



The Next
Economic Force

Post-Event Summary

4 May 2017, Thursday

Presented by:

RAJAH & TANN ASIA

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ASEAN Conference 2017

4 May 2017, Thursday

Venue: Marina Bay Sands Expo & Convention Centre

PROGRAMME	
8.00 am	Registration and Breakfast Networking
9.00 am	Welcome Remarks By Mr S.S. Teo, Chairman, Singapore Business Federation
9.10 am	Opening Address By Guest-of-Honour Mr Lim Hng Kiang, Minister for Trade & Industry (Trade), Republic of Singapore
9.20 am	ASEAN Ministerial Keynote Speech By H.E. Ramon M. Lopez, Secretary of Trade and Industry, Republic of the Philippines
Navigating ASEAN	
9.50 am	Panel Discussion 1: <i>Winning in ASEAN - Turning Diversity into Strength</i> Synopsis: Diversity provides investors to a wide range of opportunities and extensive possibilities. How should companies adapt their business models that have proven successful in other mature markets to fit the diversity of ASEAN? Speakers: <ol style="list-style-type: none">Mr Bao Jianlei, Regional Head of Baidu Global Business – Asia Pacific, BaiduMr Jim Rowan, Chief Operating Officer, DysonMr Lennon Tan, Chairman, Jing King Tech GroupMr Olivier Legrand, Managing Director for Asia Pacific, LinkedInMr Jean-Philippe Charrier, President, Shiseido Asia Pacific Moderator: Ms Genevieve Woo, Channel NewsAsia
10.50 am	Networking Tea Break

PROGRAMME	
11.10 am	Panel Discussion 2: <i>Finding Your Niche in ASEAN</i> Synopsis: Start-up companies have relatively limited resources to compete with MNCs and local market leaders. However, with the rapid economic and demographic transformation within ASEAN, coupled with global trends such as urbanisation and new technologies across various sectors, companies are presented opportunities to carve out their niche within each ASEAN nation. Speakers: <ol style="list-style-type: none">Mr Zihuan Wee (Zwee), Founder and Chief Executive Officer, Savant DegreesMr Anthony Tan, Deputy Chief Executive Officer, Singapore Press HoldingsProfessor Eric Soriano III, Executive Director, Wong and Bernstein Advisory GroupMr Tay Woon Teck, Managing Director, Risk Advisory, RSM Moderator: Mr Jimmy Koh, Managing Director of Sector Solutions Group, United Overseas Bank (UOB)
12.00 pm	Networking Lunch
Connecting ASEAN	
1.00 pm	Enabling Connectivity in ASEAN By Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, United Overseas Bank (UOB)
1.10 pm	Deepening Indonesia's Connections in ASEAN By H.E. Ngurah Swajaya, Ambassador of the Republic of Indonesia to Singapore <i>(In commemoration of Indonesia and Singapore's 50th anniversary in bilateral ties)</i> A dialogue moderated by: Ms Genevieve Woo, Channel NewsAsia

ASEAN Conference 2017

4 May 2017, Thursday

Venue: Marina Bay Sands Expo & Convention Centre

PROGRAMME

1.40 pm **Panel Discussion 3:**
Indonesia 2017

Synopsis:

7%. This is the target President Joko Widodo (or commonly known as Jokowi) has hoped to achieve before the end of his tenure in 2019. The 2016 report card looks mixed with GDP growth of 5% and an 8% rise in FDI inflows into Indonesia. Jokowi and his cabinet have introduced 14 economic stimulus packages in the last 18 months which includes streamlining business license procedures, easing of foreign shareholding in certain industries and improving the ease of doing business. Against the backdrop of growing protectionist trade policies and the slowing of consumer spending in Indonesia, what must Indonesia do in 2017 in bid to achieve its 7% growth target?

A keynote address will be delivered on *Indonesia 2017* and the panel comprising of government agencies, professional and business practitioners will share their expertise surrounding these topics.

Opening Remarks:

By Dr Himawan Hariyoga, Deputy Chairman for Investment Promotion at the Indonesia Investment Coordinating Board (BKPM)

Speakers:

1. Mr Ricky Kusmayadi, Director, The Indonesian Investment Promotion Centre (IIPC) Singapore
2. Mr Ivan Tan, Group Director, International Enterprise (IE) Singapore
3. Dr Denny Turner, Associate Director, Mercer Indonesia
4. Mr Kelvin Teo, Chief Executive Officer, Sembcorp Development

Moderator:

Mr Manoj Menon, Senior Partner & Asia Pacific Managing Director, Frost & Sullivan

PROGRAMME

2.15 pm **Panel Discussion 4:**
Digital Connectivity between ASEAN and the World

Synopsis:

The digital economy and e-commerce have disrupted and impacted many businesses. While these trends seem like a threat, it has also provided ample opportunities for those who are able to embrace and ride on the new economy.

