



Asia Trade in the New Global Order

An Asia House signature conference
Mandarin Oriental, Singapore

Thursday 22 November 2018



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opportunities

Trade in the
Global Order

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Asia Trade in the New Global Order

Asia House will be assembling leading figures in global trade and investment for a major conference in Singapore on 22 November 2018.

Asia Trade in the New Global Order will bring policymakers and business leaders together to share analysis and insights on emerging trends in the trading landscape. The conference will focus on the changes taking place across policy and technology, and how these will shape global trade.

As with previous Asia House conferences in Hong Kong and Dubai, the dialogue will attract government ministers and officials, leading business figures and global media, providing a major opportunity for organisations to position themselves at the heart of the global trade conversation.

The conference follows the highly successful *Asia Trade in the New Global Order* dialogue in Hong Kong in November 2017, which featured The Hon Carrie Lam, Chief Executive, Hong Kong SAR, HE Bambang Brodjonegoro, Minister for National Development Planning, Indonesia, and HE Lim Hong Hin, Deputy Secretary-General, ASEAN.

Conference Sponsors


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Shape the debate

Asia House is able to offer unique sponsorship opportunities for the *Asia Trade in the New Global Order* conference. With influential speakers from international trade, an audience of more than 250 senior business leaders, and media from around the world, the conference provides a platform for sponsors to convey their key messages to an engaged audience of decision makers and help shape the global trade debate.

With sponsorship providing the opportunity to contribute thought leadership articles and adverts in three publications distributed to our global network, sponsors' messages will reach well beyond Singapore. Asia House also works with sponsors on a comprehensive communications plan before and after our events, enabling the positioning of sponsors alongside Asia House's social media content and scheduled marketing outreach.

Principal Conference Sponsorship

Subject to availability, this level of sponsorship allows companies to be clearly highlighted as major supporters, with the opportunity to develop conference content with Asia House. Principal Sponsors will be able to get the issues which matter to them on the agenda.

- Prominent branding throughout the conference as Principal Sponsor
- Opportunity to put forward a keynote speaker to address the conference
- Sponsorship of roundtable discussions organised in conjunction with the conference and support in arranging private meetings with senior participants
- Plus all Conference Sponsorship benefits (see below)

GBP 50,000/SGD 90,000*

Conference Sponsorship

- Logo and/or name on all event materials (e.g. invitations, website, social media, publications, delegate bags) and high visibility at the conference itself
- Opportunity to put forward a panelist for one of the conference sessions
- Adverts showcasing company brand in Asia House Insights publication (distributed to more than 7,000 digital subscribers ahead of the conference), the conference programme, and post conference highlights publication
- Placement of a sponsor-authored thought leadership piece in the Asia House Insights publication and hosted online at asiahouse.org
- Chance to contribute sponsor content to the social media campaign around the conference
- Option of distributing company information, brochures, or other materials during the conference
- Prominent positioning in video content recorded at the conference
- Opportunity to invite clients and contacts to the event directly

GBP 25,000/SGD 45,000*

** Prices do not include applicable taxation*





Speakers

As with previous Asia House conferences, *Asia Trade in the New Global Order* will attract an array of speakers including government ministers and officials, senior business leaders, and thought-leaders on trade and technology.



HE Chan Chun Sing
Minister for Trade and Industry, Singapore



Kai-Fu Lee
Chairman and CEO, Sinovation Ventures



Dr Robert Koopman
Chief Economist, World Trade Organization



Tom Lembong
Chairman, Indonesia Investment Coordinating Board (BKPM)



Thierry de Longuemar
Vice President and Chief Financial Officer, AIIB



Marcus Treacher
Senior Vice President of Customer Success, Ripple



Gregory Hodkinson
Chairman, Arup



Donald Kanak
Chairman, Eastspring Investments



Xiang Bing
Professor of China Business and Globalisation, CKGSB



Lord Green of Hurstpierpoint
Chairman, Asia House



Vivek Pathak
Regional Director, East Asia and the Pacific, IFC



Michael Lawrence
Chief Executive, Asia House

The full list of speakers and updates about the conference are available at asiahouse.org/events/singapore2018

Asia Trade in the New Global Order 22 November 2018 | 08:00 - 14:00

Registration

Opening speeches

Welcome address

Panel session 1 | The Shifting Trade Landscape in Asia and Beyond

Escalating trade tensions between China and the US have led to a trade war which is shaking up the global economic landscape. US President Trump's robust language on trade, imposition of tariffs and criticism of the WTO are having an impact not only on China but also its traditional trading partners, including the EU, Canada and Japan. Threats of retaliatory measures and the damage of a global trade war are rattling world markets. These developments come against the backdrop of a shift of power to the East. China is presenting itself as a champion of free trade; the TPP has been reborn under Japan's leadership despite the withdrawal of the US; and Europe is accelerating efforts to complete trade deals with Asia as the UK prepares to exit the EU. This panel will explore the likely outcome of these events and how companies can best position themselves in the midst of these profound changes to the global trading architecture.

