



ASEAN
CONFERENCE
2018

Shaping
ASEAN's Future

Post-Event Report

3 May 2018, Thursday

Presented by:

RAJAH & TANN ASIA

RAJAH & TANN ASIA
LAWYERS
WHO
KNOW
ASIA



EXECUTIVE SUMMARY

This fourth installment of the ASEAN Conference was held on 3 May 2018 at Marina Bay Sands Expo and Convention Centre.

Organised by the four founding partners – Singapore Business Federation, Rajah & Tann, RSM Chio Lim and UOB – this year's event drew more than 439 attendees from 14 countries within and beyond Asia.

ASEAN Conference 2018: *Shaping ASEAN's Future* brought together key government officials and business leaders from some of the world's top multinational brands and high growth companies to connect with each other and understand how to navigate the region in order to seize business opportunities.

This year's theme 'Shaping ASEAN's Future' promised insights from 19 key opinion leaders on how and why businesses need to harness on the evolution of digital technological innovation to move ahead in ASEAN.

Opened by the partners' Chairman and CEO, Mr. S.S. Teo reinforces that ASEAN is a dynamic region while Mr. Wee Ee Cheong talks about how ASEAN is filled with strong fundamentals, favourable demographics, abundant natural resources and rising incomes. Mr Png Cheong Boon added that companies need to tap into ASEAN by developing a better understanding of this market and work with local companies.

Guest-Of-Honour, Minister Heng Swee Keat, Minister for Finance also addressed the challenges and opportunities for businesses in the region and that it is important for ASEAN businesses to connect.

The event continued with powerful presentations by Professor Subra Suresh who shared about the 4th industrial revolution and Mr. John Wu on the cost of innovation and its impact on the business. There were two more exciting panel discussions that discussed about how innovation powers businesses and the digital expectations of businesses today.

This year's conference also celebrated over 20 talented undergraduates who were offered roles by companies in Southeast Asia through the Go Southeast Asia (Go SEA) Award Ceremony.

EVENT IDENTITY

The Conference identity was created to show the movement and connectivity of the geographic locations of the 10 ASEAN member countries, creating an energetic exchange within ASEAN.



EVENT IDENTITY

Adapting from the unique shape of the ASEAN connecting points, the event backdrop was highlighted with this distinctive feature to reinforce the importance of connecting ASEAN both as a region and its businesses. This year's theme "Shaping ASEAN's Future" brings across the message that we can shape and change our future through a relentless pursuit of innovation.



Above: This year's stage design reflected the Conference identity, to be similarly iterated in upcoming years.

PROGRAMME

Opening:

This year's programme was kicked with opening speeches on the potential of ASEAN through technological and digital innovation and the importance of connecting ASEAN through businesses and collaborations by:



Welcome Remarks
Mr S.S. Teo, Chairman, Singapore Business Federation



Opening Address
Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, UOB

PROGRAMME

Opening:

2018's programme was kicked off with opening speeches on the potential of ASEAN through technological and digital innovation and the importance of connecting ASEAN through businesses and collaborations by:



ASEAN Opportunities
Mr Png Cheong Boon, Chief Executive Officer, Enterprise Singapore

PROGRAMME

Humanising Technology

Professor Subra Suresh talked about how the fourth industrial revolution is the unprecedented and unique convergence of the physical, digital and biological world. Through the changes, society must be prepared that while technology replaces jobs that are mundane, it also creates jobs. The Government, academia and businesses have to responsibilities to educate these changes.



Professor Subra Suresh, President Nanyang Technological University of Singapore (Left)
Moderator: Mr Chia Kim Huat, Regional Head, Corporate and Transactional Group, Rajah & Tann LLP (Right)

PROGRAMME

In Conversation with Minister Heng Swee Keat

Guest-Of-Honour, Minister Heng Swee Keat, Minister for Finance also stressed the importance of nurturing Singaporean talents and collaborating with talents from all over the world to bring the best talents into Singapore



Minister Heng Swee Keat, Minister for Finance (Right), Mr. Han Fook Kwang, Editor-at-large, The Straits Times (Left)

PROGRAMME

Go Southeast Asia (SEA) Awards Ceremony

The Go Southeast Asia Award was a platform to showcase and attract top students to good regional career opportunities in Southeast Asia. Targeted primarily to penultimate students in their final year of study, this talent initiative matches high-potential candidates to Singapore companies for internships spanning at least 12 weeks in their Southeast Asian offices.