Mobile adoption has accelerated change in business models and work processes, with SEA being the world's fastest growing internet region (260 million users now and expected to grow to 480 million by 2020). The rise of permanently connected customers is clear: the time spent online is 5 hours on average, 40% being on mobile and mobile transactions at 65%. In Singapore, 91% of Singaporeans use search engines when looking for specific businesses, pets and services. Compound Annual Growth Rate (CAGR) for e-commerce is 32%, online media 18%, online travel 15%. Digital opportunities are estimated at US\$200 billion in SEA alone.

Speakers:

1. Mr Abhishek Gupta, Co-Founder, Circles.Life
2. Mr Woon Shung Toon, Founder & Chief Executive Officer, GetDoc
3. Mr Jeremy Budd, Chief Digital Officer & Vice President, IBM Digital, IBM Corporation
4. Mr Matthias Yeo, Chief Technology Officer - Asia Pacific, Symantec Corporation Systems
5. Ms Janet Young, Head of Group Channels & Digitalisation, United Overseas Bank (UOB)

Moderator:

Mr Chia Kim Huat, Regional Head Corporate, Rajah & Tann Singapore LLP

3.15 pm **Networking session**

4.15 pm **End of Conference**

Organised by **Our Founding Partners**

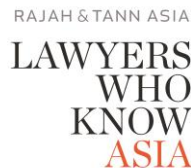


The Singapore Business Federation (SBF) has championed the interests of Singapore's business community since 2002. As the country's apex business chamber, SBF is committed to helping companies become globally competitive and building a resilient and productive business community that will contribute positively to society.



RSM is the sixth largest audit, tax and consulting network globally. In Singapore, we are the largest outside the Big 4, serving internationally-active businesses. We focus on growing businesses, helping them to improve profits, enhance business value and internationalise. We provide audit, tax, corporate and risk advisory, as well as business support services.

Learn more at www.RSMSingapore.sg



Rajah & Tann Singapore LLP is a leading full service law firm in Singapore and one of the largest in South East Asia. We have worked on many of the biggest and highest profile cases in the region and have a vast pool of dedicated and well regarded lawyers. We entered into strategic alliances with leading local firms across South East Asia which led to the launch of Rajah & Tann Asia in 2014, a network of more than 600 lawyers. We now have both the reach and resources to deliver extensive legal services at competitive rates to clients in Singapore, Cambodia, China, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand and Vietnam. Our firm's geographical reach includes Singapore based regional desks focusing on Japan and South Asia. We are also the Singapore member firm of the Lex Mundi Network and so are able to offer our clients access to legal support in more than 100 countries globally.

For more information please visit www.rajahtannasia.com



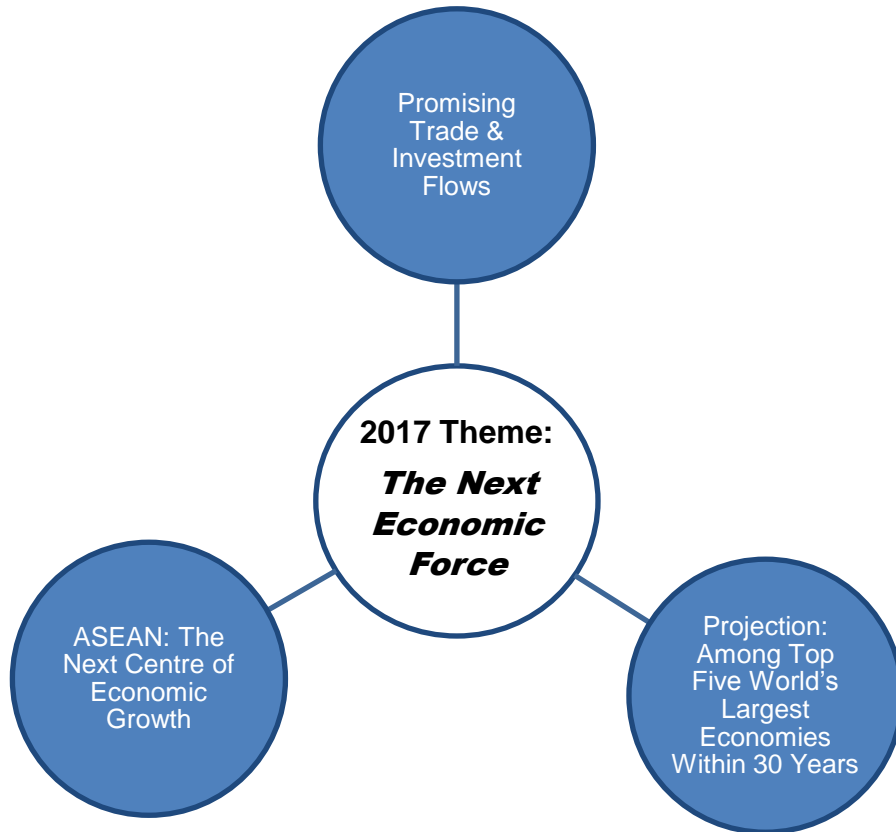
As a leading regional bank in Asia, United Overseas Bank (UOB) is well-placed to be part of your Asian growth strategy. Rated among the world's top banks, we have over 80 years of knowledge and expertise, and a global network of more than 500 offices in 19 countries and territories. Established in 2011, UOB Foreign Direct Investment (FDI) Advisory offers one-stop service to companies looking to set up regional operations in Asia with customised banking consultancy services.

