



# ASEAN·EU

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## BUSINESS SUMMIT

2 MARCH 2018

SINGAPORE

JOINTLY ORGANISED BY



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Together, we are stronger than ourselves.

I am more than me. **I Am We.**

Your relationships are precious. **Protect them.**

# FOREWORD

By Donald Kanak, Stefano Poli & Robert Yap

## BECOME A MEMBER

The European Chamber of Commerce in Singapore (EuroCham) offers a platform for European businesses to facilitate communication and advocacy activities vis-a-vis the Singaporean and European political and economic circles.

Given the diversity of our activities and topics of discussion, EuroCham provides its members with an information and knowledge exchange forum.

EuroCham is an independent, non-profit organisation and the first interlocutor of choice for the Singapore government and the EU institutions.

**Membership fees start at \$1000**

To find out more about the different Membership Categories & Fees, please do not hesitate to contact us at:

+65 6836 6681 or [info@eurocham.org.sg](mailto:info@eurocham.org.sg)

### MEMBER BENEFITS INCLUDE...

#### ADVOCACY & KNOWLEDGE SHARING

- > 10 sector committees
- > Advocacy for issues of common interest
- > A platform for knowledge and expertise sharing and undertake coordinated initiatives

#### NETWORKING & BUSINESS OPPORTUNITIES

- > Access to a large networking pool
- > Connect with business leaders from a variety of industries
- > Flagship events: Europe Day Luncheon & Schuman Lecture Gala Dinner
- > Networking nights

#### INCREASED VISIBILITY & BRAND EXPOSURE

- > Access to a large, diversified audience
- > Advertising and sponsorship opportunities
- > Listing the EuroCham e-Business Directory



**Donald Kanak**  
Chairman, EU-ASEAN Business Council



**Stefano Poli**  
President, EuroCham Singapore



**Robert Yap**  
Chairman, ASEAN Business Advisory Council

Last year ASEAN celebrated its 50th Anniversary, and the EU and ASEAN celebrated 40 years of official relations. Both milestones were noteworthy and a cause for celebration. ASEAN has achieved much in its first 50 years, and the EU-ASEAN relationship has grown from strength to strength. But now is not a time for either ASEAN or the EU to rest on their respective laurels. Challenges lie ahead and to meet those challenges, particularly in the area of trade and investment, Singapore's theme for its Chairmanship of ASEAN – "Resilience and Innovation" – is particularly apt.

The global trading climate has become more difficult and more competitive. World trade in 2016 plateaued, with global trade in goods growing by 1.6% according to the WTO. ASEAN's share of global trade has also stagnated, showing only 0.4% growth in 2016 despite having some of the most dynamic economies in the World. Intra-ASEAN trade remains stubbornly low at around 24% of all ASEAN trade.

FDI to ASEAN has also declined, falling by 20% in 2016 according to the ASEAN In-

vestment Report 2017. If it were not for a 46% increase in FDI from the EU to ASEAN, that decline would have been a lot worse. The EU remains ASEAN's largest source of foreign investment. Indeed, EU FDI to ASEAN again has outstripped that of the United States and Japan combined. Coupled with the fact that the EU is ASEAN's second largest trading partner (and ASEAN the EU's third largest trading outside of Europe), the EU-ASEAN trade and investment relationship should be of paramount importance to both sides.

ASEAN has high ambitions for trade going forward. The twin aims of reducing trade transaction costs by 10% by 2020 and doubling intra-ASEAN trade by 2025 can only be achieved by making greater strides on developing the ASEAN Economic Community and removing barriers to trade. The EU can, and should, play a significant role in helping ASEAN achieve those aims, be it through enhanced dialogue and speeding up discussions on FTAs with the region, or through the continued support that Europe provides to the ASEAN integration process.

There is a need to build on the past achievements and ensure that they are fully bedded in. There is also a need, as Singapore has clearly recognised, to take a more dynamic and innovative view to the future. The global economy is changing. The need to use and adopt more technology, to develop smart cities, promote increased e-Commerce, and to help MSMEs, has never been more apparent. Working together, EU and ASEAN businesses can help the region achieve its undoubted potential, but policy makers need to ensure that promises made in the AEC Blueprint 2025 are delivered and delivered with more urgency.

European businesses, through both the EU-ASEAN Business Council and the European Chambers of Commerce in the region, together with their ASEAN counterparts; represented by the ASEAN Business Advisory Council, will continue to play a role in helping ASEAN move forward. It is in all of our interests to do so.

# MESSAGE

by Cecilia Malmström



**Cecilia Malmström**  
EU Trade Commissioner

Last year we celebrated 40 years of close partnership. We are committed to working further on reinforcing our links, through our bilateral agenda, through our reinvigorated regional work, and through the multilateral system. We are convinced that free and fair trade can help our economies to grow, now and long into the future. Even if the economic times have been difficult, trade and investment flows between the EU and ASEAN have continued to grow significantly. This shows how robust and promising our commercial relations are.

The commercial and political ties between the EU and our partners in Southeast Asia have existed for centuries and have grown into what is today one of the most important exchanges of goods, services and investment in the world. This close bond we have maintained throughout the years means we share a responsibility to work towards deepening our ties.

The ASEAN-EU Business Summit is an important event in our trade and investment relations because it provides a concrete platform for connecting business and promoting better connectivity across the regions. It is an important tool for furthering ASEAN's economic integration through enhanced links between our businesses.

We need to strengthen such continuous cooperation between European and ASEAN business and between their respective chambers of commerce. It is you, as business men and women, who will build our economic ties and lead the regions towards greater prosperity. The commercial relations you create and develop will play a key role in generating sustainable growth in our regions.

As the EU's Commissioner for Trade, I fully support our shared objective to bring the EU and ASEAN economies closer together, in particular through business leaders, in order to tap the full potential of this promising partnership.

I look forward to receiving the results of your deliberations in the form of practical and concrete recommendations and wish the Summit and its participants every success.

# FOREWORD

by H.E. Francisco Fontan



**H.E. Francisco Fontan**  
EU Ambassador to the ASEAN

In Europe the recovery is well under way as the EU is experiencing a robust growth in 2017 with all Member States benefitting from the expansion. This is good news for the development of our trade and investment relations.

The EU has confirmed its place as ASEAN's second largest trade partner (after China) with a share of 13.2%, while ASEAN, as a whole, is the EU's third largest trade partner outside European continent (after the US and China), with trade totalling 208 billion euro in 2016. In fact, bilateral merchandise trade has almost doubled in the last 10 years. Furthermore, the rapidly growing trade in services add another 70 billion euro to the relationship.

More impressive still, the EU is the largest investor in ASEAN economies, with FDI inflows from the EU accounting for around EUR 27.5 billion or 31.5% of the total investments inflows into ASEAN in 2016, and for about a quarter of the total FDI stock in the region. As evident from the latest business sentiment survey, European companies are planning to continue to trade with and invest in the ASEAN region.

To sustain this momentum, the EU is engaging in negotiations with South East Asian partners in order to fully realise the market opportunities for EU companies, aiming at unleashing the full potential of our economic relations. Free Trade Agreements with Singapore and Vietnam will likely enter into force this year and talks with other ASEAN countries are advancing

although at different speeds. Progress has been done also towards the goal of a fully-fledged region to region FTA. The participation of business representatives in this forum will therefore play a significant role in helping us to achieve this ambitious vision.

Trade needs transport in order to flourish. For this reason, the two regions are engaged in the negotiations for a Comprehensive Air Transport Agreement. With this agreement ASEAN and the EU can lay a solid foundation for the development of air transport which will deliver benefits for both business and citizens by fostering trade, tourism and general economic and social development.

The negotiations in the aviation sector are underpinned by the recently launched EU-ASEAN Transport Dialogue. This dialogue will enable both sides to deepen transport partnership and will improve the connectivity between the two regions.

To support the work of the ASEAN Secretariat and the ASEAN Member States for the realisation of the ASEAN Economic Community, the EU has deployed important financial means and launched several cooperation projects with the region. Those programmes aim also at ensuring a deeper and meaningful participation of the business communities in Europe and South East Asia to the regional integration process.

As in the past, I count on the active engagement of ASEAN and EU business communities to make this collaboration a big success.



# EUROPEAN BUSINESS AT THE HEART OF ASEAN



## EU-ASEAN Business Council (EU-ABC)

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European businesses within the ASEAN region, being endorsed as it is by the European Commission and recognised as such by ASEAN. Independent of both bodies, the Council has been established to help promote the interests of European businesses operating within ASEAN and to advocate for changes in policies and regulations which would help promote trade and investment between Europe and the ASEAN region.

## Our Members

The EU-ABC's membership consists of large European multinational corporations and all of the officially recognised European Chambers of Commerce from around South East Asia. As such, the EU-ABC represents a diverse range of European industries cutting across almost every commercial sphere from car manufacturing through to financial services and including fast moving consumer goods, high-end electronics and communications. Our members all have a vested interest in enhancing trade, commerce and investment between Europe and ASEAN.

