

About The Trainer



Elton Kuah is an entrepreneur, external consultant for market intelligence, social media columnist, international e-coach, and speaker. Founder of Enrich Social Media

1) Summary Profile

- Worked as digital marketing and technology services under company: Enrich Social Media since 2009. Collaborated with marketplaces such as Tridge.com (product marketplace) and Alphazetta.ai (data analytics expert).
- Business Advisor for Alphazetta Singapore, leading global community for analytic experts
- Awardee of US State of Department Program for Professional Fellows and Young South East Asian Leaders Initiative (YSEALI) in 2015 where I was working in Blue Startups LLC (a top 20 US Accelerator) to help startups in their four months program routine and marketing for East Meet West Event.
- Speaker in Hong Kong, Malaysia and Singapore for digital marketing and entrepreneurship related.
- External consultant to Hourlynerd, Talmix MISA Consulting, MARTEC Shanghai, M-Brain, Herochem Hong Kong and China, on various industrial applications such as medical device, technology, agriculture, chemical, business advisory, and manufacturing related
- Ex-Writer for tech magazine (Jumpstart Hong Kong, E27 Singapore and Next Up Asia)
- Obtained Bachelor Of Honour degree in Electrical and Electronic Engineering from the University of Nottingham.

a) Digital Marketing Certificates

- Google Certified Professional - Google Mobile Advertising, Video Advertising, Search Advertising, Display Advertising, Shopping Advertising, Analytics Individual, Mobile Sites, Digital Sales
- Hubspot – Inbound Sales, Email Marketing, Growth-Driven Design
- Social Media Summit Member from Social Media Examiner
- Certified NVIDIA for AI Deep Learning:
 - FUNDAMENTALS OF DEEP LEARNING FOR MULTIPLE DATA TYPES
 - FUNDAMENTALS OF DEEP LEARNING FOR COMPUTER VISION
- Lead 360 Data Science Alumni (an academy to train data scientist setup under experienced data scientist, Dr Lau Cher Han)

b) Associate Members

- Member of MAAAYE (Malaysian Association of Asean Young Entrepreneurs), a private sector initiative by Malaysian Young Business Leaders below 45 years of age. It functions to activate & connect Malaysian young entrepreneurs with the ASEAN in collaboration with organization such as MITI and Matrade.
- Member of AMTC (Asia Pacific MSME Trade Coalition), an advocacy organization that represent voices of 1,300 Micro SME's to trade more across borders, facilitate the regional and internationalization of Micro SME.
- YSEALI Professional Fellows Alumni in area of economic empowerment theme under US Department of State
- Innovation Ambassador under Genovasi Malaysia with collaboration with HPI School of Design Thinking

2) Key Client portfolio trained (Have trained more than 100 companies):



Government Agencies

Institute Social Malaysia under Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM)

- HRDF Woman Reskilling Program
- SME Corp Malaysia for Women Entrepreneurs under project of SME Corp and Pemandu, government agency for transformation.

Associations

- MATTA Training for the tour operators
- Teknologi Park Malaysia
- Singapore Professional Business Woman Association (SPBWA)

Properties, Real Estate, Insurance

- Taliban Insurance of Brunei
- Sunlight Property Sdn Bhd
- NAZA TTDI
- Alliance Insurance Malaysia
- Hatten Group Malaysia (biggest shopping mall based in Melaka)

Media

- Karangkrak Malaysia
- News Bangladesh

Medical

- Pfizer Malaysia

Consumer Services

- Casio Malaysia
- Charles and Keith Singapore

Services

- Huawei
- Webe Digital
- Isentia Sdn Bhd
- Celcom Axiata Berhad
- ST Engineering
- MPH Malaysia
- Topers Malaysia and its participant clients such as Herbalife, (Agency to facilitate MLM Businesses in Malaysia)
- CDR Advertising (agency servicing Telekom Malaysia)
- G Hotel Malaysia
- Comdex Malaysia
- University of Geneva Switzerland (on social media consultancy)

3) Training and Conferences List

Year 2017 and ongoing

- LinkedIn Marketing and Mailchimp
- Google Ads, and SEO Training
- Facebook Marketing and Advertising
- Business Service Excellence

Year 2013

- 2 Days Workshop on Integration With Marketing Communication Nov 2013
- Social Media Integration With Marketing Communication Jan and Aug 2013
- Social Media with Marketing Communication Integration with Comdex Malaysia 2012
- Social Media with Marketing Communication Integration with Comfori 2011
- 2 Days Workshop on Building Greater Market Reach on Social Media for MLM Topers Malaysia
- How To Build Your Branding Workshop for MPH
- 1 Day Workshop for Singapore Professional Business and Woman Association (SPBWA)
- 2 Days Social Media Marketing for Celcom Axiata Berhad Customer Service
- 3 Days Workshop for CD Communications Sdn Bhd on Social Media and SEO
- Facebook Pro Workshop, Singapore, March and June 2010
- Virtual Internet Specialist Program in Social Media Marketing, Singapore Nov 2009
- Facebook and Twitter Marketing in KL and Selangor Chinese Chamber Hall, KL, Sep 2009
- How to use Facebook for JCI activities in Area Peninsular Convention Penang, May 2009

