

Asia House thought leadership: Driving debate on issues that matter to your business



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

Asia House produces unique and insightful research and content-led events to drive the objectives of our clients. Our reports can be delivered as white-label reports, or co-branded to benefit from the Asia House brand and network recognition.

Be at the heart of a global conversation

Asia House thought leadership packages position you at the heart of issues that matter to your business. Our research is objective, independent and evidence-based, drawing on the insights and experiences of some of the world's foremost business and political leaders, in addition to our team of in-house experts and network of researchers across Asia and the Middle East. Our strength is in sensitively and intelligently positioning organisations in front of key audiences.

Ways to engage Asia House thought leadership

- White label – report produced under your brand around your business needs
- Co-brand – partner with us on a research topic and benefit from our broad network
- Sponsor Asia House research agenda – Asia House has an ongoing research agenda, exploring our key themes: trade, investment, geopolitics, technology, and sustainability. Companies can sponsor and feed into our research with relevant case studies aligned with the issues at hand.

Research and report development – opportunities and services

Our clients and partners have the opportunity to direct research into specific areas and themes and can be positioned throughout the report including: placement of a foreword from a senior executive, cover branding, quotes from senior executives, case studies, and advice to prospective customers or government. As part of our services, Asia House can:

- Develop clear messaging on complex issues
- Organise, host and moderate focus groups with experts from the business and policymaking community
- Research and draft reports, interviews, and case studies
- Source additional quantitative input, where required

Communications and positioning activities – opportunities and services

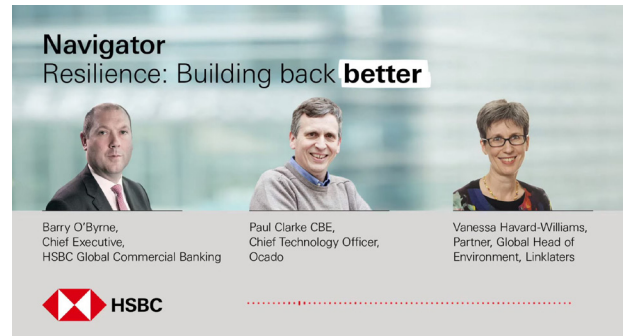
Asia House can support the launch and communication of thought leadership reports, positioning clients and partners with targeted audiences. As part of our services, Asia House can:

- Distribute to our extensive and diverse business and policy network
- Engage senior business and policymaker stakeholders directly with the research
- Provide exceptional event management (digital, in-person or hybrid) with full-service production including moderation, securing senior business and policy figures
- Develop high-level media strategies, including executing media engagement to drive participation and reach
- Produce high-quality video, photos, audio and podcasts

Work we've done

DMCC: Asia House was tasked by DMCC (the Middle East's foremost free zone) to establish them as a thought leader in global discussions on the future of trade, raise awareness of their brand among key global stakeholders, and position them for commercial opportunities. Asia House developed the [2020 landmark Future of Trade report](#) under their brand, hosting and moderating a series of high-level roundtable discussions in Houston, Zurich, London, Shenzhen, Johannesburg, Silicon Valley and Singapore. The outreach helped to inform the research as well as raise brand awareness of DMCC. All qualitative research and writing was undertaken by Asia House, working with our **Advisory Board** and network of international political and business experts. The report and consequent launch far exceeded DMCC's expectations, broadening and deepening their global relationships across industry.

HSBC: Asia House supported the launch of HSBC's landmark Trade Navigator report with two initiatives. The first was a private roundtable event with global C-suite representatives from a cross-section of multinationals. Representatives involved in the candid discussion, produced and moderated by Asia House, included IBM, BHP, Lenovo, Ripple, and Ocado. Secondly, Asia House produced a podcast to support the launch of the report, which received wide listenership.



Asia House has conceptualised, drafted and produced other significant research pieces including: 'Re-Thinking ASEAN Integration: European Precedents and Southeast Asian Futures'; 'The Middle East's Asian Pivot: Trade Growth and Opportunities,' and, 'Asia as a financial services partner for London.'

Our key themes

- Trade and investment
- Geopolitics and the global trade order
- Technology and data
- Sustainability and the global energy transition

We can work with organisations on any of these topics, or other client themes, as a unique co-branded or white-labelled report, or companies can sponsor a specific item as part of our research agenda. Asia House Advisory also support firms with a suite of services including intelligence gathering and engagement on Asian and Middle Eastern issues.

Our clients



Get in touch

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