## Mission Statement

- ★ Advocate on behalf of European business in ASEAN
- ★ To be a dialogue partner with ASEAN governments
- ★ To facilitate trade and tackle its barriers
- ★ To contribute to and promote ASEAN integration
- ★ To collaborate and interact with the ASEAN secretariat
- ★ To support the establishment of an EU-ASEAN FTA

## Member Benefits

- ★ Meaningful dialogue with policy makers and key stakeholders.
- ★ Receive regular business-focused information.
- ★ The EU-ABC provides sustained strong advocacy support and advice.
- ★ The EU-ABC can provide sustained efforts to influence policy and decision makers.
- ★ High-level engagement opportunities to engage with ASEAN policy makers.
- ★ Networking sessions with members to exchange information & ideas.

# INTRODUCTION

by Chris Humphrey, Nele Cornelis and  
Ho Meng Kit



**Chris Humphrey**  
Executive Director  
EU-ASEAN Business Council



**Nele Cornelis**  
Executive Director  
European Chamber of Commerce, Singapore



**Ho Meng Kit**  
CEO, Singapore Business Federation

Welcome to the 6th ASEAN-EU Business Summit!

This Summit has been designed to look at a number of key and highly relevant issues that impact on trade and investment within ASEAN, and therefore on the trade and investment decisions of European businesses interacting with the region. It has also been designed to look at issues that are important to Singapore during its Chairmanship of ASEAN in 2018.

Through a series of panel discussions and key note addresses throughout the day, involving policy makers and business leaders from both regions, the Summit should see a lively debate on various policy and regulatory issues in areas that are key for ASEAN's future growth.

Each of the panels are being moderated by thought-leaders with a keen interest in the subjects. We would like to extend our thanks to them for taking the time to prepare and in undertaking this key role. We also extend our gratitude to the panellists

and key note speakers for taking the time from their busy schedules to participate in the Summit. We also encourage participation from the delegates to the Summit in asking thoughtful questions from the floor.

The topics for the panels have been selected carefully to reflect areas of key interest for ASEAN and for European businesses. There is a panel which will look at developments with the AEC – the need for quicker progress on trade facilitation and ensuring that the benefits of the AEC are more broadly felt.

Discussion will then move on to looking at urbanisation in the region and need to fund the significant infrastructure needs in the region, whilst ensuring that urbanisation is both sustainable and making the best use of modern technological developments.

The final two panel sessions will look at two other key areas, namely: the Digital Economy, a key theme for Singapore's Chairmanship, and the need to drive more FDI to the ASEAN region. The Digital Economy will

play an increasingly important role for the region as its economies develop and become more integrated with the broader global economy. FDI becomes increasingly important also, as more investment will be needed to sustain economic growth and provide jobs for the region's growing populations.

Please do tweet your thoughts throughout the day using the hashtags #AEBS2018 and #ASEANEUBiz.

You can follow us on Twitter at @EU\_AseanBC and @EuroChamSG

# SUMMIT AGENDA

08:00	<b>REGISTRATION</b>
09:00	<b>WELCOME REMARKS</b> Donald Kanak, Chairman of EU-ASEAN Business Council
09:05	<b>OPENING REMARKS</b> H.E. Francisco Fontan, EU Ambassador to ASEAN
09:15	<b>OPENING ADDRESS</b> H.E. Lim Hng Kiang, Minister (Trade), Ministry of Trade & Industry, Singapore
09:30	<b>KEY NOTE ADDRESS</b> Cecilia Malmström, EU Trade Commissioner
09:45	<b>IN CONVERSATION WITH</b> Commissioner Cecilia Malmström MODERATOR: Lin Xueling, Channel News Asia
10:15	<b>KEY NOTE ADDRESS</b> Wilf Blackburn, CEO Prudential, Singapore
10:30	<b>PLENARY SESSION 1</b> <b>ASEAN Economic Integration: More action, less words?</b> MODERATOR: Tay Woon Teck, Managing Director, RSM Risk Advisory › Dr Robert Yap – Chairman, ASEAN Business Advisory Council › Tan Sri Dr Rebecca Sta Maria – Senior Policy Fellow, ERIA › U Moe Kyaw – ASEAN BAC (Myanmar) › Jim O’Gara – President, South Asia District, UPS Asia Pacific
11:30	<b>MINISTERIAL PANEL</b> MODERATOR: Ryan Huang, Singapore Press Holdings › H.E. Enggartiasto Lukita, Minister of Trade, Indonesia › H.E. Pan Sorasak, Minister of Commerce, Kingdom of Cambodia › Secretary Ramon M Lopez, Department of Trade & Industry, Philippines
12:30	<b>NETWORKING LUNCH &amp; VIP LUNCH RECEPTION</b>
13:30	<b>KEY NOTE ADDRESS</b> Raman Singh, CEO, Mundipharma

13:45	<b>PLENARY SESSION 2</b> <b>Urbanisation &amp; Infrastructure in ASEAN</b> <b>How to achieve sustainable development?</b> Opening Speech by <b>Martin Hayes</b> , President, SEA for Robert Bosch MODERATOR: <b>Tay Woon Teck</b> , Managing Director, RSM Risk Advisory › <b>Wong Heang Fine</b> , Group CEO, Surbana Jurong › <b>Hicham Abel</b> , Senior Vice President, Construction Chemicals, BASF Asia Pacific › <b>Martin Hayes</b> , President, SEA for Robert Bosch › <b>Herry Cho</b> , Head of Sustainable Finance ASEAN, ING Bank
14:55	<b>PLENARY SESSION 3</b> <b>Advancing the Digital Economy in ASEAN</b> Opening speech by <b>Eddie Haddad</b> , Managing Director, APAC, SWIFT MODERATOR: <b>Adam Schwarz</b> , CEO, Asia Group Advisers › <b>Datuk Zainal Amanshah</b> , CEO, InvestKL › <b>Eddie Haddad</b> , Managing Director, APAC, SWIFT › <b>Claus Andresen</b> , President, South East Asia, SAP › <b>Abdul Raof Latiff</b> , Head of Digital, Institutional Banking Group, DBS Bank › <b>Jeff Paine</b> , Managing Director Asia Internet Coalition
16:00	<b>COFFEE BREAK</b>
16:15	<b>PLENARY SESSION 4</b> <b>Driving more FDI to ASEAN</b> MODERATOR: <b>Don Kanak</b> , Chairman, EU-ABC › <b>Thomas Lembong</b> , Chairman, BKPM, Indonesia › <b>Dato’ Azman Mahmud</b> , CEO, MIDA › <b>Chng Kai Fong</b> , Managing Director, Economic Development Board, Singapore › <b>Pier-Luigi Sigismondi</b> , President APAC, Unilever › <b>Gordon French</b> , Head of Global Banking and Markets, Asia-Pacific, HSBC
17:15	<b>CLOSING SPEECH</b> <b>H.E. Barbara Plinkert</b> , EU Ambassador to Singapore
17:20	<b>CLOSING REMARKS</b> <b>Stefano Poli</b> , President, EuroCham Singapore
17:30	<b>POST EVENT COCKTAILS AND NETWORKING</b>
18:30	<b>END</b>



WE SPEAK FOR THE BUSINESS COMMUNITY  
 WE EMPOWER ENTERPRISES  
 WE OPEN DOORS TO NEW OPPORTUNITIES

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.

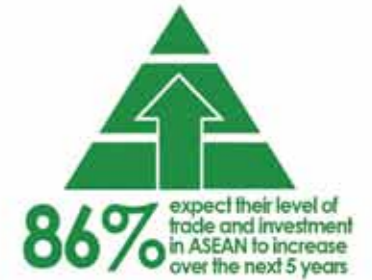
[www.sbf.org.sg](http://www.sbf.org.sg)



# 2017 EU-ASEAN BUSINESS SENTIMENT SURVEY KEY FINDINGS



Believe the EU should pursue a region-to-region FTA with ASEAN (a significant increase on the 66% from 2016)



To view the full survey results, visit <http://eu-asean.eu/publications/>

# ABOUT THE SPEAKERS



## Welcome Remarks Mr Donald Kanak

Chairman, Eastspring Investments & Chairman, EU-ASEAN Business Council

Don Kanak is the Chairman of Eastspring Investments, the Asia investment organisation of Prudential plc which is one of Asia's leading retail asset manager with US\$170 billion in assets under management (as at 30 June 2017). Don is also Chairman of Prudence Foundation Ltd., the community engagement arm of Prudential in Asia.

Don is based in Hong Kong and has lived and worked in Asia for over 28 years. From 2008 to January 2016, Don served as

Chairman of Prudential Corporation Asia, and from 1992 to January 2006, he served in a number of senior positions at American International Group (AIG), ultimately as Executive Vice Chairman and Chief Operating Officer of AIG.

In 2011-12, Don chaired the World Economic Forum's Global Agenda Council on Insurance and Asset Management and is currently a member of its Council on Southeast Asia. He is also a member of the Council on Foreign Relations.

Don is a Senior Fellow of the Harvard Law School Program on International Financial Systems. He is a Trustee of WWF-Hong Kong, and serves on the National Council of WWF-U.S.