UOB FDI Advisory also collaborates with ecosystem partners such as government agencies, business associations and professional service providers across the region to provide our clients with seamless and integrated services.

To find out more, visit www.uobgroup.com/FDI

THEME

(Theme changes annually)



IDENTITY

(Remains consistent across the years)



The Next Economic Force

The new identity was created by connecting the geographic locations of the 10 ASEAN member countries, creating a unique shape that represents the geostrategic position of the ASEAN region. Different facets of the identity represent multiple perspectives of the conference agenda, while also alluding to the different cultural perspectives between ASEAN member countries.

500 Attendees From 15 Countries Around And Beyond Asia

The conference brought key government officials and business leaders from some of the world's top multinational brands and high-growth companies together to understand how to navigate the region and seize opportunities in ASEAN.

Key Speakers

GUEST-OF-HONOUR



MR LIM HNG KIANG

Minister for Trade & Industry (Trade)
Republic of Singapore

VIP GUESTS



H.E. RAMON M. LOPEZ

Secretary of Trade and Industry
Republic of the Philippines



H.E. NGURAH SWAJAYA

Ambassador of the Republic of Indonesia to
Singapore



DR HIMAWAN HARIYOGA

Deputy Chairman
Indonesia Investment Coordinating
Board (BKPM)

Welcome Remarks

By Mr S.S. Teo, Chairman, Singapore Business Federation



Southeast Asia – A Region With Great Business Potential

“South-East Asia (SEA) is the 7th largest economic player in the world with a combined GDP of over US\$2.5 trillion. GDP growth forecast for SEA stands at 4.9% in 2017. Accounting for 16% of global FDI flow in 2015, SEA is one of the world’s largest destinations for FDI, with one of the world’s youngest working population and fastest growing middle-class consumer market – over 65% of its 640 million people are below age 35. Additionally, the region’s middle-class population is expected to double to 400 million people by the year 2020.”

Emphasising ASEAN’s Economic Potential

“6 out of the top 10 markets that our members are keen to venture into are in SEA, indicating the importance of the region to Singapore’s business community. The recent CFE recommendations also call for stronger focus on ASEAN. SBF will step up its efforts to advocate for Singaporean companies’ interests and help SMEs build economic bridges through platforms like the ASEAN Business Advisory Council, bilateral business councils and MoUs with our counterparts in ASEAN.”

An Economic Force

“2016’s conference theme was on understanding market opportunities and key economic forces that will redefine the business landscape in SEA, 2017 now looks at how to turn diversity into strength by finding your niche in ASEAN. The journey towards an integrated ASEAN is gaining momentum. ASEAN is fast emerging as the next economic force in the world.”

Opening Address

By Mr Lim Hng Kiang, Minister for Trade & Industry (Trade), Republic of Singapore

ASEAN has achieved commendable growth and holds considerable economic potential.

“With a yearly GDP growth of between 4.5% and 6.1% from 2012 to 2016, ASEAN is expected to grow at a yearly average of 5.2% from 2017 to 2020. By 2030, the region is forecasted to have a US\$6 trillion economy and a population of more than 700 million people. This is attributed to the growing FDI, a young and rising middle-class and an abundance of natural resources.

By some projections, ASEAN is envisaged to be the 4th largest single market in the world by 2030 after the EU, US and China.”

