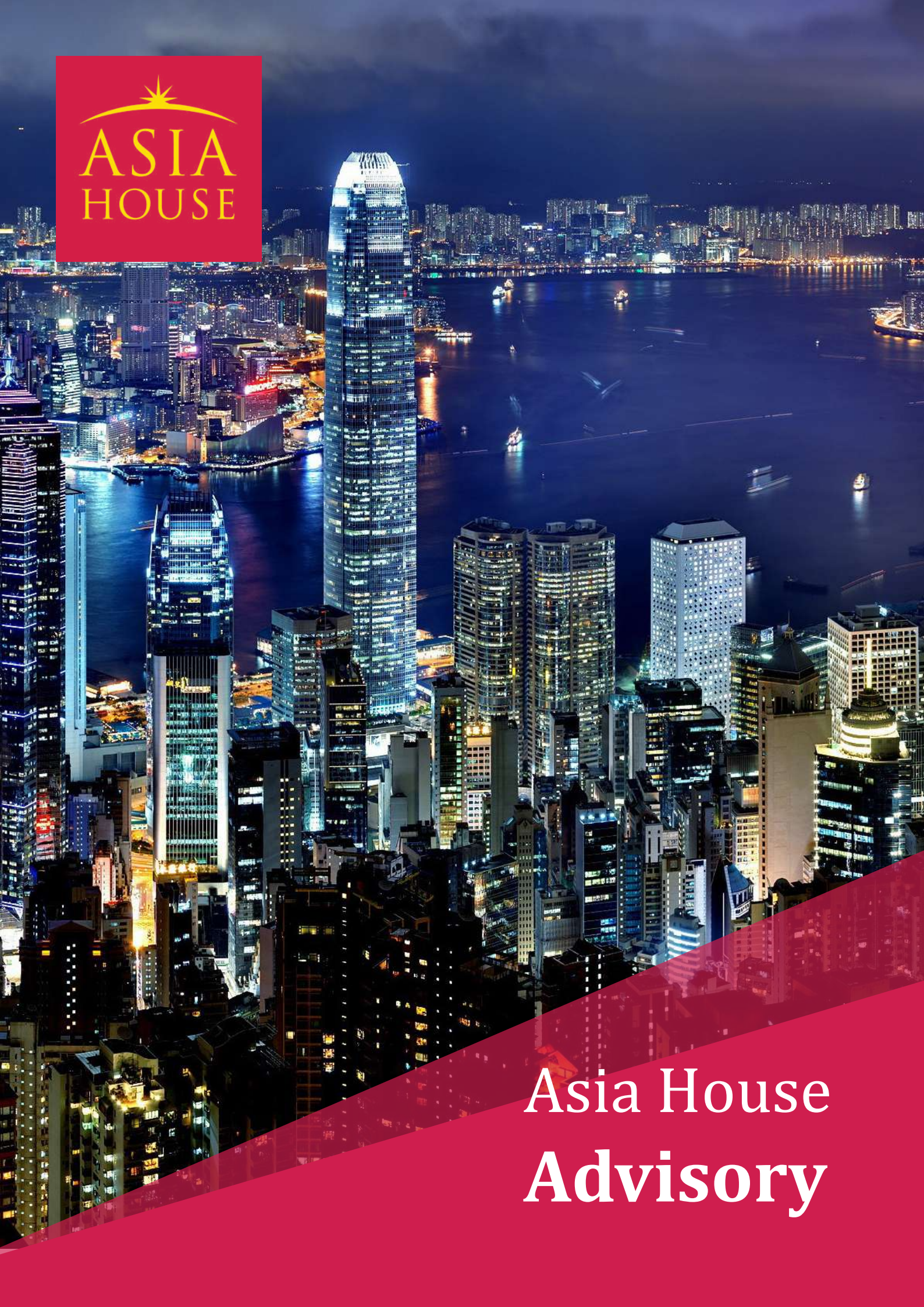


Asia House
Advisory

Asia House Advisory

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.

- Our Advisory practice helps organisations understand their operating environment and develop solutions to business-critical challenges.
- Asia House briefings provide unique insights and intelligence from those at the heart of decision making across government, politics, and business.
- We convene senior level audiences for organisations to position themselves and their issues at the core of the debate.

Asia House Advisory offering

Asia House Advisory supports engagement between the private sector and policymakers, and informs the movement and deployment of capital between Asian and western markets.

Our services include:

- Policy research, market exploration and political intelligence
- Strategic advisory on engagement and finding practical solutions to business-critical challenges
- Government relations and stakeholder engagement programmes
- Public affairs, media relations and communications support
- Seamless alignment with Asia House's events and publications

President Joko Widodo of Indonesia meets Asia House corporate members.

