



***The Anatomy of British South Asian Enterprise***

**Book Launch Program: Tuesday, 13 December 2016**

- Prayers -** *Spiritual Prelude* – Multi-Faiths
- Chairperson's Opening Remarks -** Harminder Kaur Bhogal, Project Manager CEAL
- Music Interlude -** *Money, Money, Money* by ABBA
- Guest Speaker's Discourse -** **Mr Arif Ali**, Chair of Hansib Publications Ltd
- Music Interlude -** *The River* by Ananda Shankar
- Keynote Speaker -** **Professor Monder Ram OBE**, Director  
Centre for Research in Ethnic Minority  
Entrepreneurship (CRÈME), Birmingham Business  
School, University of Birmingham
- Short Break -** **Music Interlude** – *Life is a Song Worth Singing* by  
Johnny Mathis and *Bulla Ki Janna* performed by  
Rabbi Shergill
- Introduction of Author –** (TBA)
- Author's Response -** **Dr Christopher A. Johnson**, Award-winning  
Author, Publisher & Business Management  
Consultant. Founder/Director, Global Enterprise  
Development Services (GEDS).
- Question & Answers (Q&A) -** The Audience
- Book Signing -** Author & Audience

**REFRESHMENTS! REFRESHMENTS! REFRESHMENTS!**