ASEAN’s Steady Progress In Transition

“A more economically-integrated and prosperous ASEAN will generate greater opportunities for all ASEAN citizens, including Singaporeans. Our businesses are benefitting from improved market access and tremendous opportunities under the ASEAN Economic Community (AEC). The AEC has helped to expand the global footprints of our businesses by plugging them into regional and global markets to reap the benefits of closer economic integration and globalisation. In the long term, the AEC will continue to be the vehicle to drive ambitions of our local businesses.”

Handling Growing Challenges

“ASEAN needs to be mindful of rising uncertainties and anti-trade sentiments as it continues to focus on long-term sustainable growth. The solution to sluggish global growth lies not in closing markets but keeping them open for unimpeded trade and investment flows. ASEAN has to continue building stronger economic connections both within itself as well as globally to expand its global economic space and benefit our people and our economies.”



ASEAN Ministerial Keynote Speech

By H.E. Ramon M. Lopez, Secretary of Trade and Industry, Republic of the Philippines



Remaining An Economic Powerhouse

“By regional integration, ASEAN has achieved a number of important and positive achievements and Member States remain relatively resilient in the midst of global uncertainties. Despite the challenges of external conditions, the region continues evolving to be a significant contributor to global growth. Its collective GDP is estimated to have grown by 4.5% in 2016 and forecasted to accelerate to 4.8% in 2017. This will be supported by a strong public and private consumption as well as improved efficiency in infrastructure.”

A Notable Investment Destination

“China remains the top external trading partner of ASEAN with total bilateral trade of 15.2% from ASEAN’s total trade, followed by Japan and the EU at 10% each and the USA at 9.3%. FDI inflows to ASEAN stood at US\$120 billion and intra-ASEAN FDI remained stable at US\$22 billion in 2015. This signals the positive impact of ASEAN’s economic integration in promoting the region as a preferred investment destination. Despite ASEAN’s relatively robust economic performance in 2015, the region faces domestic and external risks and economic challenges.”

Future Priorities

“ASEAN reaffirms its commitment to continue the integration process and build on the region’s collective strengths and potentials. These efforts will eventually lead to high growth and a resilient and sustainable economic community. ASEAN is a community that heightens connectivity amongst Member States to improve regional mechanism and regulatory coherence, provide business opportunities catering to potential investors from micro, small, and medium enterprises (MSMEs) and multinational corporations, and support innovation leading to inclusive growth and development.”

Panel Discussion 1:

Winning in ASEAN – Turning Diversity into Strength



Moderator: **Genevieve Woo**, Channel NewsAsia

Panellists: **Bao Jianlei**, Regional Head of Baidu Global Business – Asia Pacific, Baidu

Jim Rowan, Chief Operating Officer, Dyson

Lennon Tan, Chairman, Jing King Tech Group

Olivier Legrand, Managing Director for Asia Pacific, LinkedIn

Jean-Philippe Charrier, President, Shiseido Asia Pacific

Diversity In ASEAN

“Diversity is a component of our culture, our notion is that *diverse teams win*. Through different diversity angles, people do not all look in the same direction or solve problems in the same way. It was paramount for us to tap into a region like Asia, Southeast Asia particularly, which is very diverse in nature.”

– **Olivier Legrand**, Managing Director for Asia Pacific, LinkedIn

“For us, *diversity is the fuel for growth*. We have experienced this in Asia where, by building diverse teams we get diverse thinking and much sharper decision making which achieves better performance. That in itself fuels growth.”

– **Jim Rowan**, Chief Operating Officer, Dyson

Changing Demographics And Business Models

“From our perspective, *to go global and enter the Southeast Asian market is a must*. The demographic benefit is no longer present for digital and internet players in China today, that situation has pushed us to go global and enter this region. For example, e-commerce tends to be popular in this market and we are seeing the huge potential where the total value can be as much as \$10 billion. More importantly, an estimated high growth average of 20% in the next 5 years is forecasted for this region.”

– **Bao Jianlei**, Regional Head of Baidu Global Business – Asia Pacific, Baidu

Challenges of Working In Diverse ASEAN

“The acquisition of talent differs from each country. For example, Singapore has global potential and talent whereas in some countries the pool of talent is much smaller. Also, *understanding different countries’ consumers is challenging* although we live in the same region with the same climate and some common needs.”

– **Jean-Philippe Charrier**, President, Shiseido Asia Pacific

Local Partnership

“To fully understand the landscape and socioeconomic situation of each country, *businesses need a partner to navigate through the host market*. Our local partnerships really help us with this navigation, we work on our technological competencies while they work on the market and together, we make a good team.”

