

Networking way to succeed

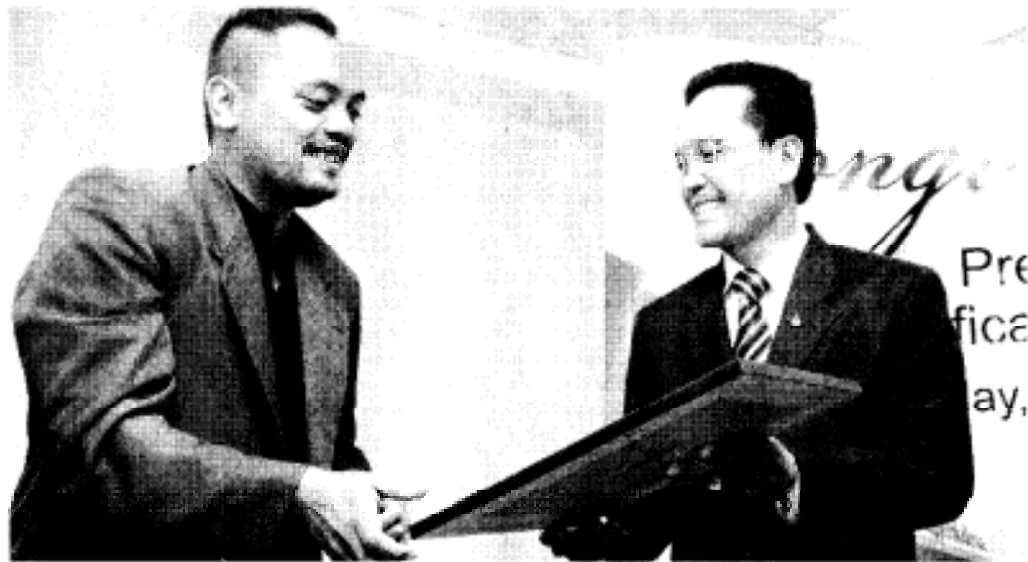
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HAVING the right contacts is a key element in any business, according to an expert. Networking is one of the most important aspects of running a business as entrepreneurs need to constantly be on the lookout for opportunities, KR Consulting's Hui Kwok Leong mentioned yesterday.

"Networking is extremely important for startup companies especially when they want to roll out into the market," Hui said. They must realise the significance of knowing more people especially during social business events as the events are a goldmine of opportunities.

"Networking is definitely very important because all these events not only sharpen business ideas, they can also look for potential partners, people who can complement their companies," he said. Hui also reminded companies that networking are also a way of keeping an eye on potential customers.

An incubator award recipients agreed with Hui when he stated that the networking opportunities the



Participant: Rano Iskandar (L), owner of Brukiosk Communication, receiving a certificate of participation as incubator from Pehin Orang Kaya Seri Kerna Dato Seri Setia Dr Haji Awang Abu Bakar (R), Minister of Communications, after the signing ceremony of Technology Collaboration Agreement between BEDB and SKALI at I-Centre, Anggerak Berakas. *Picture: Saifulizam*

iCentre incubator programme is able to provide the new companies leverage in the competitive market. "It's more of an exposure. A few of us still need the technology or we're still young (in the market)," said Rano Iskandar of Brukiosk Communications.

He also mentioned that the exposure gained from the pro-

gramme could potentially benefit aspiring young companies such as Brukiosk in terms of creating awareness in both the private and public sector about the availability of such services.

KR Consulting general manager Hui explained the role of iCentre in developing and nurturing "the next generation of ICT entrepreneurs in

Brunei" through various programmes such as workshops, networking events and mentoring programmes.

He reminded young entrepreneurs to have "a bigger vision". Hui said, "I hope these companies will really look into the possibility of becoming big ICT players in the world. You don't need to be in the US to

create Google, all things are possible as long as you set your mind to it."

"There has not been a precedent for this. I want to see more ICT innovation from Brunei," Hui said referring to the incubator programme. Foreseeing the challenges for new companies, the general manager said, "It is hard because they don't have experience or a proven product in the market, that's where the iCentre comes in. It levels the playing ground for them, it's iCentre's job to help them."

West Egrets Technologies & Services, Mimit Melody Solutions, John Harith Computer, Alif Technologies Sdn Bhd, Leading Edge Technologies, Brukiosk Communication (Ranoadidas), TT Mobile Solutions, Cyberunai eServices and eSuria Mentari Systems Sdn Bhd were all inducted as the first batch of Brunei ICT companies into the iCentre at a ceremony yesterday.

The iCentre in Berakas has facilities that can accommodate as many as 16 local SMEs and is managed by KR Consulting, a subsidiary company of the National University of Singapore.

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