



# Australia-ASEAN Virtual International Business Plan Competition

3rd July 2018, UNE Sydney  
211 Church Street  
Parramatta





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## Foreword from the Vice-Chancellor & CEO;

The 2018 ASEAN Virtual Business Plan competition reinforces the University of New England's (UNE) core value of helping people and communities adapt to a rapidly changing world. It portrays our teaching excellence, strength in online teaching, digital dominance and student diversity, especially in relation to Small Business and Entrepreneurship Education.

Small Business and Entrepreneurship Education in Australia started at UNE in the mid-1980s, championed by the late Professor Geoffrey Meredith who pioneered research in the field with the first Australian journal of Small Business. He also developed industry averages to assist performance management in SMEs which are still relevant today. Associate Professor Kotey and her colleagues in the UNE Business School have continued this legacy, with research and teaching innovations recognised at national and international levels. UNE has an active graduate research program in SME operations and development at Master and Doctor of Philosophy (PhD) levels. The PhD Innovation program enables students to explore, analyse and document policies and programs that support SME development. In addition, UNE's Smart Region Incubator, established in 2017, supports business start-ups in the region.

The 2018 ASEAN Virtual Business Plan Competition is one of the teaching innovations aimed at using virtual technology to support Entrepreneurship Education, exchange of ideas and culture, and trade development across countries. I congratulate Associate Professor Kotey and the Australian, Malaysian and Thailand leaders and teams for successfully completing the national competitions. Finally, I thank the Australia-ASEAN Council and all sponsors for supporting the project.

### **Professor Annabelle Duncan**

Vice-Chancellor & CEO  
University of New England



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## Foreword from Associate Professor Bernice Kotey;

The UNE Business School is pleased to host the 2018 ASEAN Virtual Business Plan competition. The competition is supported by the Australian Government through the Australia-ASEAN Council (AAC) of the Department of Foreign Affairs and Trade. It involves the University of New England in Australia, Rangsit University in Thailand, and the Universiti Teknologi MARA (UiTM) in Malaysia. Each university has successfully organised a national competition and the two top teams from each country will pitch their ideas to a panel of international judges at this event.

In Australia, 48 Expressions of Interest (EOIs) were received from 9 universities. Eighty teams comprising 232 individuals from 6 countries (Bangladesh, Bhutan, Cambodia, China, Vietnam and Thailand) provided EOIs for the Thailand competition. There were 136 EOIs from 32 universities in Malaysia.

Rangsit University organised two training sessions, the first to introduce participants to the competition and the second to teach them to write business plans and pitch their ideas, culminating in the national competition on 7 May 2018. UiTM held pre-pitching training for 144 participants and the national competition occurred on 10 May 2018.

In Australia, preparation for the competition occurred virtually with participants spread across the country, from Queensland, NSW and Victoria to Tasmania and Western Australia. We developed resources to support all stages of the competition. A webinar was held and participants were provided one-on-one mentoring on their business plans via telephone and email. The results of the national competition were announced on 18 June 2018.

I thank the Thailand and Malaysian project leaders and their teams, the Vice Chancellor of UNE, and all staff who provided support for the project.

### **Associate Professor Bernice Kotey**

Project Leader  
University of New England

## Your Program for 2018

TIME	EVENT	FACILITATOR/SPEAKER
<b>9.00 – 9.30am</b>	Introduction to UNE Sydney facilities	Mr Robert Field
<b>9.30 – 9.40am</b>	Welcome to country	
<b>9.40 – 9.55am</b>	Opening address	Vice Chancellor (UNE)
<b>9.55 – 10.10am</b>	Video presentation	Bernice Kotey
<b>10.10 – 10.25am</b>	The grant and its purpose	Ms Beasley (AAC)
<b>10.25 – 11.00am</b>	MORNING TEA	
<b>11.00 – 11.15am</b>	Address by Malaysian Education Consul	Mr Mohd Khalil Zaiyany Sumiran
<b>11.15 – 11.30am</b>	Address by Thai Minister	Mrs Thippawan Supamitkitja
<b>11.30 – 11.45am</b>	Presentation of gifts	Vice Chancellor (UNE)
<b>11.45 – 12.05pm</b>	Student participants share their experience	Sadira Yeong Min Yi and Alexander Bourne
<b>12.05 – 1.00pm</b>	LUNCH	
<b>1.00 – 1.15pm</b>	Introduction: Judging panel	Bernice Kotey
<b>1.15 – 1.35pm</b>	First team	Malaysia
<b>1.35 – 1.55pm</b>	Second team	Malaysia
<b>2.00 – 2.20pm</b>	Third team	Thailand
<b>2.20 – 2.40pm</b>	Fourth team	Thailand
<b>2.40 – 3.00pm</b>	Fifth team	Australia
<b>3.00 – 3.20pm</b>	Sixth team	Australia
<b>3.20 – 4.00pm</b>	AFTERNOON TEA - JUDGES DELIBERATE AND SELECT WINNERS	
<b>4.00 – 4.15pm</b>	Award certificates and prizes	Ms Beasley
<b>4.15 – 4.30pm</b>	Vote of thanks	Bernice Kotey
COMPETITION CLOSE		