– **Lennon Tan**, Chairman, Jing King Tech Group

Panel Discussion 2:

Finding Your Niche in ASEAN



Moderator: **Jimmy Koh**, Managing Director of Sector Solutions Group, United Overseas Bank (UOB)

Panellists: **Zihuan Wee (Zwee)**, Founder and Chief Executive Officer, Savant Degrees

Anthony Tan, Deputy Chief Executive Officer, Singapore Press Holdings

Eric Soriano III, Executive Director, Wong and Bernstein Advisory Group

Tay Woon Teck, Managing Director, Risk Advisory, RSM

Adaptation

Business traction needs to change with today's changing demographics. ASEAN entrepreneurs are collaborating together to form niches by identifying "empty" pockets not filled by local participants and filling in the gaps. Amidst rising protectionism sentiments, globalisation is unstoppable and people are all inter-connected, human capital movement across ASEAN is growing. Therefore, people and businesses need to adapt to the local culture, realise the changing situations like the growth of market-savvy consumers, and acknowledge diverging tastes and preferences of an estimated 90 million young-consumers market.

Staying Competitive

To maintain growth, businesses need to diversify, starting from defining corporate core competencies and competitive advantages. Start-ups have different operating models but established companies should focus on competitive advantages they have in the specific market. Today's huge digital disruption has enabled users to "skip" generations. For example, China's youth have skipped physical banking almost entirely with app-enabled transactions. Singapore's core competencies remain in its reputation, brand names and talent pool. The challenge for the future workforce is the huge movement of people towards undeveloped areas in North and Southeast Asia, the younger Singaporean generations will need to adapt.

Finding A Niche

A key factor to being niched and finding that space is to embrace diversity – embracing cultural diversity in human resource policies enable Singaporeans to meet others and realise the dynamics of a global playground. The beauty of people coming together is that they bring a global perspective to the workforce. Additionally, businesses need to collaborate rather than compete with hard-selling tactics to create a niche. It is no longer a choice as clients and other stakeholders today in ASEAN will not be satisfied with only 1 product or service offering. A collaboration works because businesses should not just focus on "counting dollars and cents", but on coming together in acknowledgement of the need to offer a comprehensive offering that many competitors cannot match.

Enabling Connectivity in ASEAN

By Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer,
United Overseas Bank (UOB)



The Growing Connectivity Potential Of ASEAN

“For an economy valued over US\$2.5 trillion, ASEAN’s fundamentals, be it demographics, rising incomes or intra-regional business flows, are favourable. Connectivity initiatives present further opportunities, and our ongoing digitalisation will draw markets closer. Although the journey of connectivity and integration is not always smooth and despite the rise of nationalistic sentiments globally, through continued engagement, a practical, paced approach and learning from past lessons, the collective potential of the region can be realised in full. In fact, given current sentiments in the West, there may be even more reasons now for ASEAN to come together to ensure continued prosperity.”

UOB As A Springboard Into The Region

“With one of the most comprehensive and integrated footprints across ASEAN, UOB’s FDI Advisory Units provide investors with one-stop solutions through connectivity and a widespread ecosystem to help them identify and seize regional opportunities. Through our tie-ups with government agencies and industry partners like EDB and IE Singapore, many global and Asian companies have set up regional offices and trading hubs in Singapore. Singapore serves well as a springboard for further regional expansion into markets such as Malaysia and Indonesia. UOB’s FDI Advisory helps companies understand market entry strategies, industry dynamics and navigate the complexities of doing business in ASEAN.”

Connecting Business To New Digital Opportunities

“The art of doing business is to know your strengths and be flexible enough to adapt for the future. In such a diverse region as ASEAN, there are countless opportunities for businesses but the challenge is to find the right ones.

The 20th century’s economy was driven by goods and services; the 21st century economy will be driven by digital innovation and data. This is a key enabler for connectivity in ASEAN.”

Deepening Indonesia's Connections in ASEAN

By H.E. Ngurah Swajaya, Ambassador of the Republic of Indonesia to Singapore



Strengths Of ASEAN's Diversity

"In Indonesia, diversity is the glue for unity. In ASEAN, we are strong together despite our unique diversity owing to 3 key beliefs – one vision, one identity, one community. No matter our differences in legal constitutions, government and political systems, ethnic groups and religions, the ASEAN community leaders aim to make this diversity work for us rather than against us. 50 years on, this is proof of our formation that we see ASEAN as not only surviving but also flourishing. Case in point, it has become the 3rd largest economy in Indonesia today."