Don holds a J.D. with honours from Harvard Law School and an M.Litt in Management Studies from University of Oxford (U.K.), and a B.A. with highest honours in Economics from the University of North Carolina-Chapel Hill, and currently chairs the UNC Global Leadership Council.



## Opening remarks H.E. Francisco Fontan

EU Ambassador to the ASEAN

H.E. Mr Francisco FONTAN PARDO presented his letter of credence to H.E. Le Luong Minh, then Secretary General of ASEAN, on 17 September 2015.

Mr Fontan is the first dedicated EU Ambassador to ASEAN, appointed in July 2015 by the EU High Representative for Foreign Affairs and Security Policy. As Head of the newly created EU Mission to ASEAN, Ambassador Fontan is mandated to coordinate the EU's expanding relations with the ASEAN Secretariat, working with ASEAN Permanent Representatives, EU Member States, and enhancing public diplomacy efforts in relation to EU-ASEAN overall agenda.

Ambassador Fontan started his career as a logistician at the EU's Humanitarian Aid Office (ECHO) in the Balkans and Burundi. He then spent over 20 working on foreign relations as an EU official, first at the European Commission, and then at the European External Action Service (EEAS), dealing with humanitarian, political and economic development cooperation issues, with posting in Europe, Africa, Asia and Latin America.

Ambassador Fontan assignments at EU diplomatic representations abroad include the EU Delegation to Guinea-Bissau, the Office of the first EU High Representative to Afghanistan, as well as in two ASEAN countries: In Vietnam, working on economic co-

operation, and in Indonesia, as Head of the Europe House, in Banda Aceh, helping to coordinate the EU's support to the reconstruction after the 2004 tsunami, and the peace process following the 2005 Helsinki peace agreement.

Prior to his current assignment, Mr Fontan was the Deputy Head of the EU Delegation to the Federative Republic of Brazil.

Mr Fontan has a degree in Law from the Universidad Complutense, Spain. While pursuing his studies, he was also awarded a two-year Erasmus scholarship at Law Faculties in France and Austria. He completed his studies preparing the examinations for the Spanish Diplomatic Academy in 1994.

Mr Fontan was born in Madrid in 1969, and speaks Spanish, English, French, German, Portuguese and keeps on working on his Bahasa Indonesia!



## Opening Address H.E. Lim Hng Kiang

Minister (Trade),  
Ministry of Trade &  
Industry, Singapore

Born on 9 April 1954, Mr Lim Hng Kiang received his secondary and pre-university education at Raffles Institution. In 1973, he was awarded the President's Scholarship, as well as the Singapore Armed Forces Scholarship to read Engineering at Cambridge University. He graduated with First Class Honours (Distinction) in 1976. Mr Lim spent the next nine years in the Singapore Armed Forces, where he held both Command and Staff appointments. In 1985, Mr Lim was awarded a scholarship for Masters in Public Administration at the Kennedy School in Harvard University.

On his return in 1986, Mr Lim served in the Ministry of Defence and then in the Ministry of National Development as Deputy Secretary. In January 1991, Mr Lim was appointed Chief Executive Officer of the Housing and Development Board. His political career saw him win 5 general elections since 1991 where he was elected MP for Tanjong Pagar GRC (1991); for West Coast GRC (1997, 2001, 2006 and 2011). His political appointments include Minister of State (National Development) in 1991, Acting Minister (National Development) and Senior Minister of State (Foreign Affairs) in 1994, Minister (National Development) and Second Minister (Foreign Affairs) in 1995, Minister (National Development) and Second Minister (Finance) in 1998, Minister (Health) and Second Minister (Finance) in 1999, Minister (Prime Minister's Office) and Second Minister (Finance) in 2003 and Minister (Trade and Industry) in 2004.

Mr Lim is Deputy Chairman of the Monetary Authority of Singapore (MAS) and a Board Director of the Government of Singapore Investment Corporation (GIC).



## Keynote Address Cecilia Malmström

EU Trade Commissioner

Cecilia Malmström (born 15 May 1968) has served as European Commissioner for Trade since 2014, having previously served as European Commissioner for Home Affairs from 2010 to 2014. Prior to her appointment as a Commissioner, she served as a Member of the European Parliament 1999–2006 and as Swedish Minister for EU Affairs 2006–2010. She is a member of the Swedish Liberal Party, a constituent member of the Alliance of Liberals and Democrats for Europe.

She was a student at the University of Gothenburg from 1992 to 1999. She then gained a PhD in political science with a thesis titled *The Region, the Power and the Glory: Regional Parties in Western Europe* (1998), and became a senior lecturer at the Department of Political Science at the University of Gothenburg (1998–99).

She is fluent in Swedish, English, Spanish and French, and has intermediate skills in German and Italian.



## Keynote Address Wilf Blackburn

CEO Prudential, Singapore

Wilf Blackburn assumed the position of Chief Executive Officer of Prudential Assurance Company Singapore (Prudential Singapore) with effect from November 2016.

Wilf is an industry veteran with close to three decades of diverse life insurance experience, having worked in seven Asian countries.

Wilf joined Prudential Corporation Asia in Hong Kong 2012 and initially led new market initiatives. This role included overseeing the launch of Prudential's business operations in Cambodia and the establishment of Prudential's representative office in Myanmar and Laos. In July 2014, Wilf was appointed as CEO of Prudential Vietnam, and subsequently as Vietnam Country Head.

Prior to joining Prudential, Wilf was with Allianz for over 11 years, where his roles included CEO of their life insurance joint ventures in China, Thailand and the Philippines and Regional GM, Life & Health Insurance for Asia. Before Allianz, Wilf worked in the United Kingdom for three life insurers after commencing his career with a firm of consulting actuaries.

Wilf, a British national, qualified as a Fellow of the Institute of Actuaries (FIA) in 1995. He has an MBA from the University of Bath and a BSc (Mathematics - 1st Class Hons.) from the University of Newcastle upon Tyne (his home town). Wilf has been a postgraduate student at the City University (now CASS), SAID Business School (Oxford University) and Harvard Business School.



### Keynote Address

Raman Singh

CEO, Mundipharma

Raman Singh is Chief Executive Officer of Mundipharma, which is active in fields of respiratory, oncology, pain and biosimilars. Prior to joining Mundipharma in October 2011, Mr Singh served as vice-president of commercial operations for emerging markets at GSK. In his role, he oversaw all aspects of the brand's commercial operations across its emerging markets. Mr Singh has previously held positions at Abbott as the regional director in Australia and New Zealand, and general manager for Korea, as well as various sales, marketing and strategy positions at Bayer. Mr Singh graduated with a Bachelors in Mechanical Engineering. He also holds Masters of Business Administration from Assumption University and Masters in International Management from Thunderbird School of International Management. He is a Brand Ambassador for the Singapore Tourism Board, and a Governor of the World Economic Forum, Global Health and Healthcare Committee and a part of the Advisory Board at Manchester City Football Club.



### Closing Speech

H.E. Barbara Plinkert

EU Ambassador to Singapore

H.E. Barbara Plinkert began her term as the EU Ambassador to Singapore in 2017 - a historically significant year as the EU turned 60 and ASEAN 50; and the EU and ASEAN marked 40 years of ties. This year, her term continues as Singapore's importance as a regional partner is being further emphasized by its simultaneous position as ASEAN chair in 2018 and, as of mid-2018, its three-year role as ASEAN's coordinator for EU relations.

Prior to her assignment in Singapore, Ambassador Plinkert was Head of Division responsible for Headquarters Security and EEAS Security Policy at the European External Action Service in Brussels. Before

that, she served in various positions in different parts of the world. From 2011-2015, she was based in Addis Ababa as Deputy Head of the EU Delegation to Ethiopia. Prior to that, she has held key positions within the EU with postings in Zimbabwe, Tajikistan and Kazakhstan. Between 1998 and 2003 she worked for the United Nations Office on Drugs and Crime, which took her to Afghanistan.

Ambassador Plinkert speaks English, German, French and Chinese. She holds a Masters of Arts degree in Sinology, Southeast Asian studies and Linguistics from Free University of Berlin.



### Closing Remarks

Stefano Poli

President, EuroCham Singapore

Stefano Poli is currently Executive President of SIAE Microelectronics AsiaPacific. Mr. Poli is also President of the European Chamber of Commerce (Singapore) and Managing Partner of Antaeus, a boutique consultancy firm.

Prior to this Mr Poli was President and Managing Director of Toshiba Mitsubishi Electric Industrial Corporation Asia, CEO and Shareholder of Electro Power Systems a then emerging start up in the renewable energy industry and Group CEO of Continental Chemical Corporation Group.

Mr Poli's experience was shaped well by his long serving years at Pirelli then Prysmian

Group, starting in 1999. His rise through the ranks is shown in his appointments within the group as General Manager Sales in Basel, Sales & Marketing Director of Pirelli HQ in Milan, CEO of Pirelli Indonesia, then CEO of Prysmian South East Asia, for finally being appointed CEO of Prysmian Asia and Group SVP.

With roots from Trento, Italy, Mr Poli holds a Masters Degree in Materials Engineering from Trento University, a PhD by Northwestern University (IL), completed by the Civil Engineer Profession Certification.

