후 1시	* 점심식사 및 이동	
오후 1시~2:45	A*star 1 Fusionopolis Way, #20-10 Connexis North Tower, Singapore 138632	* 기업체 방문 II (Attendees will be confirmed.)
오후 2:45~3:30	* 이동	
오후 3:30~4:45	Dimensional Fund Advisors 8 Marina View, Asia Square Tower 1 Suite #33-01 Singapore 018960	* 기업체 방문 III (Attendees will be confirmed.)
오후 4:45~5:00	* 이동	
오후 5시~6:40	Gardens by the Bay	* 이문화 체험
오후 6:40~7:00	* 이동	
오후 7시~8:30	저녁식사 후 해산	

※ 당일 점심식사(바쿠테) 및 저녁식사(스팀보트)는 KAIST에서 지원 합니다.

8/7(금) 일정

시간	Activity
All Day	Independent Study