

STARTUP & SME

ACADEMY

What is the Startup & SME Academy?

The Association of Dutch Business people (ADB), DutchCham and the Embassy of the Kingdom of the Netherlands have joined forces to organise a series of interactive events under the name Startup and SME Academy (SSA).

The goal of the SSA is to provide relevant content and peer-to-peer knowledge sharing for Dutch professionals that are part of the Startup and Small and Medium-sized Enterprises (SME) community in Singapore and for local stakeholders keen on working together with Dutch Startups and SME's.

Every six weeks there will be a lunch or evening event, which will be led by one or more experts regarding a particular topic. Each session has the same structure: speakers that share their knowledge and experience, interactive group sessions and networking. There will be plenty of time for questions, discussion, pitch business ideas and receive on the spot feedback.

The Startup & SME Academy team members



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More information: send an email to: adb@adb.org.sg
or visit the website: www.ssa.sg

Program 2016-2017

8 September 2016

Accelerating your business growth

An inspiring evening full of Information about how to grow your business and insights by entrepreneurs - for entrepreneurs.

27 October 2016

How to optimise your idea, business plan and strategy for growth

Every entrepreneur has a story; what were their starting struggles, how did they react, what was the outcome and what are the lessons learned. Learn from experiences of entrepreneurs that succeeded in Singapore and from your peers.

24 November 2016

Improve your Brand Positioning to attract more (loyal) customers

Learn more about the impact on the sales of your product or service by having clarity on your target market, frame of reference, point of difference and reason to believe. During the event you will also gain knowledge about how to protect the brand.

19 January 2017

The challenges and opportunities for startups and SMEs in the digital age

Digital disruption in Asia, how technology is driving consumer engagement in the world's most exciting markets and is changing the entire business landscape.

2 March 2017

Be financially healthy and compliant as a Startup and SME

An event about the 'sweet' and 'sour' of your financial position. Learn more about understanding business financials is the basis of your business success. Don't be baffled by P&L statements, balance sheets or cash flow statements, make them work for you.

20 April 2017

Operational and cultural challenges of Human Resource Management in Singapore

During this event key aspects of hiring local and overseas employees shall be discussed.

25 May 2017

Launching innovative products in Singapore from Europe and US

An event where knowledgeable speakers share their experience about opportunities and challenges in launching innovative products in Singapore from Europe and the US.

29 June 2017

Expanding your business from Singapore to APAC

Now that your business has reached a [certain] size / has established in Singapore, how about expanding into the Asia Pacific region in an effective manner?

14 Sept 2017

Join forces as startup and large company in order to co-create and realize new businesses from scratch

Startups, SMEs and large companies are struggling to realise new, scalable businesses. Learn how this can be done smarter and faster by joining forces to build tomorrow's ventures.

Sept 2017

Networking dinner for startups, SMEs and large companies

A selection of the SSA participants will be invited to meet large companies during an exclusive dinner. The goal of the evening is to discuss potential partnerships.