## IN CONVERSATION WITH Commissioner Cecilia Malmström



### ABOUT THE MODERATOR

Lin Xueling

Channel News Asia



Lin Xueling has a degree in Law from Cambridge University and prior to joining Channel NewsAsia, she was Scandinavian Chief Correspondent for Dow Jones Newswires. At Channel NewsAsia, she is executive producer for "Conversation With", the broadcaster's flagship one-on-one interview show that has been

running for nearly 20 years. She has personally interviewed former US President Barack Obama, President Joko Widodo of Indonesia and Myanmar State Counsellor Aung San Suu Kyi. Channel NewsAsia is Singapore's national broadcaster but it is also a leading regional network reaching 73 million viewers in the Asia-Pacific.



### SPEAKER

Cecilia Malmström

EU Trade Commissioner

Cecilia Malmström (born 15 May 1968) has served as European Commissioner for Trade since 2014, having previously served as European Commissioner for Home Affairs from 2010 to 2014. Prior to her appointment as a Commissioner, she served as a Member of the European Parliament 1999-2006 and as Swedish Minister for EU Affairs 2006-2010. She is a member of the Swedish Liberal Party, a constituent member of the Alliance of Liberals and Democrats for Europe.

She was a student at the University of Gothenburg from 1992 to 1999. She then gained a PhD in political science with a thesis titled The Region, the Power and the Glory: Regional Parties in Western Europe (1998), and became a senior lecturer at the Department of Political Science at the University of Gothenburg (1998-99).

She is fluent in Swedish, English, Spanish and French, and has intermediate skills in German and Italian.



Please do tweet your thoughts throughout the day using the hashtags #AEBS2018 and #ASEANEUBiz



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@EuroChamSG

# 01 PLENARY SESSION

## ASEAN Economic Integration: More Action, Less Words?

### ABOUT THE SESSION

This panel will look at the progress to date on the ASEAN Economic Community and the various commitments set out in the AEC Blueprint 2025, and then compare the political statements to action on the ground. How can the AEC be advanced more quickly, and its benefits be spread more widely throughout the region? Is enough being implemented the AEC? Is a doubling of intra-ASEAN by 2025 really feasible? The panel consists of experts in trade from the region, and business people who advise governments on economic integration.

### ABOUT THE MODERATOR

Tay Woon Teck

Managing Director, RSM Risk Advisory



Woon Teck is currently Managing Director of our Risk Advisory division. He works closely with Boards and the C-suite in designing a risk management framework that links corporate strategies to risk management activities, corporate governance and internal control activities.

In addition, Woon Teck is concurrently an executive director with our Corporate Advisory division, advising clients on corporate strategies, succession planning, profit improvements and cross-border M&A transactions in the UK, the US, Canada, China and ASEAN countries. His work covers a wide range of industries such as food and beverage, manufacturing, oil and gas, renewable energy, telecommunications, and healthcare.

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Directors (Singapore Committee) and Singapore Chung Hwa Medical Institution. He is also Chairman of the Institute of Singapore Chartered Accountants' (ISCA) Corporate Governance and Risk Management Committee.

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Woon Teck is a Fellow Chartered Accountant of Singapore, a Fellow of CPA Australia, a Fellow of the Singapore Institute of Directors, a Fellow of the Chartered Management Institute (UK), a member of the Australian Institute of Company Directors, a Chartered Valuer and Appraiser, a Certified Internal Auditor, a qualified CRMA (Certification in Risk Management Assurance), and a member of the Insolvency Practitioners Association of Singapore Limited.



### PANELIST

Tan Sri Dr Rebecca Sta Maria

Senior Policy Fellow, ERIA

Tan Sri Datuk Dr. Rebecca Fatima Sta. Maria began her career in the Malaysian Administrative and Diplomatic Service in 1981 and served in various capacities in the then Ministry of Trade and Industry. During her civil service career, she had a brief stint as the Chief Administration and Procurement Officer of the ASEAN Plant Quarantine and Training Centre, and contributed to human capital development at the National Institute of Public Administration. Appointed as MITI Sec-Gen in December 2010, she provided oversight for the formulation and implementation of Malaysia's international trade policies and positions. She also played a key role in ASEAN economic integration, chairing the ASEAN Senior Economic Officials Meeting and the ASEAN High Level Task Force for Economic Integration.

In April 2000, she was awarded the Malcolm Knowles Award for the best PhD dissertation in the field of Human Resource Development. She serves on the Board of Trustees of MyKasih, an NGO that focuses on alleviating urban poverty and a Council Member of the Institute for Democracy and Economic Affairs.



### PANELIST

Jim O'Gara

President, South Asia District, UPS Asia Pacific

Jim O'Gara is President of UPS's South Asia District. Based in Singapore, he is responsible for UPS's package and supply chain operations in 28 markets across Southeast Asia and the Pacific Islands. The geographical scope encompasses emerging and mature markets from as far south as Australia and New Zealand to the 10 markets of ASEAN.

Having started his UPS career in a package centre in Exeter, U.K. in 1995, Jim was rapidly promoted into management where he gained broad exposure across multiple operational roles in centres across the U.K. Since then he has spent the past 20 years working across three continents, managing UPS's businesses across multiple markets in Europe, the Middle East, Africa and now Asia.

Jim is a frequent speaker on the impact of digital disruption on business, logistics transformation and the future of ASEAN trade, having represented UPS at the World Economic Forum on East Asia, ASEAN SME Conference, and The Economist South-East Asia Summit.



### PANELIST

Dr Robert Yap

Chairman, ASEAN Business Advisory Council

Dr. Robert Yap is the Executive Chairman HQ Singapore of YCH Group and the founding Chairman of Supply Chain Asia - a community of more than 30,000 supply chain professionals based in Asia, and Founder & Chairman of Supply Chain City, Asia's 'premier supply chain nerve centre'.

Awarded Businessman of the Year at the Singapore Business Awards 2016, he has been invited to advise various local, regional and industry trade associations such as the ASEAN-Business Advisory Council, Malaysia-Singapore Business Council (MSBC), the Council for Skills, Innovation and Productivity, the Advisory Council on Community Relations in Defence - Employers & Business (ACCORD), Singapore Business Federation (SBF), and International Enterprise Singapore (IES). He is currently President of Singapore National Employers Federation (SNEF) and Deputy Chairman of International Enterprise Singapore (IES).

Robert graduated with a B.B.A. from NUS Business School and the Harvard Business School Owner President Management (OPM) Programme, and was also conferred Doctor of Philosophy (Ph. D), honoris causa, in Business Administration by Wisconsin International University.



### PANELIST

U Moe Kyaw

ASEAN BAC (Myanmar)

U Moe Kyaw is the Vice President of International Relations, Local Business Development and Secretary of the Economic Research and Standardization Committee and CEC of UMFCCI.

He is acknowledged as one of the pioneers of marketing in Myanmar with his extensive experience in managing advertising and research services. His company is the joint venture partner for Nielsen, world's largest market research agency.

He dedicates most of his time promoting Myanmar and as one of the founding members of UMFCCI when it became a Federation. He is a Council member for Myanmar with the ASEAN Business Council, Greater Mekong Sub-region Business Council and ACMECs.

Educated with an engineering degree from London, he returned to Myanmar in 1990 to start his entrepreneur career, his major business is in directories and research and now employs over 700 staff in 8 offices in Myanmar.

# MINISTERIAL SESSION

## ABOUT THE SESSION

A chance for a selection of the ASEAN Economic Ministers to spell out their views ASEAN Economic Integration (progress to date; what they see as the main priorities going forward), EU-ASEAN Trade and Investment relations (and the prospects to developing the relationship further through more trade deals and enhancing the attractiveness of ASEAN to European businesses), and also on international trade trends, including the future of multilateral trade deals and the rules based international trade.



## ABOUT THE MODERATOR

Ryan Huang

Singapore Press Holdings



A business and tech geek, Ryan Huang enjoys covering stories around innovation, finance, as well as almost anything else that's quirky and interesting. He currently produces and presents the business content on MONEY FM 89.3's morning show. Prior to this, Ryan was previously a

business news editor, market analyst and has also worked in strategic communications. He is also co-author of best-selling investment book "Profit from the Panic". Ryan also loves bad puns, watching Netflix and chilling.



## PANELIST

Secretary Ramon M Lopez

Department of Trade & Industry, Philippines

Ramon M. Lopez started a solid professional economic, trade and industry development career in government from (1981-1993). Presidential Management Staff (1981), the Department of Trade and Industry (1982-1989) and NEDA (1989-1993). He has extensive experience in trade and industry development planning, at the forefront of the Tariff Reform Program, Industry development programs, setting up of ASEAN and APEC cooperation programs, technical studies on Countervailing Duty cases, critical consumer products' price structures and the development of the Foreign Investment Act. This included policy and program development, and project evaluation functions.