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## Organising Teams



**Bernice Kotey**

is Associate Professor of Small Business, Entrepreneurship and Accounting at the UNE Business School and a CPA (Australia). She has published extensively in the areas of Accounting, Human Resource Development, Innovation and Gender as they apply to Small Business, as well as on Regional Development issues. Her research supervisions cover Entrepreneurship in a number of countries including South Africa, Ghana, China, Thailand and Vietnam. Bernice has led several research and teaching projects to completion funded by organisations such as the Cotton RDC, the Remote Economic Participation CRC, the Office of Learning & Teaching and the Department of Foreign Affairs and Trade. Her teaching innovations have led to international, national and university awards.



**Kanitsorn Terdpaopong**

is Assistant Professor (Dr) of Accounting and Director of the International Accounting Program in the Faculty of Accountancy at Rangsit University. She is an astute researcher with several publications on issues in Accounting and Small Business. Kanitsorn is globally networked with research partners in several countries across Asia, Europe and Australia where she has served visiting scholar positions. She is currently serving an Endeavour Executive Fellowship at the University of New England. Assistant Professor (Dr) Terdpaopong has successfully completed research projects for various organisations including Thailand Research Fund (TRF) and the Office of the Higher Education Commission.



**Normah Omar**

is Professor (Dr) of Accounting and Director of the Accounting Research Institute at the Universiti Teknologi MARA, a global centre of excellence recognized and funded by the Ministry of Higher Education, Malaysia. Prof Normah's research interests are in the areas of corporate integrity, governance and financial criminology. Normah is a member of CPA Australia and a two-term council member for the Malaysian Chapter. She is currently the Deputy Chairman and founding member of the Asia-Pacific Management Accounting Association (APMAA) based in Japan. She served on the national-level operation review panel of the Malaysian Anti-Corruption Commission (MACC). Normah has successfully supervised several research Masters and Doctor of Philosophy students to completion and has published over 80 research articles and book chapters.



**Chetneti Srisa-An**

is Assistant Professor (Dr) and Dean of the College of Digital Innovation and Information Technology (DIIT) at Rangsit University, Thailand. He received the 2017 Best Executive award at Rangsit University for initiating and supporting development of the 'Start-Up' program which encourages all staff at Rangsit University to work with students towards meeting the goals of Thailand 4.0 (developing an economy based on innovative technology in manufacturing and services). Professor Srisa-An has been involved in many start-up projects at national and international levels. He chaired implementation of the 2018 ASEAN Virtual Business Plan Competition in Thailand.

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## Prize Winners and Competing Teams

### Thailand

Prize	Business Name	University
<b>1st</b>	HoCo	International College of Rajamangala University of Technology Krungthep
<b>Team</b>	Silvi Wulan Sari Br Sitepu, Hamael Javaid, and Bim Yatna Anugerah Ramadhani	
<b>2nd</b>	PockeTeach	Rangsit University
<b>Team</b>	Sophie Indracusin, Nathakrishna Krishnamra, Kanpoj Muangnoycharoen	
<b>3rd</b>	Unwind	Rangsit University
<b>Team</b>	Tanik Prasopsorn, Markus Bohling, Kaori Ohata, Tatinat Santisant	

### Malaysia

Prize	Business Name	University
<b>1st</b>	ReadPublic	University of Malaya and Asia Pacific University
<b>Team</b>	Sadira Yeong Min Yi and Yoon Tjun Hung	
<b>2nd</b>	GoGood	Taylor's University
<b>Team</b>	Marissa Ooi Sze Min and Matthew Ooi Xian Wei	
<b>3rd</b>	I-Wellness	Universiti Kebangsaan Malaysia (UKM), Mahsa University
<b>Team</b>	Hasniza Binti Azman, Salsabila Rabbani Binti Aznan	