Why Asia House?

Asia House's Advisory services are tailored to support your strategic objectives.

Our network - speak to the right people at every level by leveraging Asia House's extensive network of senior policymakers and business leaders.

Our knowledge - our team and extended network of advisors have in-depth experience and knowledge of operating in Asia and Europe across multiple sectors.

Our expertise - receive impartial, accurate and pragmatic advice on a range of issues across policymaking, market opportunities, political risk and stakeholder engagement.

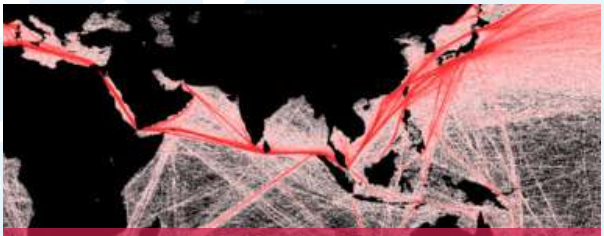
Our independence - we take our independence seriously. Asia House is not funded by any government and we pride ourselves on our neutrality, objectivity and discretion.

Carrie Lam, Chief Executive of Hong Kong SAR, gives a briefing at Asia House

Liam Fox, then UK Secretary of State for International Trade, in discussion with the Asia House network

The shifts in global trade

The Belt and Road Initiative and a global China



Asia economic integration
ASEAN, CPTPP, RCEP, FTAs

Asia's digital transformation

Elections: impact on trade and business

Market reform in China

The Middle East's role in global trade

Asia's infrastructure gap

Key influencers: Movers and shakers

Our expertise

Offering and deliverables

1. Policy research, market landscape and political intelligence

Policy research – understanding the policy issues that could impact your objectives, market entry or licence to operate; from government plans to economic trends.

Market landscape – research on competitors, potential partners, and sector value chains, as well as market perceptions of your industry, brand or investment.

Political intelligence – up-to-date information on current political winds and sentiments on policy changes, power shifts and the investment climate.

Stakeholder mapping – identification of key decision makers and power centres in government and the private sector, with an informed view on their attitudes and influence over your objectives.

2. Strategic advisory on engagement and finding practical solutions to challenges

Strategic advice – in consultation with Asia House's network, strategic advice on leveraging opportunities, finding solutions to challenges, and forging a path ahead.

Engagement recommendations – building on stakeholder identification and analysis, we can give strategic and practical recommendations on how they can be engaged.

Political and reputational risk assessment – based on research and analysis of specific projects or partners, we will provide an assessment of risk and advice on risk mitigation strategies.

3. Government relations and stakeholder engagement programmes

Leveraging our network – supporting the delivery of information and messages to key UK and EU government stakeholders on Asia issues, and to Asia-based government institutions.

Government relations programming – making connections with stakeholders in Europe and Asia, and ensuring productive engagements with preparatory briefings and in-meeting management.

Partnerships and opportunities – building opportunities for partnerships with government institutions or private sector entities to create a better trade and investment environment.

4. Public affairs, media relations and communications support

Positioning and thought leadership – development of messages, content, and programmes to position you and your organisation as a thought leader in your space.

Media relations – positioning organisations or issues in the media as part of a broader public affairs strategy, and training spokespeople for media engagement.

Stakeholder communications – planning for engagement and communications to a broader set of stakeholders including employees, investors, and civil society.

5. Seamless alignment with Asia House's events and publications offering

Events – positioning clients and engaging with carefully curated communities, from focused roundtables to signature conferences. Events enable clients to set the agenda on key issues, sparking a conversation with stakeholders in business and government.

Prestigious publications – Asia House publications are trusted and respected by an engaged and globally influential audience and are distributed to a wide-ranging network of leading corporate and political figures, companies, governments, diplomatic missions, and academic institutions. Publications enable clients to share opinions, show expertise and provoke new thinking among target audiences.

Indonesian Finance Minister, Sri Mulyani, delivers an Asia House briefing chaired by Michael Lawrence, Chief Executive of Asia House.

Case studies

Advisory and engagement

Curating opportunities

Asia House is advising a consortium of global professional and financial services companies to position them with a South East Asian government to advise on the development, financing and management of major infrastructure projects. Asia House has convened private meetings with senior government decision makers to communicate the value of global-standard professional advisory services.

Problem-solving insights

Asia House was asked by a global commodities firm for advice on a major government relations problem in North Asia. The issue had the potential to significantly impact the profitability of an investment that they had previously made into the country. Within 48 hours, Asia House provided key insights gained discretely from our network in Asia and the UK to assist the client to respond effectively to the situation.