This was followed by a continuous career in the business sector (1994-June 2016), with over 22 years of experience, having

been a top executive of RFM Corporation wherein he covered strategic planning and business development, marketing, mergers and acquisitions and equity investors group. Simultaneously, he has been the Executive Director of the advocacy group Go Negosyo for the past 11 years (October 2005- June 2016), initiating and implementing all its programs that empower the youth and aspiring entrepreneurs, micro and small entrepreneurs, the underprivileged sectors such as the PWDs, women and out-of-school youths. For the past 3 years, he has been co-hosting the weekly Go Negosyo radio program. He has also been giving lectures and mentoring to tens of thousands of entrepreneurs through Go Negosyo seminars, workshops, summits, books and social media.

With this extensive amount of experience in various government agencies, private sector and non-government organizations, Lopez has gained the admiration and respect of the business, financial and investor communities in the Philippines and abroad.

Ramon M. Lopez topped his Master in Development Economics at Williams College in Massachusetts, USA (1988) and finished his AB Economics degree at the University of the Philippines, Diliman (1981).



## PANELIST

H.E. Enggartiasto Lukita

Minister of Trade, Indonesia

Mr Enggartiasto Lukita has been appointed as the Minister of Trade of Republic of Indonesia since July 2016. He finished his study on Language and Arts at the University of Education Indonesia while he was very active in a number of organizations. He started his career in the real estate of which he was a commissioner in a number of companies, then developed his own businesses in this sector. He was the Chairman of Real Estate Indonesia from 1992 to 1995.

Mr Lukita has been widely known as a competent Parliament Member. He was a representative of Golongan Karya Party in 1997-1999 and 2004-2009. But, he decided to join an emerging party of Nasional Demokrat of which he was appointed as the Head of International Relations in 2009-2014.

The combination of his rich experiences in politics and businesses, his hard work, his commitments to achieve targets within the set timeline and budget, his attention to improve human resource, and his strong passion to develop Indonesia has resulted a significant improvement in Indonesia's trade during his tenure. Mr Lukita has been appraised as the Minister of Trade for his achievement in maintaining the stability of food prices throughout his tenure, and Indonesia's trade recorded a surplus of USD 10.9 billion between January and September 2017 with an annual increase of 17% in exports of non-oil and gas. Indonesia is currently also very active in engaging in a number of bilateral and regional trade agreements.



## PANELIST

H.E. Pan Sorasak

Minister of Commerce, Kingdom of Cambodia

Sorasak Pan is the Secretary of State at the Ministry of Commerce of the Royal Government of Cambodia responsible for international co-operation for trade and the implementation of trade sector-wide approaches (Trade SWAp) policy. He is the national focal person for the Enhanced Integrated Framework and in charge of Trade Development in the Sub-Steering Committee for Trade Development and Trade-Related Investment. He is the Vice Chairman of the National Committee for the development triangle between Laos and Vietnam. He leads the drafting of an e-Commerce law. Prior to this, Mr. Pan occupied the same position at the Offices of the Council of Ministers/Prime Minister's Office, and was the Chief Technical Consultant to the National Election Commission on electoral processes during the election of 1998.



# 02 PLENARY SESSION

## Urbanisation & Infrastructure in ASEAN: How to achieve sustainable development?

### ABOUT THE SESSION

This panel will examine some of the challenges facing ASEAN as further economic development puts pressure on both existing infrastructure and the need to put more infrastructure in place. With 90 million more people likely to move into cities in the next 10 to 15 years across Southeast Asia, how can cities remain liveable

and environmentally friendly? Can technology play a bigger role in improving lives, reducing the impact on the environment, easing transportation needs? And how can the region afford to plug the infrastructure funding gap?



### ABOUT THE MODERATOR

Tay Woon Teck

Managing Director, RSM Risk Advisory



Woon Teck is currently Managing Director of our Risk Advisory division. He works closely with Boards and the C-suite in designing a risk management framework that links corporate strategies to risk management activities, corporate governance and internal control activities.

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**PANELIST**  
Martin Hayes

President, SEA for Robert Bosch

Mr. Hayes is President, SE Asia for Robert Bosch, as well as Vice Chairman of the EU-ASEAN Business Council, a board member of the Singapore International Chamber of Commerce and Chairman of SICC's ASEAN committee; as well as a board member of the Singapore-German Chamber of Industry and Commerce and Chairman of its Automotive Committee Roundtable.

Mr. Hayes joined the Bosch Group in Germany in 1987. Over the past 25 years, he has worked in Germany, the United Kingdom, and Thailand before arriving in Singapore. Martin Hayes has been the President of Bosch for SE Asia, as well as the Managing Director of Bosch for Singapore since 2011. Up until October 2014, he was also the Managing Director of Bosch in Malaysia. Mr. Hayes was formerly Executive Vice President at Bosch Automotive Thailand, responsible for automotive Original Equipment sales to customers in SE Asia and Australia. He was also a director of the Board since January 2006. Mr. Hayes studied Electrical and Electronic Engineering at Portsmouth University, where he obtained a 1st class honours degree.



**PANELIST**  
Herry Cho

Head of Sustainable Finance ASEAN, ING Bank

Ms. Herry Cho provides multi-product capital structuring solutions to corporate clients. Her team advises senior management in strategic balance sheet optimisation for scenarios such as mergers & acquisitions, significant organic growth, restructuring, and funding cost optimisation.

As the sustainability lead for ING Bank Asia she has successfully implemented cross-product projects to enable and finance our clients' sustainable transitions, and to support ING's own sustainability. Ms. Cho is the creator and founder of Sustainable Finance Collective Asia ("SFC Asia") on behalf of ING, a collaborative funding platform bringing together financial institutions and professional expert firms to fund more sustainable projects in Asia. SFC Asia will be launched at the Responsible Business Forum on 22 November.

A passionate advocate of freshwater security, she authored a white paper titled, "Water: Asia's Number One Struggle of the 21st Century" in 2015. Ms Cho was recently selected as ING Group's candidate for Young Global Leader nomination (of World Economic Forum).



**PANELIST**  
Hicham Abel

Senior Vice President, BASF Construction Chemicals Asia Pacific

Prior to joining BASF Construction Chemicals, Hicham was the CEO of Fosroc from June 2015 to March 2017, covering Dubai and Singapore. He has experience as Group Managing Director in both the Middle East and Asia Pacific with Exova Group Plc from 2015 - 2017, and Regional Managing Director at Air Liquide in the Middle East before that from 2013 - 2015.

Hicham was born in Lebanon in 1974. He studied Power Engineering at Ecole Des Mines de Nantes and received his PhD degree in 1998. In 2005 Hicham received his second Ph. D. in International Relations and Diplomacy École des Hautes Études Internationales, CEDS, France.



**PANELIST**  
Wong Heang Fine

Group Chief Executive Officer, Surbana Jurong

Mr Wong Heang Fine is the Group CEO of Surbana Jurong Private Limited, Asia's consultancy powerhouse for urban, infrastructure and engineering solutions with projects in 51 countries across 207 cities and over 4,000 employees from 40 nationalities in 26 offices across Asia, Africa and the Middle East.

Mr Wong held several key leadership positions prior to this appointment. He was the CEO of CapitaLand Singapore Limited (Residential) and CapitaLand GCC Holdings, and also the Country CEO in charge of developing CapitaLand's business in the Gulf Cooperation Council (GCC) region. Mr Wong was also appointed CEO of Capitala, a joint venture company between CapitaLand Singapore and Mubadala Development Company, UAE.

Prior to this, he was President & CEO of SembCorp Engineers and Constructors Pte Ltd (SEC) [now known as Sembawang Engineers and Constructors] and was instrumental in advancing the company's engineering and construction business in South Asia.

He joined Cathay Organisation Pte Ltd in 1998 as its Deputy President and helped realize the company's 40-year ambition of going public by utilizing a reverse takeover strategy through IMM Multi-Enterprise (IME) which was listed on SESDAQ. A year later, he was appointed as President & CEO of Cathay Organisation Holdings.

# 03 PLENARY SESSION

## Advancing the Digital Economy in ASEAN

### ABOUT THE MODERATOR

Adam Schwarz

CEO, Asia Group Advisers



Adam Schwarz is Founder and Chief Executive Officer of Asia Group Advisors, where he counsels senior executives on business opportunities in key Southeast Asian markets and how to effectively manage political, economic, and security risks. Based in Southeast Asia since 1987, Mr. Schwarz has a deep set of relationships with business, political and civil-society leaders across the region and is considered a leading global authority on Indonesia.

From 2001 to 2013, Mr. Schwarz worked for McKinsey & Company in Southeast Asia where he served private and public sector clients in the energy, telecom, agribusiness, and financial sectors. He advised clients on corporate strategy, organizational change, board governance, strategic communications, and regional economic integration. He was one of the global leaders of McKinsey's Sustainability and Resource Productivity practice, where he supported clients on green business opportunities, renewable energy, sustainability standards, and climate change policy.

Prior to joining McKinsey, Mr. Schwarz worked as correspondent and bureau chief in Indonesia, Hong Kong, Thailand, and Vietnam for the Far Eastern Economic Review. He is considered a leading

authority on the political dynamics in Southeast Asia, and is author of A Nation in Waiting, a highly acclaimed work on contemporary Indonesian history.

