

Worried about the current economic downturn?
Think BOS, think the future.



Blue Ocean Strategy Regional Centre

Blue Ocean Strategy Conference

26th – 27th February 2009



REGISTER TODAY!

Time	: 9.00 am to 5.00 pm
Venue	: Metro Toronto Convention Centre, 255 Front Street West, Toronto, Ontario M5V 2W6.
Speaker	: Prof. W. Chan Kim <i>(Co-Author)</i> Mr. Jason Hunter <i>(Director of Training)</i>
Conference Fee	: \$2,300.00 per delegate, Early-bird rate of \$2000.00 per delegate for registrations before January 26th, 2009
Website	: www.ucsi-bosrc.com



UCSI EDUCATION GROUP

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Blue Ocean Strategy

Blue Ocean Strategy is the systematic pursuit of new market and new demand creation through the simultaneous pursuit of higher value and lower cost. It is called Blue Ocean because of its focus on creating unknown market space where you do not compete head-to-head against the competition but rather out compete them by creating new markets where no competition exists. The book, Blue Ocean Strategy, by Professor W. Chan Kim & Renée Mauborgne, has become an international bestseller, with over one million copies sold in its first year and published in 41 languages, a record for Harvard Business School Press.

About Us

UCSI Blue Ocean Strategy Regional Centre

The UCSI Blue Ocean Strategy Regional Centre Sdn Bhd (UCSI BOSRC) is the Official Regional Representative of Blue Ocean Strategy Businesses and has the Exclusive Regional License in Malaysia, Australia, Canada, China, India, Indonesia, Philippines, Singapore, Taiwan, and Thailand. Our vision is to positively impact businesses, communities and nations through the application of Blue Ocean Strategy to meet needs and create wealth. UCSI BOSRC's mission is to advance the practice of Blue Ocean Strategy.

UCSI Blue Ocean Strategy Regional Centre, Canada Office Inc

The inception of UCSI BOSRC, Canada Office Inc. in September 2008 is to build awareness of this ground-breaking strategy, and to serve as the national provider of Blue Ocean Strategy consulting, training and educational workshops, seminars and conferences here in Canada.

Learning Objectives

The conference is specially designed to help the participants to:

- Learn how to reconstruct industry boundaries to create uncontested market space, or a blue ocean
- Understand how to simultaneously pursue differentiation by raising buyer value and reduction in cost structure
- Learn how to apply the Blue Ocean Strategy principles, frameworks and tools to create value innovation - the cornerstone of Blue Ocean Strategy
- Evaluate commercially viable Blue Ocean Ideas
- Learn from case studies of successful implementation of Blue Ocean Strategy

Who Should Attend?

- CEOs, COOs, Directors, General Managers, Senior Managers, and Managers responsible for business & product development, strategic planning, and marketing
- Companies struggling in the competitive red oceans who wish to create blue oceans
- Companies whose R & D efforts are not bringing in significant commercial opportunities
- Companies which want to train a team to implement BOS
- SME companies which want affordable training cum consultancy to formulate BOS

“Blue Ocean Strategy challenges everything you thought you knew about strategy.”

-Business Strategy Review, UK

“It is a precise, actionable plan for changing the way companies do business with one resounding piece of advice: swim for open waters.”

-Publishers Weekly, USA





Main Speaker:
Prof. W. Chan Kim
Co-Author

W. Chan Kim is Co-Director of the INSEAD Blue Ocean Strategy Institute and The Boston Consulting Group Bruce D. Henderson Chair Professor of Strategy and International Management at INSEAD, France (the world's second largest business school). Prior to joining INSEAD, he was a professor at the University of Michigan Business School, USA. He has served as a board member as well as an advisor for a number of multinational corporations in Europe, the U.S. and Pacific Asia. He is an advisory member for the European Union and is the Country Advisor to Malaysia. He was born in Korea.

Kim is a Fellow of the World Economic Forum. His Harvard Business Review articles, co-authored with Renée Mauborgne, are worldwide bestsellers and have sold over half a million reprints. Their Value Innovation and Fair Process articles were selected as among the best classic articles ever published in Harvard Business Review. They have co-authored articles in The Wall Street Journal, The Wall Street Journal Europe, The New York Times, The Financial Times and The Asian Wall Street Journal amongst others.

Kim received the Nobels Colloquia Prize for Leadership on Business and Economic Thinking 2008, and is a winner of the Eldridge Haynes Prize, awarded by the Academy of International Business and the Eldridge Haynes Memorial Trust of Business International, for the best original paper in the field of international business. Thinkers 50, the global ranking of management gurus, places Kim among the top ten most influential thinkers in 2007. L'Expansion also named Kim along with his colleague Renee Mauborgne as "the number one gurus of the future". The Sunday Times (London) called them "two of Europe's brightest business thinkers. Kim and Mauborgne provide a sizeable challenge to the way managers think about and practice strategy." The Observer called Kim and Mauborgne, "the next big gurus to hit the business world."

