



THE METAVERSE;

HERE TO STAY OR JUST ANOTHER SCAM?

Goh Xin Yuen will share his thoughts and opinions on the cryptocurrency space and NFTs.

He will answer the key basic questions every family office will be keen to know about this space, whether it is a threat to your business, an asset, another scam or a fad.

His sharing includes how to get into the space, some basics about what to do and where he invests as well as how he is going to apply the metaverse in his own family business.

KEY HIGHLIGHTS

PART 1

- # What are cryptocurrency and NFTs?
 - # Is crypto safe and here to stay?
- (Q & A)

PART 2

- # How do I get involved in it as an Investment?
 - # Favourite investments and strategy.
 - # What potential value does it have for my business future?
- (Q & A)

PROGRAMME SCHEDULE

- 1.45 pm : Arrival & Registration
- 2.00 pm : TALK on CRYPTOCURRENCY & NFTs
: Question & Answer Session
- 3.30 pm : High Tea
- 4.00 pm : End of Event

ABOUT THE SPEAKER



GOH XIN YUEN

Goh Xin Yuen is the 2nd generation family business owner of *Rovski Group of Companies*. He led the company for 11 years and growing the local automotive chemical business into a regional business of chemical manufacturing, agriculture, developments and aviation MRO.

Xin Yuen has since 2019 stepped aside in the business to professional management, working just 1.5 hours a week, it led to a lot of free time and hence delving into cryptocurrency, NFT and all things metaverse. He is now taking that learning to again lead the company in developing a metaverse identity and strategy to evolve into the next stage of meeting customer needs.

ABOUT FBN ASIA

Family Business Network (FBN) Asia is a regional chapter of FBN International, a private, not-for-profit organization. It is led "By Families, For Families, Together Across Generations".

FBN is the leading family business community around the world, offering a unique and safe space for its members to share best practices and progressive ideas on how to grow, succeed and prosper in their family business and personal lives. Founded in 1989, it represents more than 16,000 individual members from more than 4,000 business families in 65 countries across 5 continents.

Its vision is to create a vibrant community of family businesses that serves as a model of success and longevity.

REGISTRATION & ENQUIRIES



REGISTRATION FEES

Registration Fees waived for FBNA Members, FBNA Family & FBNA Members' Guests. For logistics arrangement, please register by **28 March 2022**.

Since this is our **1st "in-person" event** after two years of pandemic, we hope to see all our members at this event.

ENQUIRIES

EVENT CHAMPION : **Dr Vincent Chian**, *Malaysia Country Committee, Family Business Network Asia*

EVENT COORDINATOR : **Taryn Foo**, *Executive Team*,
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