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Centre of Expertise on Asia

**Asia House**  
63 New Cavendish Street  
London W1G 7LP

# ASEAN STRATEGY

*Seizing the new regional opportunity*

## Signature Conference

Friday 12 June 2015



**#AHASEAN15 @asiahouseuk**  
[www.asiahouse.org](http://www.asiahouse.org)

In partnership with



# PROGRAMME

**08.30 am – Registration of participants**

**09.00 am – Welcome remarks by Michael Lawrence, Chief Executive of Asia House**

**09.05 am – Introductory remarks by Paul Nichols, Seconded Partner at KPMG Singapore**

KPMG will launch its report *MNCs in Southeast Asia: The view of multinationals in ASEAN* at the conference. The report, which shares take-away points from the CEOs of 10 multinational (MNCs) in the ASEAN\* region, is a response to the ASEAN Economic Community (AEC) and its impact on the business environment.



**Paul Nichols, Seconded Partner at KPMG Singapore** [@KPMG](#)

Paul moved from London to Singapore in March 2014 to oversee key client relationships across Asia Pacific on some of KPMG's largest multinational accounts. He spends much of his time travelling throughout the region meeting with local colleagues and clients alike, gaining valuable insights for discussion at regional and group level. Before moving to Singapore Paul spent 18 years with the firm, largely in audit and mainly on the group audits of FTSE 20 companies.

**09.15 am – ASEAN IN THE SPOTLIGHT**

ASEAN is an exciting growing market. With high-growth rates, a youthful labour force and a vibrant rising middle class, the region is attracting global attention. How will global and regional trends reshape the environment for growth in future?

Keynote remarks by **Le Luong Minh, Secretary-General of ASEAN** [@ASEAN](#)



Prior to assuming the post of ASEAN Secretary-General, HE Le Luong Minh was Vietnam's Deputy Minister for Foreign Affairs. Nominated by the Government of Vietnam, Minh was endorsed by the ASEAN Leaders as ASEAN Secretary-General for 2013-2017. From 2004 to 2011, he was concurrently Vietnam's Permanent Representative to the United Nations, Assistant Minister for Foreign Affairs from August 2007 to December 2008 and Deputy Minister for Foreign Affairs from December 2008 to June 2011.



\*The Association of Association of Southeast Asian Nations (ASEAN) comprises Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

## 09.30 am SESSION I – MULTINATIONALS IN ASEAN: GOING MULTI-LOCAL

ASEAN markets represent a golden opportunity for business growth. With a population of more than 600 million people and a combined GDP that exceeds US\$ 2 trillion, ASEAN is not only a major hub for manufacturing and trade, but has become one of the fastest-growing consumer markets. The end-2015 deadline for the realisation of the AEC is around the corner, promising to transform the 10-nation group into a dynamic region with free movement of goods, services, investment, skilled labour and capital. What does the future of the ASEAN Economic Community (AEC) hold for industry? How can companies adapt their regional strategies to capitalise on the opportunities that a more integrated market would present? What are the main barriers? How can foreign multinational harness global and regional partnerships for business growth?

### Speakers:



**Jonathan Asherson, Regional Director of ASEAN and Pacific at Rolls-Royce**  
@rollsroyce

Jonathan is Regional Director for Rolls-Royce SE Asia covering activities in the company's four core sectors: civil aerospace, defence aerospace, marine and energy. Before moving to Singapore, he was Regional Executive for Rolls-Royce in Kuala Lumpur, Malaysia. He joined Rolls-Royce from Siemens AG, where he was Head of the Regional Competence Centre for Industrial Power, Asia Pacific having worked for Siemens in Germany, the USA, China and Malaysia for 15 years.



**Klaus Landhaeusser, Regional Head for External Affairs and Government Relations at Robert Bosch South East Asia** @BoschGlobal @BoschUK

Klaus has worked at Robert Bosch South East Asia for over 10 years. The Bosch Group is a leading global supplier of technology and services. Its operations are divided into four business sectors: Automotive Technology; Industrial Technology; Consumer Goods; and, Energy and Building Technology.