Kim co-founded the Blue Ocean Strategy Network (BOSN), a global community of practice on the Blue Ocean Strategy family of concepts that they created. BOSN embraces academics, consultants, executives, and government officers.

Speaker:
Mr. Jason Hunter
Director of Training



Jason Hunter together is the Director of Training for the Regional Centre, and a former INSEAD Blue Ocean Strategy Institute Executive Fellow and Director of Training for the Blue Ocean Strategy Network. Jason has provided strategic counsel and executive development to some of the world's most recognizable organizations including KPMG, Pearson PLC, Toshiba, CVS Pharmacies, IBM, Syngenta, Danone, SAP, US State Department, and the World Bank.

A passionate lecturer, he has taught Blue Ocean Strategy at many of the world's leading business schools and corporate campuses in Europe, Asia, and North America. Jason is an acclaimed expert in the field of Blue Ocean Strategy and Value Innovation, and has consulted across most industrial sectors, successfully creating

breakthrough business ideas using this highly regarded strategy formulation and execution methodology.

Prior to joining the BOS Regional Centre, Mr. Hunter has worked with INSEAD, Blue Ocean Strategy Network, Global Business Network - Europe, Strategos Institute, the London School of Economics, and Columbia University.



Conference Program

Day 1 (26th February 2009)

Prof. W. Chan Kim

Blue Ocean Strategy – What it is and What it is not

- Instead of out-performing the competition, create new market space (or a blue ocean)
- In the blue ocean, market space is untouched, vast and deep in terms of profit and growth
- The simultaneous pursuit of differentiation and low cost
- How to make the competition irrelevant
- From a 'market competing' strategy to a 'market creating' strategy
- Market boundaries exist only in managers' minds
- Value innovation as cornerstone of Blue Ocean Strategy

Formulating Blue Ocean Strategy – How to create blue oceans

- Focus on the big picture, not on the numbers
- Reach beyond existing demand
- Get the strategic sequence right
- How to sustain and renew your Blue Ocean Strategy
- A systematic approach to break out of the red ocean

Executing Blue Ocean Strategy – How to make it work for you

- Do Blue Ocean companies exist?
- Overcoming key organizational hurdles
- Is it all about taking risks?
- How to build execution into your strategy
- How to swim out of the red ocean and swim into the blue ocean

Panel Discussion

A group of panelists will present Blue Ocean Strategy cases in Canada that have achieved both differentiation and low-cost, after which Professor Kim will provide his comments and feedback, and invite questions from the floor.

Book Signing

Day 2 (27th February 2009)

Mr. Jason Hunter

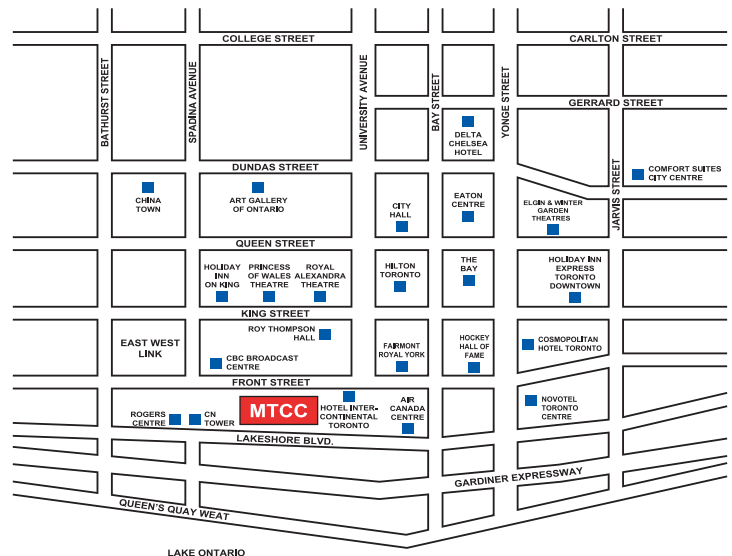
Through a series of interactive lectures, the Second day focuses on "action learning" whereby teams use a select set of blue ocean strategy tools and methodologies - albeit in a condensed fashion - to work on a "mini case" during the daylong session. The session is divided into 2 parts and will address the following:

Part 1

- What are the underlying principles of blue ocean strategy/value innovation?
- How does the process, frameworks, and methodology unlock creativity?
- How do I know that it is right for my organization?

Part 2

- What are the analytical tools and frameworks underpinning blue ocean strategy?
- How does the "four step" process maximize opportunities while minimizing risks?
- What is the context and relationship between each of the tools and the steps in the process?



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