

# Asia House

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## **Asia House is an independent think tank and advisory service**

We work with companies and governments in Asia, the Middle East and Europe, facilitating high-level dialogue, providing business and market intelligence and driving commercial outcomes.



# What we do

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## Asia House:

- Produces high-quality, original research
- Convenes meetings with government ministers, business leaders and decision-makers
- Develops thought leadership programmes
- Delivers strategic advice



# Research

Asia House produces original research that pushes the global conversation forward, including:

- In-depth, long-form research reports
- Shorter briefing notes on specific issues
- Monitoring reports on specific markets, regulatory/policy changes, industry trends

Our bespoke research for clients can be:

- Asia House branded
- Jointly branded
- White labelled



# Convening

**Through our extensive network, we convene global decision-makers and influencers alongside high-level business and policy audiences for:**

- Exclusive private briefings with corporate members
- Roundtable discussions
- Public conferences

***Asia House's convening capability, based on its reach, its independence and its senior network, makes it an unrivalled platform for strategic dialogue on key policy issues***

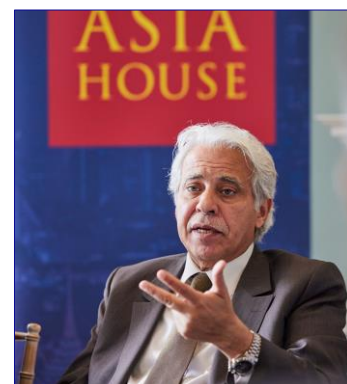




# Asia House Briefings

**Asia House briefings are the cornerstone of our engagement with world leaders and are held exclusively for corporate members**

- Held in-person at Asia House in London and locations around the world, or convened as digital/hybrid events
- Asia House briefings are off-the-record encouraging open and constructive discussion



# Thought Leadership

**Asia House combines our research capability and convening power to position organisations as leaders on global issues by:**

- Producing research and convening private and/or public events to discuss that research
- Convening key decision-makers for dialogues to inform research and drive outcomes
- Conducting interviews with industry and policy leaders to support research
- Producing large-scale conferences



# Advisory

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## Asia House offers strategic advice to clients:

- Market entry and positioning
- Stakeholder mapping and engagement
- Communications
- Government affairs
- Risk analysis
- Scenario planning



# Our network

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**Asia House is at the centre of a global business and policy network which includes world leaders, government ministers, ambassadors, officials, and senior business figures**

- We curate high-level, influential and engaged audiences for Asia House events
- Our significant following ensures Asia House thought leadership reaches decision-makers in Asia, the Middle East, Europe and the Americas
- Asia House content makes an impact: we've built strong connections with international media and a broad digital presence to amplify our research and thought leadership



# Why Asia House

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**Expertise** – our team and extended network of advisors have in-depth knowledge of our subject matter and experience in working across multiple sectors in different regions

**Network** – our convening power enables clients to engage with the right people at every level by leveraging Asia House's extensive network of senior policymakers and business leaders

**Credibility** – Asia House is fiercely independent. We approach every issue objectively and impartially and ensure we cover a range of views right across the political and business spectrum

Find out more at [asiahouse.org](https://asiahouse.org)



# Key People



**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 OBE, Chief Executive**

Michael Lawrence was appointed Chief Executive of Asia House in September 2012 after a distinguished career as a journalist, editor and executive in international media. He leads the Asia House team in delivering business and market intelligence to some of the world's biggest companies and governments in Asia, the Middle East and Europe. Michael is in regular conversations with global leaders in foreign affairs, finance, trade, technology and national development, and can offer valuable perspectives on how to navigate the intersection between economic, security and political issues. Prior to joining Asia House, Michael spent 18 years at Reuters, where he held several senior positions including Global Editor (2006-2012). Michael was awarded an OBE in the King's 2023 New Year Honours list for his services to international relations between the UK and Asia.