**Noriyuki Sato, Executive Vice President & Executive Coordinator of Mitsui & Co. Europe**

Noriyuki Sato is currently Vice President of Mitsui & Co. Europe, a leading Japanese trading and industrial firm. Prior to this he was Head of Risk Management at IHH Healthcare Berhad (Malaysia), a leading international provider of premium healthcare services in markets where the demand for quality healthcare is growing rapidly, specifically in Asia and Central & Eastern Europe.



**Min Yih Tan, General Manager for Global Retail & Commercial Strategy at Shell** @Shell

Min Yih was appointed as General Manager, Retail & Commercial Strategy with effect from December 2014. As the incumbent GM, Retail Strategy since January 2013, he has assumed the additional responsibility for GC Strategy. He is a member of the Global Retail Leadership Team, the Global Commercial Leadership Team and the Downstream Strategy Leadership Team.

### 10.30 am Coffee break

## 11.00 am SESSION II – NAVIGATING INCREASING COMPETITION

Competition in ASEAN is heating up. As China moves up the value chain, global attention has switched to the growth potential of Southeast Asian economies. Investors and MNCs are increasingly turning their gaze to the dynamic markets in ASEAN. Some have already started integrating cheaper ASEAN production into their China business model. Korean and Japanese firms are sharpening their focus on the region, but Chinese companies are also increasingly showing a strong interest, especially on infrastructure development. As MNCs broaden their perspectives beyond China, what are the crossover opportunities and the challenges that lie ahead? How can business leaders prepare to manage increasing competition for labour, capital and investment?

### Speakers:



**Tom Homer, CEO EMEA and Americas at Telstra**  @Telstra\_Global

Tom is responsible for developing and driving the business strategy across EMEA and the Americas at Telstra, an industry-based telecommunications services and solutions business. A senior technology services executive with more than 20 years' experience in IT and telecommunications, Tom joined Telstra from Reliance where he was Managing Director.



**Jon Nyman, Member of EU Trade Commissioner Cecilia Malmström's Cabinet, responsible for ASEAN**  @jon\_nyman @MalmstromEU

Jon is a Member of Cecilia Malmström's Cabinet with responsibility for a number of issues, sectors and regions. In addition to ASEAN, he covers trade relations with East Asia as well as WTO and G20 issues. Prior to joining the Cabinet, Jon was Assistant to the Director General for Trade at the European Commission. From 2006-2007 he worked at the Delegation of the European Commission to Singapore.



**Sean Severn, Head of Markets at KPMG in Thailand, Myanmar & Laos**

Sean is responsible for, and passionate about, bringing the very best of KPMG to clients to enable them to reach their potential. In his role he also helps enhance the awareness of changing opportunities and challenges in these developing markets. KPMG was the first professional services firm to re-enter Myanmar. Sean was part of the small and focused team that opened KPMG's office there and he travels from his base in Thailand to Myanmar on a frequent basis.



**Vasuki Shastry, Global Head of Public Affairs at Standard Chartered Bank**  @StanChart

Vasuki is responsible for co-ordinating policies and positioning on all matters political and regulatory at Standard Chartered, which has a presence in all 10 ASEAN countries. Previously, he worked as Global Head, Public Affairs for the International Monetary Fund, headed the communications department of the Monetary Authority of Singapore and worked as a financial journalist for a number of publications in India, Hong Kong, Singapore, and Indonesia.

### Conference moderated by:



**Michael Lawrence, Chief Executive of Asia House**  @asiahouseuk

Michael heads the Asia House team in delivering thought leadership and market intelligence on Asia to some of the UK's biggest companies. Prior to joining Asia House, he spent 18 years at Reuters, the international news organisation, where he held several senior positions over the course of his distinguished career, including Global Editor and Managing Editor, Europe, Middle East and Africa.

**12.00 pm – Closing remarks followed by networking lunch**