

Blue Ocean Strategy Workshop

Empowering Value Innovation

Featuring
Luciano Pezzotta
Certified Blue Ocean Strategy Practitioner



Millions are talking about Blue Ocean Strategy (BOS). It is one thing to speak about blue oceans, but it is all together different to have the tested and proven methodologies, tools, and frameworks to systematically create them. Otherwise, managers can not be expected to act on the call to break out of the existing competition. Value Innovation is the strategic logic underpinning BOS, which is the simultaneous pursuit of differentiation and low costs.

Learning Objectives

The workshop is specially designed to help the participants to:

- Learn how to focus on opportunities to lower costs and simultaneously create new value that retains existing customers and captures new ones
- Understand how to apply the Strategy Canvas and focus on non-customers to develop new strategic options
- Learn how to leverage Value Innovation to better serve existing markets, stimulate new demand and retain customers
- Learn how to develop an action plan to communicate and successfully execute your blue ocean ideas

Luciano Pezzotta

(Certified Blue Ocean Strategy Practitioner)

Luciano Pezzotta has successfully completed the BOS qualification process administered by the Blue Ocean Strategy - Initiative Centre in 2006 and is certified as a BOS practitioner by Professors Kim and Mauborgne, co-creators of Blue Ocean Strategy.

Mr. Pezzotta started his career at Merrill Lynch International Private Bank - London in 1998. In 1999, he joined the Strategic Services Team of Andersen Consulting (now Accenture) in Milan, Italy. In 2001, he joined Venture Consulting, a European strategy consulting boutique recently acquired by Tefen. Before joining UCSI BOSRC he has worked internationally for large corporations mainly in the banking, life sciences, energy and media sectors.

Register Today!

Blue Ocean Strategy Workshop

Facilitator : Luciano Pezzotta,
Certified Blue Ocean Strategy Practitioner

Date : 22-23 April 2009
Time : 8:30am – 5:30pm
Venue : UCSI North Wing Campus
Jalan Choo Lip Kung
Taman Taynton View
Cheras, Kuala Lumpur

Enquiries : Tel: (603) 9101 8880 Fax: (603) 9132 6688.
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Early Bird Discount Available!



Blue Ocean Strategy Regional Centre

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The Star wins brand award

Pak Lah inducted into Hall of Fame



Excellence: Ng receiving the award from Abdullah at The BrandLaureate Awards 2008/2009 ceremony in Kuala Lumpur last night. Looking on are The BrandLaureate CEO Dr KK Johan (left) and Asia Pacific Brands Foundation chairman Tan Sri Dr Elyas Omar.

KUALA LUMPUR: *The Star* was recognised as the best brand in the English-medium newspaper category of the BrandLaureate Awards 2008/2009.

The Star's executive director Ng Beng Lye received the award at the event organised by the Asia Pacific Brands Foundation here last night.

Prime Minister Datuk Seri Abdullah Ahmad Badawi entered the BrandLaureate Hall of Fame when he was presented with its lifetime achievement award for leading the country and initiating reforms.

Upon receiving the trophy and certificate, Abdullah expressed his surprise when he pointed out that Tun Dr Mahathir Mohamad signed his certificate.

He said he did not ask to be rewarded during his service to the people but felt happy knowing he helped somebody.

In his speech, Abdullah said businesses should still maintain their brand position in the

market despite the current trying times.

He said companies must show strength and use this period to prepare to have a greater impact in the market in future when the economy rebounds.

"This is in fact what the Government is doing now," he said.

He said the Government would continue to monitor local and international business development and take action when required.

"Malaysian brands must also strive to be the best globally and not only compete with developing brands. They must use global brands as the benchmark to become bigger players."

Abdullah added that the country should concentrate on human capital and move up the value chain if it wanted to succeed.

"Company CEOs should emphasise such human capital development. They must be on top of their personnel and recognise their officials, be they juniors or seniors in the firms," he said.

Press institute lauds braver media after political tsunami

KUALA LUMPUR: The political tsunami last year has led to greater press freedom, said Malaysian Press Institute (MPI) chief executive officer Datuk Chamil Wariya.

He said news reports published in the local media had improved, based on the entries submitted for the Malaysian Press Awards.

He said the press had observed greater freedom with less fear of the authorities.

"The panel of judges for the award told me that news reporting had improved over the years, especially after the previous general election," he said.

"They see greater press freedom and a courageous media voice in the country."

Chamil said this at a press conference yesterday after receiving monetary contribu-

tions from corporate members and individuals at a ceremony.

He said the contribution was about RM300,000 while Petronas would sponsor the prizes and souvenirs worth RM200,000 for the awards, to be held next Monday.

Chamil said MPI received a total of 471 entries for the 13-category award, including 120 for feature writing, best photo (65) and news (64).

He said that unlike in previous years where each category had winners for Malay, English, Chinese and Tamil, the entries this year would be combined and the award would be given for the best article.

Chamil said this would encourage greater competition for better journalistic standards in Malaysia.

More time to write that winning essay

PETALING JAYA: The deadline for the Impac Dublin Literary Award for Young Malaysians 2009 essay-writing competition has been extended to next Tuesday.

The competition is open to all Malaysian students aged between 14 and 18. This year's essay topic is "The Best Things in Life".

Entries should be between 800 and 1,200 words and must be in English.

The best overall essay will earn the writer and a parent a trip to Dublin to attend the gala ceremony of the International Impac Dublin Literary Award 2009.

Judging of the entries will be completed by the end of this month and the winner will be announced on May 15.

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