Improving Connectivity

"ASEAN leaders have now adopted the 2nd phase of the ASEAN Connectivity Masterplan to discuss people-to-people connectivity, above physical infrastructure connectivity. The challenge is to find good projects and good partners to complete them with. For example, Indonesia initiated a Roll-On Roll-Off (RO-RO) project together with ASEAN colleagues and the Japan International Cooperation Agency (JICA). From this, Davao-General Santos-Bitung, a new shipping route connecting archipelagic ASEAN, the Philippines and Indonesia was inaugurated a few days ago. This seamless connectivity is not only beneficial for maritime trade but also creates an open sky in ASEAN. For Indonesia, this will increase our competitive value within the ASEAN context."

Public-Private Partnerships In Indonesia

"The Indonesian government has allocated almost 20% of the national budget to infrastructure development but that is not enough. Therefore, the scheme of Public-Private Partnerships (PPP) is very important – there is no 'one size fits all' as different projects require various treatments. We are still looking at many success stories from ASEAN Member States on how PPP can be developed, PPP successful in Indonesia may not necessarily succeed in other ASEAN countries. We are trying to learn from each other on how to make this mechanism a sustainable solution for infrastructure development, such as how to overcome the different regulations in different countries. For example, our Indonesian president is trying to slash provincial-level laws to simplify and develop a conducive environment for businesses."

Panel Discussion 3: **Indonesia 2017 (Opening Remarks)**

By Dr Himawan Hariyoga, Deputy Chairman for Investment Promotion at the Indonesia Investment Coordinating Board (BKPM)



Growth In Indonesia

“The global economy is expected to accelerate this year with real GDP expanding 2.7%. Emerging and developing economies are leading the rebound in the global growth with a 4.2% growth rate in 2017. With a robust rate of economic growth, low current account deficit, a conservative fiscal deficit and inflation rate at a record low, the fundamentals of the Indonesian economy continue to be strong and the economic outlook remains positive. Among the G20 members, Indonesia remains the 3rd fastest-growing economy and is expected to grow at a range of 5.1% to 5.3% in 2017 and between 5.4% and 6.1% in 2018.”

Ongoing Improvements

“The governmental administration is keen and committed to improving the Indonesian business climate and economic infrastructure quality to increase economic openness and competitiveness by issuing policy packages. To date, 14 policies have been issued and the response and progress of their implementations have been positive. The 15th package is purported to be released soon and will cover the logistics and national single window. BKPM has been playing a key role and leading a number of reforms since 2015 starting with the establishment of a national one-stop service where more than 20 government ministries are integrated to make investment licensing procedures simpler, easier, faster and more transparent.”

Addressing Obstacles

“Moving forward, 5 main concerns faced by investors in Indonesia will be addressed: clarity and consistency of existing regulations; status, spatial planning and ease of land acquisitions; labour quality, for example, availability of skilled labour; taxation regulations; and lastly, Indonesia’s infrastructure. The government is keen to address these issues to prevent serious damage to Indonesia’s growing economy, employing measures like a special inter-ministerial taskforce to assist investors facing regulatory problems. All these efforts are aimed at maintaining our investment climate and competitiveness.”

Panel Discussion 3: Indonesia 2017



Moderator: **Manoj Menon**, Senior Partner & Asia Pacific Managing Director, Frost & Sullivan

Panellists: **Ricky Kusmayadi**, Director, The Indonesian Investment Promotion Centre (IIPC) Singapore

Ivan Tan, Group Director, International Enterprise (IE) Singapore

Dr Denny Turner, Associate Director, Mercer Indonesia

Kelvin Teo, Chief Executive Officer, Sembcorp Development

Doing Business In Indonesia

“The past 2 decades have provided reasonable returns on our investments and most of our long-time customers are still with us there. An experiential drawback would be the rapid changes in leadership, these can occasionally contradict our business decisions. Overall, *our experience has been positive* and Sembcorp is looking to further its business in Indonesia.”

– **Kelvin Teo**, Chief Executive Officer, Sembcorp Development

Participating In The Digital Economy

“There are places like Silicon Valley in Indonesia with technology start-ups and talent entering into Indonesia with digital skills, we *now have a much stronger management to help digital and technology businesses grow*. Additionally, our 250 million population will definitely make a dent in the global digital landscape.”

– **Dr Denny Turner**, Associate Director, Mercer Indonesia

Leveraging On Indonesia For Regional Success

“Singaporean companies need to be patient to build good partner relationships because *good partners are a contributing factor of doing business in Indonesia*. Secondly, market segmentation is vital with Indonesia’s varied consumer tastes and massive population. Thirdly, a local presence is vital and business people need to have personal interactions with counterparts or potential customers. Having a presence there shows sincerity and that goes a long way.”

