

**Day 1:  
Building a  
Viable  
Business**

**U FSE Freelancers Fair 2021  
Getting the Fundamentals Right**

1 & 3 June 2021 | 10am - 5pm | [zoom](#)

**10AM - 11AM: BUSINESS FUNDAMENTALS FOR  
FREELANCING AND SMALL BUSINESS**



**Speaker: Edgar Wong,  
FCCA FCA Singapore ASEAN CPA,  
Accredited Tax Practitioner  
(Income Tax & GST)**

Edgar held various positions in banking, insurance and property sectors for more than 29 years. He has worked in Standard Chartered Bank and NTUC Income. Currently, through his accounting practice, he and his team are providing consultancy services to SMEs from service, retail to manufacturing sectors on strategy, finance and tax issues across various jurisdictions. He is an integral facilitator to some merger and acquisition activities.

As an associate lecturer and corporate trainer, Edgar is also active in various professional and degree programmes with ISCA, ACRA, SID and premier education providers. He writes for several Facebook pages as part of his multi-dimensional teaching approach. He writes for several blogs as part of his multidimensional teaching approach. Edgar graduated with Honours in Economics from the National University of Singapore and completed the Diploma of Banking and Finance, ACCA and B.Sc. (Honours – First Class) under ACCA/Oxford Brookes University and Strathclyde MBA.

**2PM - 3PM: GENERATING LEADS & BUILD YOUR X-FACTOR  
PORTFOLIO**



**Speaker: Jayce Tham,  
Chief Businesswoman,  
CreativesatWork**

Hailing from the corporate world, Jayce co-founded CreativesAtWork, a media agency that brings together creative freelancers and project owners. Jayce is a big-picture, visionary leader who has the unique ability to still keep one eye on the details. She encourages innovation and experimentation and infuses heart, soul, spirit and passion in all that she does. Her forward-thinking mindset and strong passion for identifying growth opportunities puts her in the business development role. She is highly adept at building collaborative cultures, cultivating solid stakeholder relationships and driving change.



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### 3.30PM - 5PM: SUSTAINABILITY IN FREELANCE WORK - EXPERT PANEL SESSION ON CONTRACTS, IP RIGHTS AND DISPUTE RESOLUTION

This expert panel session will be moderated by  
Jean See, Director, NTUC Freelancers and Self-Employed Unit (NTUC U FSE).



Panelist: Jeremiah Choy,  
Trained Lawyer-turned-  
freelance Creative Director,  
Producer, and Curator

With close to 30 years of experience in Singapore's arts scene and with international experience that ranges from Asia to South Africa and Europe, Jeremiah Choy is a Creative Director, Producer and Curator. He has directed and produced theatre shows, concerts, arts festivals, Singapore and International events such as Singapore Day (Sydney, Shanghai, San Francisco), Spotlight Singapore (Cape Town, Bratislava and Prague, and Mexico City), NS50 and Sing50. Major recent works for 2020/21 include teaching giving 35 online sessions for NTUC Learning Hub on Contract and Intellectual Property Management, being the Creative Director for the rejuvenation of SDC's Upper and Lower Galleries and directing A Song For Louis for this year's Singapore International Arts Festival opening show. He is the creative director for NAC's Silver Arts Festival in September this year.

Trained as a lawyer, he is also an advocate for free lancers in Singapore. In 2019, The Law Society Pro Bono Services presented an award of appreciation for his services towards Law Awareness outreach.

George has been a freelance musician for over three decades and a recipient of Artistic Excellence (2016) from COMPASS. Well known in the Hong Kong and Taiwan music industry, he worked with artists such as Leslie Cheung and Sandy Lam.

He advocates for freelance musicians as a founding director of Singpop Music Limited, a non-profit company for the advancement of Singapore popular music as a cultural capital. He was part of the pro-tem committee that formed the present NICA (National Instructors and Coaches Association).



Panelist: George Leong,  
Music composer and arranger,  
and Co-founder of SingPop

Mr Stephen Know is the Principal Industrial Relations Officer at National Trades Union Congress (NTUC). He joined NTUC since 2011 and was seconded to two different unions prior to the current portfolio at Tripartite Alliance for Dispute Management (TADM@NTUC) assisting the employees and employers to manage their employment disputes through advisory and mediate services. He is also an accredited Singapore Mediation Centre Mediator.



Panelist: Stephen Know,  
Principal Industrial Relations Officer,  
National Trades Union Congress  
(NTUC)