Mr. Schwarz has served as advisor to the U.S. State Department, Defense Department, the World Bank, and the Comprehensive Partnership between Indonesia and the United States. He is a member of the U.S. Council on Foreign Relations and the Board of Governors of AmCham Indonesia. He currently serves on the Board of Advisors for both the Jakarta-based Centre for Public Policy Transformation and the Washington, DC-based U.S.-Indonesia Society (USINDO). He is an Adjunct Senior Fellow at the Rajaratnam School of International Studies (RSIS) in Singapore, where he lectures on political, economic and security issues across Southeast Asia.

He was awarded a Luce Scholar fellowship from the Henry Luce Foundation, and was the 1997-98 recipient of the prestigious Edward R. Murrow Fellowship at the Council on Foreign Relations. Schwarz graduated from Duke University with a Bachelor of Arts degree in Economics and holds an MBA degree in International Business from Columbia University where he was awarded a University Fellowship for Professional Achievement.

### ABOUT THE SESSION

The Digital Economy is the latest buzz phrase. But what does it really mean for ASEAN? And how can the region reap the full benefits of new technologies and the increase in e-Commerce? What is the best way to balance the desire to make the most use of data with the need to protect rights of consumers and concerns over Cybersecurity? How can the digital economy be used to promote financial inclusion, open up new markets, and boost trade and commerce?



### PANELIST

Jeff Paine

Managing Director,  
Asia Internet Coalition

Jeff is a Singapore-based professional with more than 20 years' experience at leading multinational corporations including Visa, Microsoft, Reuters and the Royal Bank of Canada. He has been based in Singapore for more than 18 years and has held regional roles covering Southeast Asia for more than ten years. In 2014, he established PS-engage, his own government relations consulting firm. PS-engage works with leading IT, e-commerce, finance and payment companies to provide guidance on constructive engagement with governments and to assist with regulatory and policy work. He is currently the Managing Director of the Asia Internet Coalition.

Jeff has a B.A. in Economics from the University of Western Ontario in Canada and an MBA in Finance from Rutgers University in the U.S.A. He also attended the Kennedy School of Government at Harvard University where he has completed a diploma program on Innovations in Governance.



### PANELIST

Datuk Zainal Amanshah

CEO, InvestKL

Zainal Amanshah was appointed Chief Executive Officer of InvestKL in 2011. InvestKL is tasked by the Malaysian Government to attract 100 of the world's largest multinationals to invest in the Greater Kuala Lumpur area by 2020.

With more than 22 years of experience in the private sector, Zainal has held senior positions in multinationals, Malaysian companies and start-ups. Prior to joining InvestKL, he was the Group CEO of REDtone, a Malaysian public listed telecommunications provider. He was also one of the company's founders.

In the course of his career, Zainal has familiarised himself with many industries such as banking, insurance, oil & gas, automotive and manufacturing. He is also well versed with the public sector especially with regards to foreign investment.

Zainal graduated with Bachelor of Science (Electronic Engineering) from the University of Kent, United Kingdom in 1989. He has attended several Executive Programs, namely the Harvard Premier Business Management Program in 2007 and the Wharton School of Finance Program.



### PANELIST

Eddie Haddad

Managing Director, APAC, SWIFT

Edward (Eddie) Haddad is the Managing Director of SWIFT, Asia Pacific and leads the commercial activities of SWIFT in the region, serving some 1800 customers comprising Market Infrastructures, Financial Institutions and Corporations across six sub regions (China, North Asia, Japan, ASEAN, Oceania and the Indian Subcontinent). He also manages SWIFT's Compliance, Corporate Sales and Alternative Sales teams in the region.

With more than 20 years' experience in the financial services industry, Eddie has held a variety of leadership roles across multiple disciplines, including sales, marketing, business development, finance and operations in IT, Financial Services and Media organizations.

He has extensive knowledge of the Asia Pacific markets, where he has been living and working for more than 15 years. He is a member of Institute of Chartered Accountants in Australia, also serving as Director of SWIFT India Domestic Services Pvt Ltd. He holds a Bachelor's Degree in Business & Finance from Monash University.



### PANELIST

Abdul Raof Latiff

Head of Digital, Institutional Banking Group  
DBS Bank

Raof Latiff is responsible for the delivery of the bank's digital agenda across the Institutional Banking Group. He plays a strategic role to further strengthen the bank's digital suite of products and services for large corporate customers and small business owners.

Raof was the former Regional Head of Product Management, Global Liquidity and Cash Management, Asia at HSBC, based in Hong Kong where he managed a group of Regional Product Management Teams and product delivery in Asia across 19 countries. His teams solely focused on product suites covering the entire Corporate and Financial Institution client base. Prior to HSBC, Raof spent 10 years at JPMorgan Chase & Co with his last role as the Regional Head of ASEAN for the Treasury Services group. Prior to that, Raof spent 10 years at the Citibank Asia Pacific Regional office and Citibank Malaysia where he was responsible for a number cash products, internet banking and eCommerce channels.

Raof holds a Bachelor of Commerce in Information Systems from Curtin University, Western Australia and a MBA from University of Leicester, United Kingdom.



### PANELIST

Claus Andresen

President, South East Asia, SAP

Claus Andresen is the President and Managing Director for SAP Southeast Asia (SEA). He is responsible for business strategy, operations, P&L, and sustainable growth for SAP across SEA, building on SAP's success in its 28-year establishment in the region. He leads high-performing teams across Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam and other emerging markets in SEA.

Having been with SAP for 15 years, Andresen has a wealth of experience in managing large scale and multi-complex business transformations and IT programs for SAP customers in the Hi Tech and Retail industry all with the focus on business optimization.

He is passionate about helping governments and businesses achieve their aspirations by leveraging technology.

# 04 PLENARY SESSION

## Driving more FDI to ASEAN

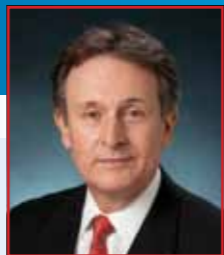
### ABOUT THE SESSION

With FDI to ASEAN falling by 20 per cent in 2016, and falling for the second year running, what is the region doing to arrest the trend? Is this something to be concerned about, or are the falls due to one off factors? Representatives from some of the region's more prominent investment agencies will discuss their plans to boost FDI flows to their countries, whilst businessmen will explain what they look for when making investment decisions and how they see ASEAN's future as a destination for future investments.

### ABOUT THE MODERATOR

**Don Kanak**

Chairman, EU-ASEAN Business Council



Don Kanak is the Chairman of Eastspring Investments, the Asia investment organisation of Prudential plc which is one of Asia's leading retail asset managers with US\$170 billion in assets under management (as at 30 June 2017). Don is also Chairman of Prudence Foundation Ltd., the community engagement arm of Prudential in Asia.

Don is based in Hong Kong and has lived and worked in Asia for over 28 years. From 2008 to January 2016, Don served as Chairman of Prudential Corporation Asia, and from 1992 to January 2006, he served in a number of senior positions at American International Group (AIG), ultimately as Executive Vice Chairman and Chief Operating Officer of AIG.

In 2011-12, Don chaired the World Economic Forum's Global Agenda Council on Insurance and Asset Management and is currently a member of its Council on Southeast Asia. He is also a member of the Council on Foreign Relations.

Don is a Senior Fellow of the Harvard Law School Program on International Financial Systems. He is a Trustee of WWF-Hong Kong, and serves on the National Council of WWF-U.S.

Don holds a J.D. with honours from Harvard Law School and an M.Litt in Management Studies from University of Oxford (U.K.), and a B.A. with highest honours in Economics from the University of North Carolina-Chapel Hill, and currently chairs the UNC Global Leadership Council.



**PANELIST**  
**Thomas Lembong**

Chairman, BKPM,  
Indonesia

Thomas Lembong is the Chairman of Indonesia Investment Coordinating Board (BKPM). He was formerly Minister of Trade of Indonesia from August 2015 to July 2016.

He was a Co-Founder, Chief Executive Officer, Managing Partner, and Partner at Quvat Management Pte Ltd, a private equity fund which was established in 2006. He also served as President Commissioner at PT Graha Laya Prima Tbk (BlitzMegaplex) since 2012.

Mr Lembong was employed in Principia Management Group. He also worked in the Equity Division of Morgan Stanley (Singapore) from 1995 to 1996 and has served as an Investment Banker for Deutsche Securities Indonesia from 1999 to 2000. He served as Division Head and Senior Vice President at the Indonesian Bank Restructuring Agency (IBRA) from 2000 to 2002 and served at Farindo Investments from 2002 to 2005.

He received a Bachelor's degree (Bachelor of Arts) majoring in Architecture and Urban Design from Harvard University in 1994. He also was elected as Young Global Leader (YGL) by the World Economic Forum (WEF) in 2008.



**PANELIST**  
**Chng Kai Fong**

Managing Director, Economic Development Board, Singapore

Mr Chng was appointed Managing Director of the Singapore Economic Development Board on 2017.

