Singapore Master Class 2009
Recession...!! Tough Decision Time

"In 2009 Singapore’s recession deepens as the global financial crisis takes its toll on manufacturers and the services sector, and the government has warned the economy may shrink by as much as 2 percent this year. Singapore Prime Minister Lee Hsien Loong said Asian economies face a “rough ride” for at least the coming year as weakening consumer demand from developed countries hurt the region’s exports” (Telegraph.co.uk)

Date: Friday 24 April 2009
Time: 1400 - 1830
Venue: Teochew Building
Cost: $20 payable at time of registration (Cheque payable to: Ngee Ann-Adelaide Education Centre)
RSVP: Tuesday 14 April 2009 (Alicia@naaec.com.sg) Tel: +65 67382910

1330 - 1400 Registration

1400 - 1500 Associate Professor Barry Burgan “The Global Economics Crisis and the Implication for Business Skills and Education”
Associate Professor Burgan joined the University over 15 years ago after a 10 year career in the public sector, and then with KPMG (Touche Ross) in corporate consulting. Initially, he was Manager and then Director of the SA Centre for Economic Studies. He then moved across to an academic role, firstly in the School of Economics and then in the School of Commerce. In January 2006 Barry took on the role as Head of School, the University of Adelaide Business School. Assoc Prof. Burgan research interests are in infrastructure financing and valuation.

1505 - 1605 Professor Pascale Quester “How brand equity can protect companies from hard economic times”
Professor Quester established the marketing discipline as one stream of the commerce degree in 1991 and was also the inaugural Professor in Marketing within the School of Commerce. In 2006 Professor Quester became the Executive Dean of the Faculty of the Professions. As an active researcher in the areas of consumer behaviour and marketing communications, she is the author of two leading textbooks and many journal publications.

1605 - 1625 Afternoon tea

1630 - 1730 Professor Christopher Findlay AM “Tough time for governments - managing recovery”
Professor Findlay was appointed to the position of Head of School and Professor of Economics with the University of Adelaide in November 2005. Previously, he was Professor of Economics at the Asia Pacific School of Economics and Government at the Australian National University. Professors Findlay’s main research area is Australia’s economic relations with Asia, of special interest is the reform and industrialisation of the Chinese economy. He became a Member of the Academy of the Social Sciences in Australia in 2002 and a Member of the General Division of the Order of Australia (AM) in 2007.

1730 - 1830 Conclusion followed by general networking drinks