Panel session 2 | Creating a Digital Ecosystem

Advances in technology are redefining the way we live, govern, trade and do business. Artificial Intelligence, robotics and big data are reshaping the world and our place in it. The pace of change is accelerating and businesses and governments are grappling with the ramifications of what has been termed the next Industrial Revolution. This panel will explore the digital revolution, with a particular focus on fintech and regulation. It will look at how government and industry can collaborate to develop digital ecosystems which will foster innovation, transform value chains, and drive trade and global growth more widely.

Panel session 3 | The Business and Politics of the Belt and Road

China has described the Belt and Road Initiative (BRI) as helping to 'usher in a new era of globalisation'. The private sector has shown enormous interest in the initiative, and many governments have welcomed the much-needed investment in infrastructure. However, the BRI has been met with some pushback from a number of governments. The US and India have expressed deep concerns about the geopolitical implications of the initiative, while the 'debt trap' in which Sri Lanka has found itself has been seized upon as a warning of the pitfalls of the project. The new government in Malaysia has suspended US\$22 billion of China-backed BRI projects. This panel will examine whether China's approach to infrastructural development is working, if it can meet the concerns of partner countries, and how businesses can adapt to these new realities.

Networking lunch

Roundtables and bilateral meetings

Supporting Partners



Singapore: where global trade and innovation meet

This year, Asia House will bring the global trade debate to Singapore, the ASEAN Chair for 2018 and a city consistently ranked among the best globally for tech innovation.

As one of the world's leading trade hubs, Singapore will be at the forefront of change as the global trade landscape shifts.

Asia Trade in the New Global Order will focus on the latest developments in global trade and investment, providing insights and analysis from policymakers and senior business leaders.

Key themes

The rise of economic nationalism, threats to multilateral trade agreements, and the declining influence of global economic institutions are all key to understanding the shift in global trade, and the new trade order now emerging. But other factors, including the disrupting influence of technology, are transforming the trade landscape.

All of these issues will be discussed and debated at this important, forward-looking conference, held at one of Singapore's iconic venues.

Asia Trade in the New Global Order will provide a forum for representatives from governments in Asia and the OECD, as well as MNCs and SMEs, to find solutions to the challenges facing the global trading system today.

Through speeches and panel discussions, the conference will explore the shifting trade landscape in Asia and beyond, the transition towards a digital economy, and China's Belt and Road Initiative and its impact on connectivity and globalisation.



FIND OUT MORE

For all sponsorship enquiries, please contact Charlie Humphreys, Director of Corporate Affairs: charlie.humphreys@asiahouse.co.uk

For latest updates about the conference, visit
asiahouse.org/events/singapore2018

Building on success, pushing the agenda

Asia Trade in the New Global Order is the latest in a series of major Asia House conferences which seek to move the dial on the trade debate and look to the future developments likely to impact on global business. It follows trade dialogues in Hong Kong in November 2017 and Dubai in April 2018.

“ Some of the world’s leading thinkers on global trade and investment are taking part in this conference... It has added value and importance because it is taking place at a time when the global trading order is changing rapidly. ”

His Excellency Abdulla Al Saleh, Undersecretary for Foreign Trade at the UAE Ministry of Economy, speaking at Asia House’s conference in Dubai, April 2018



“ My thanks to Asia House for bringing this prestigious event to Hong Kong. I am sure Asia House, with its expertise on Asia, and as the leading pan-Asian organisation in the United Kingdom, will continue to provide a forum for decision makers, business leaders, and opinion formers to engage in high level discussions that direct business and political strategies. ”

Carrie Lam, Chief Executive, Hong Kong SAR

November 2017





Asia House is a centre of expertise on trade, investment and public policy. We drive political, economic and commercial engagement between Asia and Europe.

We deliver advice and actionable insights through our in-house expertise and extensive network of senior decision makers.

Asia House is an independent, objective and trusted advisor to governments, public institutions and private sector organisations.

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Asia House

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