Eleven companies from sectors such as International Trading, Hospitality, and Professional Services have partnered with Enterprise Singapore to offer internships to 24 undergraduates.



Minister Heng Swee Keat presenting an award to the Go Southeast (SEA) Award recipient on stage



Minister Heng Swee Keat presenting an award to the Go Southeast (SEA) Award recipient on

PROGRAMME

Two networking breaks, a lunch and post-event networking drinks were provided to allow the guests ample opportunities to meet and explore new collaborations.



PROGRAMME

Panel 1: Powering ASEAN's Future Through Innovation

The first panel discussion covered the importance of developing strategies that will help businesses to remain competitive and be future ready. These business executives shared best practices of how their organisations embraced technology and build it into their infrastructure to be both ASEAN and future ready.



Left to Right: Mr Jimmy Koh, Dr Yasushi Harada, Ms Poh Li San, Mr Peter Cho, Mr Srikiran Raghavan

Speakers:

1. Mr. Peter Cho
Head of Digital Transformation, The Boston Consulting Group
2. Ms. Poh Li San
Vice President, Changi Airport Group
3. Mr. Srikiran Raghavan
Head of APAC Facebook Marketing Partners Program, Facebook
4. Dr. Yasushi Harada
Head, Global Center for Social Innovation – APAC, Hitachi, Ltd

Moderator:

Mr Jimmy Koh
Managing Director and Head of Business Insights and Analytics, Group Wholesale Banking, UOB

PROGRAMME

Redefining SMART

Mr. John Wu talked about the importance of data collection and how Singapore is at an advantage of being small. Data collection in Singapore is easier and can help us to progress faster and at a lower cost.



Mr. John Wu Jiong, Founder and Chairman of Fenghe Group (Former CTO, Alibaba)

PROGRAMME

Behavioural Insights of Chinese Travellers by UnionPay

Mr. Vincent Ling shared on how the Chinese middle class tourists has more than tripled in the past ten years and is now expected to double. This will have a major impact as we tap onto these opportunities and businesses should tap on this potential and prepare their businesses.



Mr Vincent Ling, Deputy General Manager, UnionPay International Southeast Asia. John Wu Jiong, Founder and Chairman of Fenghe Group (Former CTO, Alibaba)

PROGRAMME

Panel 2: SMART Business

The second panel provided their invaluable insights of “SMART Business”. They talked about what is the role of new generation platform service providers and how can they help SMEs to tap into growing ASEAN opportunities.



Left to Right: Mr. Felix Tan, Mr. Teo Ser Luck, Mr. Saw Ken Wye, Mr. Krishna Kumar Singhania, Mr. Vincent Ling

Speakers:

1. Mr. Choo Kee Siong
Managing Director and Head of
Enterprise Banking, Group Commercial
Banking, UOB
2. Mr Krishna Kumar Singhania
Founder, AgroGo
3. Mr Saw Ken Wye
Chief Executive Officer, CrimsonLogic
4. Mr Teo Ser Luck
Chairman, Nufin Data Pte Ltd
5. Mr Vincent Ling
Deputy General Manager, UnionPay
International Southeast Asia

Moderator:

Mr. Felix Tan
Managing Director, The Finlab

EXHIBITORS

In addition to the conference, guests were provided opportunities to engage directly with the four founding partners through each partners' booth display. The designs of the booths were tailored with a core proposition from each of the partners but unified through the broader conference identity of collaborating to Shape ASEAN's Future.



Rajah & Tann Asia – Changing the game in delivering local services across Southeast Asia



RSM – Expertise across ASEAN

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Singapore Business Federation – Collaborating to Shape the Future of Business



UOB – Powering generations of businesses through innovation



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