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Meet The CEO #2

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**Shelley Chan**  
**General Manager, Hong Kong and Taiwan,**  
**Sanofi Vaccines**

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**sanofi**



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**Application**

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**Deadline**

Thu. Jun 15th 6p.m

**Result Announcement**

Mon. Jun 19th

**Meeting Day**

Wednesday 21 June 2023  
from 14:00 pm to 17:00 pm  
(30mins for each company)

**Meeting Place**

7th Floor, No.3 Songren Rd,  
Xinyi District, Taipei City, 110.

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**Requirements to Apply for this Session**  
**an entrepreneur, or a start-up or SME**

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# “ Documents Required ”

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## COMPANY PRESENTATION

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**A short 5-min PowerPoint presentation designed to give a quick summary of your company (7 slides):**

- **Slide 1: Cover page**
- **Slide 2: The Business**
  - Examples: Turnover, Number of Employees, Date of Creation, Capital...
  - Product/Service Description
- **Slide 3: The Market**
  - Examples: Statistical Market Research
  - Environmental/Industry analysis: area experiencing population growth? Long-term employers in the area? Economically stable region? Seasonal variations? Size of the market? Recent trends in the market?
- **Slide 4: Your Customers**
  - Examples: Customer Demographics: Define your target customers and how they behave (you can include age, gender, social status, education, attitudes)
  - Key Customers
  - Customer Management: how you will maintain a good relationship with your customers?
- **Slide 5: SWOT Analysis**
  - Examples: Strengths, Weaknesses, Opportunities and Threats
- **Slide 6: The Future**
  - Examples: Vision, mission, goals/objectives
- **Slide 7: Your expectations about the Meet the CEO meeting**
  - Examples: special projects to talk about, need for advice, mentoring, interests in the sector...
- **Slide 8 (optional): Extra information you want to share**
  - Examples: Sales/Marketing process, Finances, etc...

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## SELECTION PROCESS

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For each monthly session, the entrepreneurs and start-ups will be selected directly by the CEO according to slots available, relevance, and connection with business needs or interests.

**Selected companies** will be informed by the latest on **Jun 19th**.