



Australian Government  
Australian Trade Commission



Australia  
FutureUnlimited

# AUSTRADE INDONESIA

## PROFESSIONAL DEVELOPMENT SEMINAR SERIES FOR WOMEN ALUMNI

### “Entrepreneurship: Develop the Skills to Start Your Own Business”

TUESDAY, 16 APRIL 2013

**Venue:** Mandarin Oriental Hotel  
Diponegoro Room, 3<sup>rd</sup> fl.  
Jl. M. H. Thamrin

**Time:** 10:30 am – 14:00 pm

**Dress:** Business attire / Batik

**Cost:** Free

#### TOPIC

This seminar provides you with the opportunity to hear from an Aspiring Entrepreneur, learn from a Financial Expert, gain insights from a Networking Trainer and receive advice on Positive Brand & Personal Imaging from a Fashion Advisor while building your network with other Australian alumni.

Get tips on how to start your own business by developing:

- Business Development Strategies
- Financial Calculation & Plan
- Product Branding & Personal Imaging
- Effective Communication & Networking Skills

#### AGENDA

- 10.30 *Registration & Morning Tea*
- 11.00 Welcome: Rebecca Ball, Trade Commissioner  
Austrade, Australian Embassy Jakarta  
- Speaker Presentations
- 12.20 Q&A Session
- 13.00 Networking & Luncheon
- 14.00 *Event ends*

#### SPEAKERS

**Lianna Gunawan** - UNSW Alumnae  
Winner of 2012 Cartier Women's Initiative Award,  
Founder & Owner of La Spina Shoes, Entrepreneur.  
**“Starting Your Own Business”**

**Ligwina Hananto** - Curtin Alumnae  
Winner of 2011 Australian Alumni Awards for  
Entrepreneurship, Co-Founder & Chief Executive  
Officer of QM Financial, Financial Expert.  
**“Achieving Your Financial Freedom”**

**Janna Soekasah Joesoef** - Edwards College Alumnae  
Creative Marketing Director at Ghea Fashion Studio,  
Founder of Jakarta Kreasi Lima & PoetreSpa, Fashion  
Designer & Event Organizer.  
**“Promoting Your Product Branding & Personal  
Image”**

**Sony Jethnani**  
Life Coach, Networking Trainer, NLP Practitioner &  
Event Organizer.  
**“Building Effective Networking Skills”**

This event will be moderated by **Adsa Hermawan** –  
QUT Alumnae and Human Resources Professional,  
Consultant at PwC.

#### REGISTRATION

RSVP before Wednesday, 10 April 2013 to:  
Joceline Jadisastra  
T: (021) 2994-5419 / F: (021) 2994-5401  
E: [joceline.jadisastra@austrade.gov.au](mailto:joceline.jadisastra@austrade.gov.au)

## About the Speakers



### Lianna Gunawan

With a Bachelor of Commerce degree from University of New South Wales, this aspiring entrepreneur take on her passion for shoes to the next level by launching her own company, La Spina Collections in 2010. As the first Indonesian to win the prestigious Cartier Women Initiative Awards in 2012, she continues to preserve and promote Indonesian culture and heritage through each pair of shoes that she produces. Lianna's dream is to bring visibility for products from local villages to the global market and foster the spirit of enterprise among other Indonesian women.



### Ligwina Hananto

Winner of 2011 Australian Alumni Awards for Entrepreneurship, Co-founder & CEO of QM Financial. This Financial Expert earned a Bachelor's degree in Finance & Marketing from Curtin University of Technology. She continuously updates her knowledge and skills through various certified programs such as FPSB, CWMA, IARFC & EPPL. Currently, Wina is an active contributor for SINDO TV, Metro TV, KONTAN, Femina & Market+ magazine, 87.6 Hard Rock FM & 90.4 Cosmopolitan FM radio. She regularly conducts training and seminars to share her hints, tips & views about everything financial.



### Janna Soekasah Joesoef

As the current Creative Marketing Director of Ghea Fashion Studio, Operational Director of PT. GAIA and Mitra GAIA, the official distributor of Le Specs, Mink Pink and KSUBI, the founder of Jakarta Kreasi Lima Event Organizer and Poetre Spa, in addition of being a mother, Janna certainly have a lot on her plate. Janna recently debut another career as Costume & Wardrobe designer in 2011 film Dilema and 2012 film Rectoverso. She also managed to launch a Ghea kids line for Ghea Fashion Studio in 2011. She backs up her passion with the right education from Edwards College, Perth and Amsterdam Fashion Institute.



### Sony Jethnani

Sony is known as a Networking Expert -based on ACTUAL experience and since two years, is also a committee member and involved in the monthly events as event organizer of two popular Networking groups: Professional Women Group at Britcham & InterNations Jakarta Expatriate Social Networking group. Based on her passion, insights and experiences of Business & Social networking, plus experience as an event-organizer, moderator and emcee for various business groups, Sony regularly conducts Networking workshops giving strategies on how to create and develop new business contacts through networking.



### Adsa Hermawan

Adsa is very passionate in her role as a Human Resource Professional. She tries to continuously develop, learn and enrich herself in attempt to sustain competitive advantage as well as that of the company she is working for. Adsa graduated with a Master of Business degree from Queensland University of Technology and had worked with high-level Clientele such as Vale, Lippo Business Units (i.e. Lippo Malls, Lippo Homes, Aryaduta, Siloam Hospitals), Pertamina, Pfizer-Wyeth, Commonwealth Bank of Australia, Queensland University of Technology, London Sumatera, and British American Tobacco. She will act as a Moderator in this seminar.