He was the Principal Private Secretary to the Prime Minister from 2014 to 2017. Before, he was Director of Communications Group at the Prime Minister's Office, where he oversaw strategic communications and coordinated communications strategy across Government agencies. He was also Director of Resource Industry at the Ministry of Trade Industry, where he coordinated the Government's efforts to drive productivity growth, and Director of the Institute of Public Sector Leadership. Mr Chng also served in the Ministry of Home Affairs, and the Ministry of Information and Communications. Mr Chng was also seconded from 2008 to 2010 as a Senior Management Consultant to Shell in its Downstream Strategy Division.

Mr Chng graduated from the University of Cambridge with a Masters in Engineering in 2001, specialising in signal processing. He is also a Sloan Fellow with a Master of Science in Management from Stanford University's Graduate School of Business.



**PANELIST**  
**Gordon French**

Head of Global Banking and Markets, Asia-Pacific, HSBC

Gordon French is the Head of Global Banking and Markets for Asia-Pacific at HSBC. He is based in Hong Kong and is responsible for all GBM's businesses in the region: Global Banking, Global Markets, Securities Services, Global Liquidity and Cash Management and Balance Sheet Management.

Gordon joined HSBC in 1988 with Wardley Australia in its Futures division. He subsequently held senior positions in the Global Markets business in Singapore and London, before moving to Hong Kong in 2005 as Head of Sales and Regional Treasury Management, Global Markets, Asia-Pacific. He was appointed Head of Global Markets for Asia-Pacific in 2010 and promoted to his current position in 2013.

Gordon holds a Bachelor of Commerce degree from The University of Melbourne.



**PANELIST**  
**Pier-Luigi Sigismondi**

President SEEA, Unilever

As the President of Unilever South East Asia and Australasia (SEEA), Pier Luigi Sigismondi is responsible for the total performance of one of Unilever's largest and fast-growing regions SEEA; which encompasses 11 markets and a large portfolio of leading personal care, homecare, refreshment and food brands. Pier Luigi is integral to the strategic development and delivery of Unilever's Sustainable Living Plan for driving long-term business value in the region.

After completing his Masters of Science from the Georgia Institute of Technology, Atlanta in 1990, Pier Luigi started his career with Booz Allen & Hamilton, followed by management consultancy AT Kearney in 1997 and Vice President of Corporate Operations Strategies, Nestle SA based in Switzerland in 2002. He joined Unilever in September 2009 as Chief Supply Chain Officer where he led the global operation comprising 240 industrial sites across 190 markets around the world. He was accountable for Unilever's end-to-end value chain and created one of the best Supply Chains in the FMCG industry, before moving to his current role as President of Unilever SEEA.



**PANELIST**  
**Dato' Azman Mahmud**

CEO, Malaysian Investment Development Authority (MIDA)

Dato' Azman Mahmud was appointed CEO of MIDA in 2014. He holds a degree in Engineering from Universiti Putra Malaysia and has attended several senior management programs, namely the Harvard Business School and INSEAD.

Azman began his civil service career in MIDA in 1989, spending 25 years with MIDA in various leadership positions in the US, Japan, and Malaysia covering promotion strategy and manufacturing and services growth, where he played a significant role in promoting investments into Malaysia.

He has been actively involved in many initiatives to promote investments into the country including in trade and investment (T&I) missions to many countries worldwide.

# EU-ASEAN TRADE & INVESTMENT STATISTICS 2018

**#1** EU is the largest source of FDI into ASEAN

Europe is still ASEAN's 2nd largest trading partner **#2**

ASEAN is Europe's **3rd** largest trading partner

outside of Europe, with exports to the EU amounting to €118bn in 2016 or 15% of ASEAN's total exports.

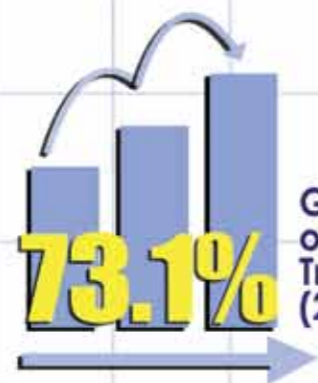


**\$32.2Bn**

EU's FDI into ASEAN (2016)  
Representing a 46% increase in FDI from the EU to ASEAN over 2015. EU FDI to ASEAN is more than that of the United States and Japan combined.

**€1893Bn**

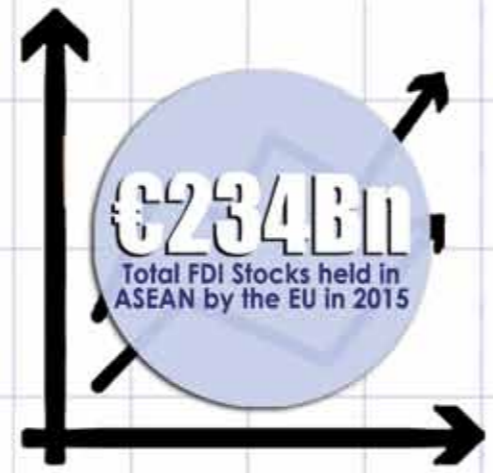
worth of EU-ASEAN Trade in Goods (2005-2016) making the EU consistently the ASEAN's second largest trading partner. Trade & services in 2015 added a further €80.1bn to the trade relationship.



Growth rate of EU-ASEAN Trade in Goods (2005 to 2016)



**13.5%** of ASEAN's global trade is from Europe



**€234Bn**  
Total FDI Stocks held in ASEAN by the EU in 2015



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# PARTNERS AND SPONSORS

## PLATINUM SPONSOR



Prudential Assurance Company Singapore (Pte) Ltd is one of the top life insurance companies in Singapore, serving the financial and protection needs of customers for 87 years. We have been trusted partners in some of their biggest life decisions - how to protect their families against life's uncertainties, save enough for their children's education and plan for retirement. Through our 4,600 financial consultants and bancassurance partners, we provide our customers with a comprehensive suite of protection, medical and savings solutions, and consistent delivery of quality service and advice.

As a major employer in the insurance industry and asset manager in the Singapore market, Prudential contributes to the stability of our financial system and economy. In testament to our financial strength, we are the only life insurer in Singapore to have been awarded an AA Financial Strength Rating by Standard & Poor's, with S\$35.4 billion funds under management as at 31 December 2017.

Transforming into a progressive, future-ready organisation is a priority for Prudential as the financial services industry continues to evolve rapidly. We are committed to nurturing a future-ready workforce that is equipped with the right mindset and skillset to drive our business in the digital economy. To ensure that we are future-fit, we are helping our workforce upskill with new tools and training. Alongside this, we are changing the way we serve customers using a customer-centric approach enabled by technology. In this way, we are redefining the customer experience from purchase and after-sales care, to claims and communications. Through innovation and collaboration with the communities around us, we continue to make insurance simpler and more accessible for everyone.

## SILVER SPONSOR



SWIFT is a global member-owned cooperative and the world's leading provider of secure financial messaging services. We provide our community with a platform for messaging, standards for communicating and we offer products and services to facilitate access and integration; identification, analysis and financial crime compliance. Our messaging platform, products and services connect more than 11,000 banking and securities organisations, market infrastructures and corporate customers in more than 200 countries and territories, enabling them to communicate securely and exchange standardised financial messages in a reliable way. As their trusted provider, we facilitate global and local financial flows, support trade and commerce all around the world; we relentlessly pursue operational excellence and continually seek ways to lower costs, reduce risks and eliminate operational inefficiencies. Headquartered in Belgium, SWIFT's international governance and oversight reinforces the neutral, global character of its cooperative structure. SWIFT's global office network ensures an active presence in all the major financial centres.

## BRONZE & AUDIO PARTNER



**BOSCH**  
Invented for life

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). In 2016, the company generated sales of 73.1 billion euros. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to create solutions for a connected life, and to improve quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 450 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs 59,000 associates in research and development.

## BRONZE SPONSOR



With its three brands BMW, MINI and Rolls-Royce, BMW Group is the world's leading premium manufacturer of automobiles and motorcycles, BMW Group also provides premium financial and mobility services, operates 30 production and assembly facilities in 14 countries, and has a global sales network in more than 140 countries. BMW Group Asia, celebrating its 30th anniversary in 2015, is the regional office overseeing 13 markets across East Asia – Singapore, Vietnam, Philippines, Indonesia, Brunei, Bangladesh, Sri Lanka, Tahiti, Guam, New Caledonia, Laos, Cambodia and Myanmar, for both BMW and MINI brands.

It plays the role of a business incubator for the importer markets and introduces product and technology that best caters to customers' needs in this part of the world. BMW Group Asia is also a regional hub for strategic corporate functions like the BMW Group Treasury Centre and Information Management Services that support the BMW Group across the Asia Pacific region. In 2016, BMW Group celebrated its centenary in 2016 – under the motto THE NEXT 100 YEARS. As the centenary year progresses, BMW Group continues to focus first and foremost on the future, exploring the question of what individual mobility will look like over the coming decades. The BMW Group believes that over the next ten years alone, the automotive industry will change faster than it has over the last thirty. The reasons for this transformation are already apparent today and include burgeoning urbanisation and the ever-increasing influence of technology on our everyday lives and work.

