



ASEAN·EU BUSINESS SUMMIT

23 AUGUST 2015 KUALA LUMPUR, MALAYSIA



PROGRAMME

Sunday, 23 August 2015

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

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

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 Nabili, 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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