**Charlie Humphreys, Director of Corporate Affairs**

Charlie leads Asia House's corporate and government relations. He works closely with the Asia House network of multinational companies and has a deep understanding of their businesses in Asia and the policy and regulatory frameworks in which they operate. Charlie helped establish the Asia House 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.

# Key People



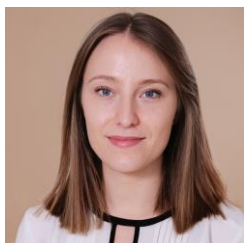
## **Joanna Octavia, Head of Programming**

Joanna is responsible for the Asia House programme which convenes key stakeholders across government, politics and business. With a PhD in Employment Research from the University of Warwick, Joanna previously worked in the technology, transportation and financial services sectors. She led cross-functional teams at Uber to strengthen the company's profile among policymakers; worked as a Senior Researcher at the Centre for Public Policy Transformation in Jakarta; and an Analyst at Bloomberg in Singapore.



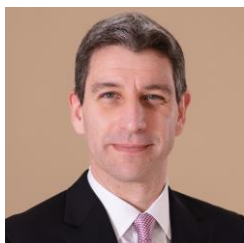
## **Freddie Neve, Senior Middle East Associate**

Freddie leads the Asia House Middle East Programme, convening briefings and events with leading business and policy figures and conducting original research focused on the region and, increasingly, its relationship with Asia. Freddie is central to Asia House's engagement with the Middle East and is the author of the think tank's flagship annual 'Middle East Pivot to Asia' research publication. Before joining Asia House, Freddie spent five years with Pall Mall Communications advising Middle Eastern clients across a range of sectors.



## **Matilda Buchan, Research Analyst**

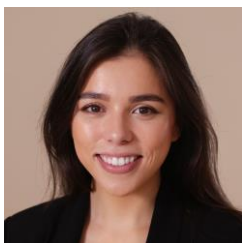
Matilda undertakes research projects on economic developments in Asia. Matilda previously worked as an Economist in the UK Civil Service, advising on international trade policy. She produced analysis on trade, investment, global supply chains and market access barriers, contributing to the Free Trade Agreement analysis for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), Economic Dialogues with Malaysia, the Philippines and Joint Trade Reviews with China. Matilda holds a degree in Economics and a Masters in International Development.



## **Daniel Worrall, Senior Advisor**

Dan was appointed as a non-resident Senior Advisor to Asia House in February 2024 building on an international career in business leadership. Dan has lived and worked in all regions of the world, specialising in Asia and Central Asia, leading teams focused on market access, corporate relations, country leadership, and political risk management. He has an in-depth knowledge of the natural resources, industrial manufacturing, chemicals and infrastructure sectors from his time in international roles with Shell, ExxonMobil and Rio Tinto. Dan has also served on a number of private sector and government advisory groups most recently while based in Singapore.

# Key People



**Alana Li, Middle East Research Analyst**

Alana supports the Middle East Programme with a focus on engagement between the Middle East and Asia through conducting research, convening briefings and events with key stakeholders. Alana previously worked at a political risk consultancy firm. She holds a master's degree from the London School of Economics in International Relations with a focus on the Middle East.



**Lin Cong, Programme Producer**

Lin develops content and engagement for Asia House's programme of events. Lin previously worked for the American Chamber of Commerce in China and the Carnegie Endowment for International Peace, helping clients and partners understand and navigate policy, political, and regulatory change in China. Lin holds a master's degree in public administration from Columbia University and a bachelor's degree in anthropology from Davidson College. Lin is a mandarin speaker.



**Thomas Scott-Bell, Programme Producer**

Thomas develops content and engagement for Asia House's programme of events. Thomas previously worked as an Editorial Writer in Beijing for three years, covering topics related to Chinese politics, international relations and trade, with a focus on their impact on businesses from Asia, Europe and North America. After returning to the UK in 2021, Thomas worked as an Analyst at Third Bridge, a global investment research firm.



# Our Clients



# Get in touch

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