– **Ivan Tan**, Group Director, International Enterprise (IE) Singapore

Rising Industries In Indonesia

“For 2017, *we will focus on tourism development* in certain geographical areas in Indonesia.”

– **Ricky Kusmayadi**, Director, The Indonesian Investment Promotion Centre (IIPC) Singapore

Panel Discussion 4:

Digital Connectivity between ASEAN and the World



Moderator: **Chia Kim Huat**, Regional Head Corporate, Rajah & Tann Singapore LLP

Panellists: **Abhishek Gupta**, Co-Founder, Circles.Life

Woon Shung Toon, Founder & Chief Executive Officer, GetDoc

Jeremy Budd, Chief Digital Officer & Vice President, IBM Digital, IBM Corporation

Matthias Yeo, Chief Technology Officer - Asia Pacific, Symantec Corporation Systems

Janet Young, Head of Group Channels & Digitalisation, United Overseas Bank (UOB)

Disrupt Or Be Disrupted

Whether a business chooses to disrupt or be disrupted depends heavily on the minds of the people running the organisation and, unlike common belief, not so much on the size of the firm. There are large organisations with heritage and inertia that have become a disruptive force, conversely, there are new start-ups that have been disrupted. Businesses need to look for new ways to conduct activities, provide different customer experiences, and connect people and assets together. Ultimately, businesses need to decide if today's market allows success with existing business models, or introduce a creative and innovative working method to invent new ideas effectively.

Challenges Of Being Disrupted

The current Industrial Revolution, 'Industrial 4.0', is about transformation and reinventing oneself and one's businesses. For businesses to compete, transformation can provide opportunities to look at goals and acknowledge the most important message of today's economy: it is all about the customer. Understanding customer needs, wants, expectations and experiences will diminish the effect of disruption as transformation and reinvention of a business seeks to improve the full customer journey and one's clients' lives. Embracing the present disruptive environment goes a long way to improving one's profit margins in the future. With the digital economy, consumers' expectations are different and industries are compelled to make business changes quickly.

Becoming Digital

Embracing thought leadership and clarity of purpose enables organisational activities to align with corporate direction and realise the aim of business digitalisation. All business units within the company, be it a large corporation or a small enterprise, must embrace the fact that their customers' behaviours, traits and lives are changing and business models need to be transformed to meet customer needs in order to compete. Understanding the business's end-to-end customer journey connects the different business units wholly to work towards achieving results and establishing a digital mark in the technological environment.



A Unique Event Brand: Building Recognition

A Consistent Design Theme for Maximum Visible Integration

Conference Stage



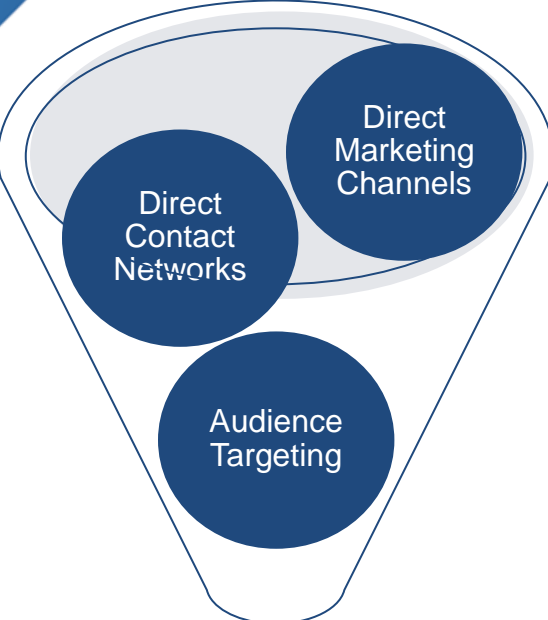
Programme Booklet

Conference Name Badge



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3.15pm	Networking Session
4.15pm	End of Conference

Pre-Event



ASEAN CONFERENCE 2017

THE NEXT ECONOMIC FORCE

With solid fundamentals, promising trade and investment flows, ASEAN is set to become the next centre of economic growth. It is also envisaged that ASEAN will become one of the five largest economies of the world within the next 50 years. With this, it is important to connect with global business leaders and understand how to navigate the region, in order to develop strategies to seize increasing business opportunities.

The ASEAN Conference 2017, The Next Economic Force brings together key ASEAN government officials, prominent business leaders from some of the world's top multinational brands and high growth companies to share their insights and strategies for the region. Find out first-hand how ASEAN's diversity can present new opportunities for your own business growth.

