

Entrepreneurs get chance to sell ideas to big firms

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ENTREPRENEURS participating in the iCentre business incubation programme will soon have a chance to share ideas with chief information officers (CIOs) of leading organisations.

The first of its kind in Brunei, the CIO exchange is said to "help bring together CIOs and

incubatees so that both sides can exchange and develop business ideas", iCentre's Hui Kwok Leong said.

The CIO Exchange Series is a series of sessions that aims to provide business development and marketing opportunities to the new companies receiving business management assistance at the iCentre. It provides an effective platform where the

so-called business incubates can pitch their innovative products and services to the CIOs from government and private sector organisations. It is also meant for CIO offices to share their ICT plans and project needs.

The first two such exchanges have led to more developments for some of iCentre's incubatees.

The incubation centre under the Brunei Economic Development Board has invited officials from the Ministry of Industry and Primary Resources (MIPR) and TelBru. It is also lining up other corporate bodies such as the Hongkong and Shanghai Banking Corporation and the Ministry of Defence to join the CIO exchange programme.

"Feedback from our incubatees has been positive ... This has become a platform for them to sell their services ... (Otherwise) it is hard to get noticed when you are an unknown," Hui said.

The MIPR has also followed up with incubatees to discuss the possibility of developing certain projects.

"Four or five of our partici-

pants are already in talks with MIPR and TelBru."

The benefits of the CIO Exchange presentations will be manifold, said Hui. It also provides opportunities for the business incubatees to gain valuable market feedback and benefit from the experience of the CIO of the participating organisations.

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