Other Trainings Done Related to Soft Skills/Business Networking/Leadership

- Superkids and Superteens Program, Onlysuccess Organization
- JCI Business Networking and Team Building Event in Melaka, August 2009. <http://tr.im/xLHK>
- MIM-Masterskill TRYLA Youth Leadership Development Programme, June 2009
- JCI Business Networking Event at Sri Damansara Club KL, April 2009 <http://tr.im/xJtP>
- 50 Pointers on Evaluating Your Entrepreneur Potential in JCI Achieve, KL August 2009
- JCI Achieve KL, August 2009
- MIM-TRYLA Youth Leadership Development Programme, June 2005 and 2009
- YMCA Camp Counselor International Program, USA, June 2004-Nov2004

Conferences And Speaking Engagements

Overseas Conference

- Speaker and Workshop Trainer for Chinese University Hong Kong on Effective Market Research
- Speaker for Social Innovation Forum , How To Build Your Business Globally, Hong Kong May
- Speaker for Global Youth Entrepreneurs Forum, Hong Kong Aug 2015, <http://globalforum.hkfyg.org.hk/en/speakers/11>
- Keynote Speaker for Venture Capital Summit, United Kingdom Oct 2014
- Ignite Event in National University of Singapore (NUS) 2013
- Asia Internet Show in Singapore 2010

Local Conference

- National Sales Convention Kuala Lumpur, 2017
- Malaysian Social Media Week 2015, for National Social Media Event in Malaysia, April 2015
- Social Media For Stakeholder Engagement, Feb 2015
- Project Presented for talent development project related to social media by Chinese University of Hong Kong (CUHK) MBA Students, which CUHK number 1 MBA Program in Hong Kong and 28th in the World Financial Times 2012 rankings
- Human Resource Conference Organized by Comfori Malaysia 2012
- Customer Relations Excellence Roundtable Event organized by
- Asia Pacific Customer Service Consortium Ltd (APCSC) for Customer Relation
- Eilmu Innovation Fair in Mid Valley 2011
- Social Media and Marketing Conference in Kuala Lumpur 2010
- Asia Business Forum Kuala Lumpur 2010

4) Market Research Project Portfolio Done

a) Medical Device (In Vitro Diagnostic)

Validate the market sizing, current policy and economy trends, competitor differentiation and pricing analysis of IVD Intro for healthcare multinational in Shanghai, China.

b) Manufacturing (CNC and Conveyor)

i) Done research for Singapore multinational company of current market of CNC steel cutting technologies in Malaysia.

Interviewed around 50 personnel from various sub-category of CNC industry below:

- Original Equipment Manufacturers (OEMs)
- System Integrators (SIs) of Mechanized CNC Oxyfuel table/ Plasma table
- End users of Mechanized CNC Oxyfuel table
- End users of Mechanized CNC Plasma table.

ii) Conveyor Industry

- Did a Malaysia company conveyor due diligence on the company management structure, company financials, and actual operation capability
- Did Singapore chemical companies of raw chemical pricing confirmation and identification of wholesaler chemical ingredients

c) Chemical (PEA/IPDA, Biocide, Irrigation Systems)

The market research objective is to validate chemical industry demand in South East Asean region (in particular Malaysia and Singapore)

i) Market study of PEA/IPDA in Malaysia as per scope below:

- Identification of raw material of PEA vs. IPDA (epoxy floor coatings or polyurea coatings), market size and value chain distribution on coating application

ii) Market study of biocide in Malaysia as per scope below:

- Identify top suppliers of biocide system in Malaysia, sourcing supplier confirmation and market demand

iii) Market study of irrigation systems in Malaysia as per scope below:

- Top suppliers of the irrigation system based on revenue, estimation of the market size and future trend

d) Education (Pilot education)

- Did Desk Research and Interviews for Pilot Education In Malaysia for a UK Client.
- Conduct mystery shopper exercises for around 4-6s shortlisted pilot training providers/sales agent via phone interview approximately 20-30 minutes for each interviewee.
- The findings are tabulated in Excel spreadsheet and word document transcription of the interview summary.

e) Technology (Cloud Computing Trend, Field Service Automation, Envelope Supplier Printing)

- To validate the cloud computing trend in Malaysia, identify available incentive for the industry and case study of successful vendors
- Did Market Study for Field Service Automation (FSA) in Malaysia to validate market trend of FSA based on top 10 value-added resellers (VAR)
- Did Market assessment project for Hong Kong and Singapore region for viability of digital printing for envelopes suppliers. This is to determine the viability of market expansion into Asia region.

f) Event Exhibition and Trade Show

- Did market due diligence for a UK trade show to explore collaboration with Southeast Asean region for Defense Show and Oil and Gas related.
- Research findings are compiled using primary interview of 30-50 Malaysia and Singapore representative on respective trade show experiences

g) Retail Brand (Baby Brand Insight)

- Done Market Insight and Opportunity Identification Using Social Media Listening In Malaysia
 - Research is done using Synthesio as Analysis Tool where 600 keywords are analyzed
- The end result is to derive useful insight and recommendation for baby brands.
- For the report summary, can click the link;

<http://www.slideshare.net/TeslaInsights/infant-formula-summarysgidml>