Featured Speakers

- Mr. Bao Jianlei, Regional Head of Bank of China, Global Business Asia Pacific, Baidu
- Mr. Abhishek Gupta, Co-Founder, Circles.KLife
- Mr. Jim Rowan, Chief Operating Officer, Dyson
- Mr. Jeremy Dodd, Chief Digital Officer & Vice President, IBM Digital, IBM Corporation
- Mr. Olivier Legrand, Managing Director Asia Pacific, Lazada
- Mr. Jean Philippe Charrier, President, Shinesto Asia Pacific
- Mr. Matthias Yeo, Chief Technology Officer Asia Pacific, Symantec Corporation, Symantec Systems
- Ms. Janet Young, Head of Group Channels & Digitalisation, United Overseas Bank
- Professor Eric Soderstrom, Executive Director, Wing and Bernstein Advisory Group

EDM Invitation For Guest Engagement



The Business Times, 21 April 2017: A Half-Page Full Cover Ad

ASEAN CONFERENCE 2017

THE NEXT ECONOMIC FORCE

With solid fundamentals, promising trade and investment flows, ASEAN is set to become the next centre of economic growth. The ASEAN Conference 2017, The Next Economic Force brings together key ASEAN government officials and prominent business leaders to share their insights and strategies for the region. Join us to discover how ASEAN's diversity can present new opportunities for your business growth.

Programme Highlights:

- Winning in ASEAN - Turning Diversity into Strength
- Finding Your Niche in ASEAN
- Indonesia 2017
- Digital Connectivity between ASEAN and the World

To register, please call Ms Loi Min Qian at 6827 6848 or Mr Teo Chi Howe at 6827 6855, or visit www.asbf.org.sg/aseanconference2017.

Featured Speakers

- Mr. Abhishek Gupta, Co-Founder, Circles.KLife
- Mr. Jim Rowan, Chief Operating Officer, Dyson
- Mr. Lennon Tan, Chairman, Jang Rong Health Group (JRH)
- Mr. Jean Philippe Charrier, President, Shinesto Asia Pacific
- Ms. Anthony Tan, General Counsel, Singapore Press Holdings

Event Details

Date: 4 May 2017, Thursday
Time: 8am - 4.30pm
Venue: Orchard Ballroom, Level 4, Marina Bay Sands Convention Centre, 10 Bayfront Avenue, S 13852

EVENT AWARENESS

Additional Coverage

Dedicated event pages built off Founding Partners' corporate websites

Ministry of Trade and Industry Singapore

The screenshot shows the official website of the Ministry of Trade and Industry (MTI) of Singapore. The header includes the MTI logo and navigation links such as 'ABOUT US', 'CAREERS', 'LEGISLATION', 'RELATED WEBSITES', and 'PRO-ENTERPRISE PANEL'. A 'NEWS ROOM' section is highlighted, featuring a news article titled 'Speech by Minister Lim Hng Kiang at the Singapore Business Federation's ASEAN Conference 2017'. The article is dated 04 May 2017 and categorized under 'Speeches'. The main text of the article reads: 'SPEECH BY MR LIM HNG KIANG, MINISTER FOR TRADE AND INDUSTRY (TRADE) AT THE SINGAPORE BUSINESS FEDERATION'S ASEAN CONFERENCE 2017, ON THURSDAY, 4 MAY 2017, 9.10 AM, MARINA BAY SANDS SINGAPORE'.

Generated Headlines

- Singapore's upcoming chairmanship of ASEAN when it assumes the position from the Philippines next year
- Outlook for a digital economy

Singapore Business Federation

The screenshot shows the website of the Singapore Business Federation (SBF). The header features the SBF logo, a 'CELEBRATING 15 YEARS' anniversary banner, and social media icons for Facebook, LinkedIn, and a 'JOIN MAILING LIST' button. A navigation menu includes links for 'ABOUT US', 'MEMBERSHIP', 'ACTIVITIES', 'BUSINESS ADVOCACY', 'BUSINESS EXPANSION', 'CAPABILITY BUILDING', and 'POLICY GUIDE'. A large blue banner with the word 'NEWS' in white capital letters is prominently displayed. Below the banner, a breadcrumb trail reads 'Home > ASEAN Conference 2017 to cast spotlight on the region's strengths and diversity as the next economic force'. The main headline of the article is 'ASEAN Conference 2017 cast spotlight on the region's strengths and diversity as the next economic force'.

Coverage

- Media coverage from local and regional media outlets like Lianhe ZaoBao, The Business Times and CNBC
- Publicity on partner websites like the Vietnam Chamber of Commerce
- Social media posts



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