

Maximizing **The Family Business** Success
How to leverage your **family STRENGTH** for the business



The **TROJAN TALKS SERIES**

Talk on **FAMILY BUSINESS**

Feb 15, 2012



6.30 - 9.00 pm at **@america**

RSVP: novita.melani@ausci.org

“Trojan Talks Series”

Maximizing the Family Business Success

Sub topic:

- * How to leverage your family strength for the business.
- * Building entrepreneurship across generations – values, ideas, dreams and realization

Dr. Annie Koh:

“I have seen many new millennial build separate for profit and not for profit companies and working with their older generations to hone their entrepreneurial skills.

Those new companies and projects can add to the strength of the main business and also freshen the look and feel of the original company whilst linked to the passion and interest of the younger generation. I believe there’s synergy across the generations and the older gen folks should let the young find their own rhythm...”

Date : **February 15th 2012**

Time : **6.30 “on-time” – 9.00 pm**

Venue : **@america, Pacific Place Mall 3rd floor - Jakarta**

Who should attend?

**USC Alumni & Friends
Business Owners
Professionals
Entrepreneurs
&**

all devout observers members of Family Business

Speakers’ profile (in alphabetical order):





ANNIE KOH (PhD, New York University)

Annie Koh is Associate Professor of Finance and Dean of Office of Executive and Professional Education at the Singapore Management University. She also holds the position Academic Director, International Trading Institute@SMU. She received her PhD in International Finance from New York University (Stern School of Business) in 1988 where she was a Fulbright scholar. A frequently sought after conference speaker, panel moderator and expert commentator, Annie's research interests are in Family Office and Family Business Research, Investor Behaviour, Alternative Investments, and Enterprise Risk Management. She has extensive experience in consulting and executive education for the corporate and public sectors, training professionals in leadership, management, directorship, private banking and wealth management.

Annie sits on several advisory boards, governing councils and steering committees in SMU as well as the financial services and government sectors. She chairs the Asian Bond Fund 2 Supervisory Committee of the Monetary Authority of Singapore, is on the steering committee of the Financial Industry Competency Standards (FICS) board, a member of the Work-Life Tripartite Committee of Singapore's Ministry of Manpower, and the Management Policy Advisory Committee of SPRING Singapore. Annie is also an advisory board member of the Singapore Council of Women's Organizations' Board Agender and the Women's Network Steering Committee of AmCham. She has served on the Board of Advisors for BusinessWeek and as a Committee Member on IE Singapore's Singapore International 100 Ranking Steering Committee. Currently, she is on the Advisory Boards of a number of family businesses and on the investment committee of i-Globe (a private equity firm).

Instrumental in bridging academia and the industry, Annie has spearheaded many major partnerships between SMU and the business world such as the Human Capital Leadership Institute in partnership with the Ministry of Manpower, the International Trading Institute for commodities research and training, the Financial Training Institute for competency training, the BNP Paribas Hedge Fund Centre and the UOB-SMU Entrepreneurship Alliance. Annie was also behind the successful Business Advisors Programme where retrenched professionals are matched with small local enterprises for short-term consultancy stints as well as the Foundation Training Programme to prepare fresh graduates for a career in local enterprises, a testament to her sharp pulse on the needs of the economy. Her strong connections to business leaders opened doors for corporate donors such as Credit Suisse and Emirates National Oil Company to contribute to SMU. Annie is a recipient of the Public Administration Medal (Bronze), a prestigious National Day Award for 2010.

She played major contributing roles to several academic programmes in SMU such as the MBA, the Master of Science in Applied Finance and the Master of Science in Wealth Management and Graduate Diploma in Healthcare Management & Leadership and Advanced Diploma in Private Banking. Her paper, *An Analysis of Extreme Price Shocks and Illiquidity Among Systematic Trend Followers* (2010), co-written with Bernard Lee and Cheng Shih-Fen was published in *the Review of Futures Markets* and the *Social Science Research Network*. Current projects she is working on include studies on REITS and Investor Behaviour, cases on Family Business and the Asianisation of the Eugene F. Brigham and Michael C. Ehrhardt's Financial Management: Theory & Practice text. Other academic articles of hers have been published in *The Review of Future Markets*, *SIMEX Papers* and *Pulses*. Annie is also author for International Enterprise Singapore's book on *Financing Internationalisation – Growth Strategies for Successful Companies* (2004) which has been translated into Chinese.





Husodo Angkosubroto
Chairman of Gunung Sewu Group

Gunung Sewu Group is an Indonesian-based investment and management Group with three core businesses: Agribusiness, Property Development and Financial Services.

Its agribusiness portfolio includes the world's largest fully vertically integrated pineapple plantation and processing operation in the world that currently exports all of its production to over 30 countries in the world.

The portfolio also includes an export-quality banana plantation, tapioca starch production operations and a livestock (cattle) feed lot that is the 2nd largest importer of live cattle in Indonesia. The property development portfolio focuses on high quality office, commercial and residential rental properties, mainly located in Jakarta.

Sequislife, GSK's flagship financial services entity, is a life insurance group ranking among the top life insurers in Indonesia. It is the largest privately-owned Indonesian life insurance group. While main attention is centered on the core businesses, the Group continues to hold other investment portfolios ranging from manufacturing and private equity.

Since joining the group in 1977, Husodo has played a pivotal role in developing GSK into a respected, well-regarded leading-edge company in Indonesia. He earned his B.S. degree in Business Administration from The University of Southern California. His many interests include travel and golf.

Husodo also dedicates his time and energy in nurturing AUSCI, grooming AUSCI leadership across the age gap, and working side-by-side with a group of some 15 other devout Trojans at the AUSCI Board of Committee. He also serves as the Chairman of AUSCI (Alumni USC Club of Indonesia) Board of Advisors.



Shanti Lasminingsih Poesosoetjipto

**Chairman, PT. Samudera Indonesia, Tbk
Chairman, PT. Asuransi Bintang, Tbk.
CEO, PT Ngrumat Bondo Utomo**

Shanti L. Poesosoetjipto is the Chairman of PT. Samudera Indonesia, Tbk and PT. Asuransi Bintang, Tbk. She began her career as the Manager of Soedarpo Service Bureau selling integrated computer services to third parties at Soedarpo Corporation, which was founded in 1952 by her father Soedarpo Sastrosatomo.

From 1985 to 1988, Shanti led Soedarpo Corporation to successfully change its business focus to information technology and distribution of pharmaceutical products. As the Executive Vice President, she took a leading role in Soedarpo Corporation's move towards its IPO in 1990.

Shanti holds a Diploma in Electronic Engineering, specialising in Computer Science from the Technology University of Munich, Germany.

-Noted from FBN (Family Business Network) Asia



Moderator :

**Patricia Susanto, BSc, MHRM
CEO, Jakarta Consulting Group**

Patricia began her career in 1998 as Research and Development Associate in Fazelli & Sons, Omni Security and continued as Junior Negotiator in Initiative Media, Los Angeles, USA.

Beginning in 2001, she joined the Jakarta Consulting Group as Business Development Manager. Jakarta Consulting Group is a management strategic consulting firm which provides executive search and assessment service as well. Patricia is currently the Chief Executive Officer of the Jakarta Consulting Group.

Patricia now involves on plenty of management consultation, training and the main speaker for many media, business and education events. She has also published several books on management, culture and family business.

Patricia got her master degree on psychology from University of Indonesia and also Master in Human Resource Management from Griffith University, Australia, she is also a graduate from University of Southern California on Management Organization in 2000.