### Australia

Prize	Business Name	University
<b>1st</b>	eEnterprises	Griffith University
<b>Team</b>	Alexander Bourne	
<b>2nd</b>	SEA.com	University of New South Wales, Curtin University, Monash University
<b>Team</b>	Samantha Tran, Ian Chang, Jonathan Lee and Tony Zhao	
<b>3rd</b>	INKLUDEM	University of New England
<b>Team</b>	Joanne Reid	

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## Judging Panel



**Dr Daisy William**

is CEO of Strategic Enterprise Consulting Pty Ltd, through which she works as the Director of the Armidale and Region Aboriginal Cultural Centre and Keeping Place and as CEO of an E-commerce business. Daisy has extensive experience in business development, having transformed three businesses on the verge of liquidation and established two new business ventures. She was formerly CEO of the Armidale and District Business Enterprise Centre and the Director of UNE English Language Centre.



**Jeffery Hamilton**

is a Director of Development HUB (DEVHUB) and Head of Product Design in the College of Arts and Design at Rangsit University. He merges his real world experience with knowledge building in open, creative and innovative endeavours. He has experience in the Art and Design industry, and was Director of Design for Teradyne Inc., a Fortune 500 Company. He worked in Silicon Valley on several projects for Fortune 100 & Fortune 500 companies including a number of R&D Start-ups.



**Encik Hussaini Bin Zaini**

is the Principal Consultant of Kasyifah Resources Management and Associate Partner with VA Learning. He provides a full range of training and consultancy services, including writing grant applications for government projects, developing Quality and Environmental Management Systems (ISO 9001, ISO/TS 16949 & ISO 14000), Organization Development programs such as Strategic Planning and Team Alignment, Executive Wellness Development Program, SME advisory, Entrepreneur and other Human Resource Development training programs.



**Derek Tink**

is a Business Advisor for the Tamworth Region. Derek has delivered specialist advice within the region covering business development, marketing, digital strategy and organisational management. A passionate 'regional local' who is committed to supporting regional and rural business opportunities, Derek is involved with community groups and charity activities across the region. His expertise cover digital technology and strategy, innovation, international trade development, tourism, agri-business, investor relations and media among others.



**Suttisak Jantavongso**

is Assistant Professor (Dr.) who completed his Ph.D., Master and undergraduate degrees at Monash University, Australia where he lived for over 20 years. His specialisation is in systems analysis and design, computer technology and business systems. He was Director of the Master of Social Media Technology Program and now serves as a Lecturer at the College of Digital Innovation and Information Technology (DIIT) in Rangsit University.










**Dr Norazida Mohamed**

is a Chartered Accountant and Senior Accounting Lecturer at Universiti Teknologi MARA, Malaysia as well as Research Fellow at the Accounting Research Institute (HiCoE). She is an expert in Forensic Accounting and Fraud Management. In addition to her 18 year career in academia, Dr Mohamed served as Assistant Rector and Administration Coordinator for 10 years. Her professional experience includes Assistant Manager in a leading government agency and Account Executive in several private firms in Malaysia. She has given invited keynote addresses in the UK, Asia and Africa.

## Sponsors and Organisers

Many thanks to all organisers and sponsors

LOGO	ORGANISATION
	<b>Grant Body</b> Australia-ASEAN Council
	<b>Organising Institution</b> University of New England
	<b>Organising Institution</b> Rangsit University
	<b>Organising Institution</b> Universiti Teknologi MARA
	<b>Thailand Sponsor</b> University of Northampton
	<b>Australia Sponsor</b> Strategic Enterprise Consulting Pty Ltd.
	<b>Australia Sponsor</b> Cool Webing Mr Angelo Saavedra

LOGO	ORGANISATION
	<b>Australia Sponsor</b> NORTEC Business Advisory Services, NSW
	<b>Malaysia Sponsor</b> Ministry of Finance
	<b>Malaysia Sponsor</b> Malaysia External Trade Development Corporation (MATRADE)
	<b>Malaysia Sponsor</b> Karangkraf Group
	<b>Malaysia Sponsor</b> Malaysian Global Innovation & Creativity Centre (MaGIC), Malaysia
	<b>Malaysia Sponsor</b> TERAJU
	<b>Sponsor</b> Malaysia Airlines