Preparing the ground

Asia House advised a mainland Europe-based defence contractor on their engagement with the government of an East Asian country with a view to achieving success with their bid for a significant industrial tender for the design, engineering and manufacture of defence equipment.

Perception acumen

Asia House was engaged by a global professional services firm to advise them on strategic opportunities in the ASEAN region based on political and economic developments in South East Asia. Asia House was able to advise the company on how their brand is perceived by local firms, political leaders and EU organisations.

Research and intelligence

Vision for ASEAN integration

Asia House researched and produced the research paper "Re-Thinking ASEAN Integration: European Precedents and South East Asian Futures" sponsored by AirAsia, which looks at the drivers of ASEAN integration with a focus on aviation sector integration.

Positioning the City of London

Asia House researched and produced the report "Asia as a financial services partner for London" for the City of London Corporation.

The Middle East's Pivot

As part of the launch of its Middle East Programme, Asia House researched and produced "The Middle East's Pivot: Trade Growth and Opportunities", which looks at the Middle East as a distinct region within Asia, and the future of its trade and investment relationships with the UK and Europe on the one hand, and the rest of Asia on the other.

Primary research with Chinese entities

Asia House was commissioned by a UK engineering consultancy to undertake targeted research into a developing manufacturing sector in China. Leveraging Asia House's network, Asia House conducted primary research consulting Chinese entities on opportunities and dynamics in this growth sector.

Identifying commercial opportunities

Asia House was commissioned by a global professional services firm to undertake research on trade and investment flows into ASEAN from Europe, blue chip companies' operations in the region. Asia House provided informative qualitative and quantitative information, in the form of a digital interactive map, and identified commercial opportunities across ASEAN.

New centres of football fandom

Asia House produces a bespoke quarterly report on key political and business developments in selected markets for a major UK-based football club. The report includes analysis of how political development could impact business expansion in Asia, and identifies opportunities as Asian markets continue to develop as centres of football fandom.

Work with us

Asia House Advisory team

Lord Green of Hurstpierpoint, Chairman
Stephen Green is the former Group Chairman of HSBC, and served as UK Minister of State for Trade and Investment from 2011 to 2013. Lord Green was appointed Executive Director of HSBC in 1998, and held several senior positions within the organisation, including Group Chief Executive and Group Chairman. Stephen regularly speaks at our events around the world and has written on Asian affairs and global trade for a variety of publications. He brings a wealth of knowledge on trade policy and global economic issues to Asia House.

Michael Lawrence, Chief Executive
Michael Lawrence was appointed Chief Executive of Asia House in September 2012 following a career in journalism that took him to the highest levels of international media. Michael was Global Editor of Reuters from 2006 to 2012, leading a team of 3,000 journalists covering news in text, video and pictures from almost 200 bureaux around the world. Michael was part of the editorial team that delivered Reuters' much-praised coverage of the Iraq war, and he ran the region through the turbulent years that followed. He has an in-depth knowledge of the Asian geopolitical landscape and economic affairs in the region.

Charlie Humphreys, Director of Corporate Affairs
Charlie leads Asia House's corporate and government relations, as well as the business and policy programme. He has led discussions at Asia House public policy events with leading business figures, government ministers from Asia and the west, and experts on Asia. He helped establish Asia House's Advisory business, advising multinational corporations, governments and other institutions. With an academic background in political economy, before joining Asia House, Charlie worked in finance, managing portfolios for investors from Asia and Europe. He also spent a number of years in China where he worked on capacity building projects with the government.

Ed Ratcliffe, Head of Advisory
Ed Ratcliffe has over ten years' experience advising a range of blue chip companies, trade associations and public bodies on government relations, public affairs and corporate communications in Asia and Europe. Before joining Asia House, Ed was Country Director of the Yangon, Myanmar office for an ASEAN-focused government relations and political risk advisory firm. Previously, he was based in Hong Kong, working on projects in Indonesia, the Philippines, Japan, Korea and China. Ed began his career at a government relations firm in Brussels, advising clients on engagement with the institutions of the European Union.

Asia House Advisory Board

In addition to our advisors in-market, Asia House Advisory is also able to call upon the insights of the Asia House Advisory Board, comprised of high-level business leaders and former government decision-makers.

View the Asia House Advisory Board at:

asiahouse.org/asia-house-advisory-board/

If you are a western-based organisation facing challenges in Asia, or an Asia-based organisation seeking to engage in Europe, please do not hesitate to contact us.

We would be delighted to discuss how we can help and develop a bespoke package of support services.

Next steps

To find out more about Asia House Advisory, please contact
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Visit our website
asiahouse.org/advisory

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