**BRONZE SPONSOR**

A Leader Born and Bred in Asia

DBS is a leading financial services group in Asia, with over 280 branches across 18 markets. Headquartered and listed in Singapore, DBS has a growing presence in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings, is among the highest in the world.

DBS is deeply immersed in furthering its digital transformation agenda. This has been an all-encompassing journey, whether it is changing the culture and mindsets of our people, re-architecting our technology infrastructure, or leveraging big data, biometrics and artificial intelligence to make banking simple and seamless for customers.

DBS' efforts to be at the forefront of banking innovation have been widely recognized. The bank was named "World's Best Digital Bank" by Euromoney and Best in the World for Digital Distribution by Efma Accenture. The bank has also been recognised for its leadership in the region, having been named "Asia's Best Bank" by several publications including The Banker, Global Finance, IFR Asia and Euromoney since 2012. In addition, the bank has been named "Safest Bank in Asia" by Global Finance for nine consecutive years from 2009 to 2017.

**BRONZE SPONSOR**

Mundipharma is a network of independent associated companies which are privately owned entities covering pharmaceutical markets in Asia-Pacific, Latin America, Middle East and Africa. The headquarters for these territories is in Singapore. Mundipharma is a prime example of a company that consistently delivers high quality products while standing by the values that represent the company. Our mission is to alleviate the suffering of patients and to substantially improve their quality of life. Mundipharma is dedicated to bringing to patients the benefit of novel treatment options in fields such as pain, oncology, oncology supportive care, ophthalmology, respiratory disease and consumer healthcare.

**BRONZE SPONSOR**

UPS (NYSE:UPS) is a global leader in logistics, offering a broad range of solutions including the transportation of packages and freight; the facilitation of international trade, and the deployment of advanced technology to more efficiently manage the world of business.

Headquartered in Atlanta, Georgia in the United States, UPS delivers more than 20 million packages and documents each day to about 10 million customers, in more than 220 countries and territories. Today, UPS Asia Pacific employs more than 14,000 people and operates a delivery fleet of over 1,800 vehicles.

**LANYARD SPONSOR**

Sunseap Group is the leading solar energy system developer, owner and operator in Singapore. It operates through three key units: Sunseap Leasing, Sunseap International and Sunseap Energy. Sunseap Leasing is the first and largest solar leasing company in Singapore. Sunseap International targets markets in the South East Asian and Pacific regions. These include a 140 MegaWatt-peak (MWp) solar farm in India, a 10 MWp solar farm in Cambodia, operations in Malaysia and active development work in Thailand, Vietnam, the Philippines and other markets. Sunseap Energy provides clean energy solutions utilising off-site arrangements by drawing on solar systems within the Group's portfolio of distributed generation assets.

**BOOTH SPONSOR**

Atlas Copco is a world-leading provider of sustainable productivity solutions. The Group serves customers with innovative compressors, vacuum solutions and air treatment systems, construction and mining equipment, power tools and assembly systems. Atlas Copco develops products and services focused on productivity, energy efficiency, safety and ergonomics. The company was founded in 1873, is based in Stockholm, Sweden, and has a global reach spanning more than 180 countries. In 2017, Atlas Copco had revenues of BSEK 116 (BEUR 12) and about 47 000 employees. Learn more at [www.atlascopcogroup.com](http://www.atlascopcogroup.com).

**PR PARTNER**

EASTWEST Public Relations is an independent agency specializing in integrated PR, digital and social media communications. Established in 1995, the history of EASTWEST has mirrored the development of Asia as a regional economic power, starting in Singapore and now having regional presence in Asia. EASTWEST represents clients ranging from high-tech start-ups to consumer electronics company to professional service firms in Asia - and beyond. Working with a world-wide network of partners, we have helped over 500 clients become recognized in 12 Asian countries.

Company vision: To help our clients get noticed so that they can achieve their goals

Company mission: To build a vital consultancy that adds value by being a key part of the communications process for our clients and enhances the quality of life for those who work with us, the communities in which we live, and the environment that supports us.

**ONLINE MEDIA PARTNER**

The ASEAN Post is a technology-driven digital media organisation headquartered in Kuala Lumpur. We focus on generating insightful analytical content that is relevant to the fastest growing region in the world - Southeast Asia. We provide deep insights, accurate analysis and valued expert opinions for the region as it levels up to face the challenges of the 'Fourth Industrial Revolution'. Our exclusive collaborations with key industry players, tech evangelists, noted academics, global and regional think tanks, and ASEAN lawmakers empowers us to produce concise, data-driven content with infographics and visuals in areas like Geopolitics, Markets, Energy (Renewables), Technology and the Environment (Climate Change) for the region's 630 million citizens and the larger global audience.

**EVENT COMPANY**

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We are a full-service hospitality solutions provider that specializes in the planning and execution of tailor-made corporate events.

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Our specialties: MICE & congress planning, Product launches and media events, Corporate celebrations & gala, Regional/off-site meetings, Team building activities, 3D concept creation, Multimedia event solutions and Creative conceptualization.

# SUPPORTING PARTNERS



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Email: info@adb-dutchcham.sg



## Belgium Luxembourg Business Group (BLBG)

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Email: secretary@blbg.org.sg



## British Chamber of Commerce

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Website: britcham.org.sg  
Email: Info@britcham.org.sg



## Singaporean-German Chamber of Industry and Commerce

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#03-105, German Centre  
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Website: sgc.org.sg  
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## French Chamber of Commerce in Singapore

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Email: admin@fccsingapore.com



## Irish Chamber of Commerce Singapore

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Singapore 238881  
Website: http://irishchamber.com.sg/  
Email: ed@irishchamber.com.sg



## ICCS – Italian Chamber of Commerce and Industry

160 Robinson Road  
SBF Center #20-05  
Singapore 068914  
Website: http://www.italchamber.org.sg/  
Email: andrea.a@italchamber.org.sg



## NBAS – Norwegian Business Association Singapore

16 Raffles Quay  
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Website: http://nbas.org.sg/  
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## Swedish Chamber of Commerce Singapore

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Email: info@swedcham.sg



## SwissCham Singapore

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Email: office@swisscham.sg



## ASEAN CSR Network

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Singapore 089315  
Website: asean-csr-network.org  
Email: info@asean-csr-network.org



## EABC - Chamber of commerce in Bangkok, Thailand

208 Wireless Building  
Wireless Rd Lumpkini,  
Pathum Wan,  
Bangkok 10120, Thailand  
Website: http://www.eabc-thailand.eu/  
Email: members@eabc-thailand.eu



## ECCP 40 – European Chamber of Commerce of the Philippines

19th Floor,  
Philippine AXA Life Centre,  
Sen. Gil J. Puyat Avenue cor. Tindalo St.,  
Makati City,  
1200 Metro Manila, Philippines  
Website: www.eccp.com  
Email: info@eccp.com



## ECCIL Laos – European Chamber of Commerce and Industry of Laos

Villa Inpeng, Located No 74, Inpeng street,  
Watchan Village Vientiane capital,  
P.O. Box11781 Chanthabouly District, 1000  
Website: eccil.org  
Email: contact@eccil.org



## EU- MCCI – EU-Malaysia Chamber of commerce and Industry

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Menara Atlan,  
161B Jalan Ampang,  
50450 Kuala Lumpur, Malaysia  
Website: eumcci.com  
Email: eumcci@eumcci.com



## European Chamber of Commerce in Vietnam

Hanoi Office  
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40 Cat Linh, Ha Noi  
Website : www.eurochamvn.org  
Email: info-hn@eurochamvn.org



## Global Compact Network Singapore

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160 Robinson Road #06-01  
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## Invest KL Malaysia

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Jalan Stesen Sentral 5,  
Kuala Lumpur Sentral,  
50623 Kuala Lumpur, Malaysia.  
Website: investkl.gov.my  
Email: info@investkl.gov.my



## NZ Chamber (Singapore) – New Zealand Chamber of Commerce (Singapore)

1 George Street #21-04  
Singapore 049145  
Website: https://www.nzchamber.org.sg/  
Email: info@nzchamber.org.sg



## RAS – Restaurant Association of Singapore

2985 Jalan Bukit Merah  
Singapore 159457  
Website: ras.org.sg/  
Email: zac.low@ras.org.sg



## REDAS - Real Estate Developers' Association of Singapore

190 Clemenceau Avenue #07-01  
Singapore Shopping Centre  
Singapore 239924  
Website: http://www.redas.com/  
Email: redas\_secretariat@redas.com



## SICCI – Singapore Indian Chamber of Commerce & Industry

31 Stanley Street  
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Website: sicci.com  
Email: sicci@sicci.com



## SICC – Singapore International Chamber of Commerce

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Website: www.sicc.com.sg/  
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## Singapore Manufacturing Federation - Enterprise Europe Network Singapore

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Email: contact@smfederation.org.sg



## SPETA – Singapore Precision Engineering And Technology Association

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Email: admin@speta.org

## UK-ASEAN BUSINESS COUNCIL

### UK-ASEAN Business Council

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## VietCham Singapore – Vietnam Chamber of Commerce

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