



# ASEAN-EU BUSINESS SUMMIT

23 AUGUST 2015      KUALA LUMPUR, MALAYSIA

JOINTLY ORGANISED BY:



## PROGRAMME

Sunday, 23 August 2015

Mandarin Oriental Hotel, Jalan Pinang, 50088 Kuala Lumpur, Malaysia

8.00 am	Registration
9.00 am	Welcome Address: <i>Mr François Guibert, Chairman, EU-ASEAN Business Council</i>
9.15 am	<b>Keynote Speech:</b> <i>Dato' Seri Ong Ka Chuan, Minister of International Trade and Industry II, Malaysia</i>
9.35 am	<b>Keynote Speech: Sustainable Development: A “win win”</b> – <i>Peter ter Kulve, President, South East Asia &amp; Australasia, Unilever</i>
9.55 am	<b>ASEAN Economic Outlook:</b> <i>Clarence Wong, Chief Economist – Asia Pacific, Swiss Re</i>
10.10 am	Coffee break
10.30am	<b>Keynote Speech: The AEC, Enhancing Trade and Investment</b> – <i>Tan Sri Dr Mohd Munir Abdul Majid, Chairman ASEAN Business Advisory Council</i>

### Plenary Session: Business Leaders panel on successful business strategies in ASEAN and the AEC

10.50 am

- *Tan Sri Dr Mohd Munir Abdul Majid, Chairman, ASEAN Business Advisory Council (moderator)*
- *Peter ter Kulve, President, South East Asia & Australasia, Unilever*
- *Robert Yap, Executive Chairman, YCH Group*
- *Donald Kanak, Non-executive Chairman, Prudential Corporation Asia*

### Plenary Session: Financing ASEAN's future – mobilising strategic finance to help SMEs and long term investments

12 Noon

- *Teymoor Nabil, Channel News Asia Presenter (Moderator)*
- *Tan Choon Seng, Head of South East Asia, ING Bank*
- *U Moe Kyaw, Myanmar ASEAN Business Advisory Council*
- *Richard B. Green, Managing Director, Marsh & McLennan*
- *Mohit Mehrotra, Partner, Financial Services, Deloitte Consulting*
- *Phil Smith, CEO Malaysia, Zurich Insurance*

1.15pm      Lunch

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## Panel Discussions (two parallel sessions)

### Panel One: Growing a world class automotive industry in ASEAN

- Vivek Vaidya, Vice President, APAC Automotive Practice, Frost & Sullivan (moderator)
- Martin Hayes, President, Robert Bosch SEA
- Segsarn Trai-Ukos, Country Manager, Thailand, Michelin
- M.Madani Sahari, CEO, Malaysia Automotive Institute
- Armin Keller, Managing Director, Volkswagen Group, Malaysia
- Michael Grewe, Chairman, Automotive Committee, EABC Thailand
- Dr Martin Tonko, Partner, Roland Berger Strategy Consultants, Tokyo

2.15 pm

### Panel Two: Agri-food – consumer protection, industry competition and the harmonisation of standards

- Matt Kovac, Project Director, Food Industry Asia (moderator)
- Rick Perdian, Director / Senior Business Development Manager, Swiss Re Centre for Global Dialogue
- Douglas Foo, Chairman, Sakae Holdings
- Dr Siang Hee Tan, Executive Director, CropLife Asia
- Rajinder Raj Sud, Standards & Conformance Expert, ARISE
- Alan Adcock, Partner & Deputy Director, Tilleke & Gibbins

3.30 pm

Coffee break

## Panel Discussions (two parallel sessions)

### Panel Three: A regional approach to ASEAN's infrastructure challenges and regional connectivity

- Dr Fraser Thompson, Director, AlphaBeta (moderator)
- Lim Chze Cheen, Head, ASEAN Connectivity Division, ASEAN Secretariat
- Philippe Van Hoof, Co-Head Financial Institutions Asia, ING
- Robert MC Yap, Deputy Chairman & Executive Director, Y3 Technologies
- Maan Hontiveros, CEO, Air Asia Philippines
- Bob Fox, Vice Chairman EABC Thailand ICT Committee

4.00 pm

### Panel Four: Increasing competitiveness – removing trade and investment restrictions and boosting trade

- Deborah Elms, Executive Director, Asian Trade Centre (moderator)
- Johan Von Zweigbergk, Vice President, Corporate Affairs Asia, Philip Morris
- Glyn Evans, Transit Adviser Customs & Transport, ARISE
- Tai Lai Kok, Executive Director, Head of Tax, KPMG Malaysia
- Jeanette Fielding, Head of Global Public Affairs, Bayer Healthcare
- Chester Toh, Equity Partner & Co-Head Myanmar Practice, Rajah & Tann
- Theodoor Bakker, Senior Foreign Counsel ABNR, Jakarta & Board Member EuroCham Indonesia

5.30 pm

Plenary Session: Helping European Businesses In ASEAN - Presentation of SEBSEAM projects

6.00 pm

**Keynote Speech:** H.E. Luc Vandebon, EU Ambassador and Head of Delegation, EU Delegation to Malaysia

6.20 pm

Summary of the Day's Panels for the AEM

6.40 pm

Closing Remarks: Fermin Fautsch, Chairman EUMCCI

6.50 pm

Photos and close (AEM & EU-ABC Executive Board & EUMCCI Board)

7.00 pm – 8.00pm

Cocktail Reception

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