



Asia Insight
CIRCLE

EVENT OVERVIEW



THE NEW GROWTH PARADIGM

Andy Brent – Author, *The Growth Director's Secret*

Mi Li – Head of Global Marketing, SCMP

George Liu – CMO, Hong Kong Airlines

Friday, 25 January from 7:45 to 11:00 am

Mandarin Oriental Hotel | L2, Statue Square | 5 Connaught Road | Central

Growth is vital to every any business. Yet according to author Andy Brent growth is often the least well-managed area of a business' operations. In his new book, *The Growth Director's Secret*, Mr Brent examines the structural and cultural factors that hold many conventionally-organized companies back.

CMO PANEL

Ms Mi Li is Head of Global Marketing at South China Morning Post. George Liu is CMO of Hong Kong Airlines. Both will share their experiences going for growth, the challenges in Hong Kong today, and the opportunities with their respective parent companies – Alibaba and HNA.

07:45 – Coffee & Continental Breakfast
08:30 – Move to theatre-style seating
08:40 – Welcoming remarks
Walter Jennings, CEO, Asia Insight Circle
08:45 – Introduction to the Main Speaker
David Ketchum, CEO, Current Asia
08:50 – Andy Brent, Author,
"The Growth Director's Secret"
09:20 – Q&A with Andy Brent
09:30 – CMO Panel with Mi Li, George Liu
& Andy Brent
10:00 – Final Words
10:10 – Afterwards: Networking & Coffee
11:00 – Thanks & Conclusion



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SPEAKER AND PANELISTS

- **Andy Brent** – Author, *The Growth Director's Secret*
- **Ms Mi Li** – Head of Global Marketing, *The South China Morning Post*
- **George Liu** – Chief Marketing Officer, Hong Kong Airlines

ATTENDEES

- **Richard Beccle** – Group Managing Director, Asia Pacific, Doremus
- **Maria Benjumea** – Founder & CEO, Spain Startup – The South Summit
- **Johan Bygge** – Chairman, EQT Asia Pacific
- **Alastair Campbell** – Chairman, Bridger Intelligence
- **Oliver Cartwright** – Partner, The Fountain Group
- **Edmon Chung** – CEO, DotAsia Organisation
- **Julia Clyne** – Head of Media Sales, Dow Jones & *Wall Street Journal*
- **Peter Dingle** – Head of Innovation, HSBC
- **Jasper Donat** – Co-Founder & CEO, Branded
- **Guy Fulton** – Managing Director, Canada Pension Plan Investment Board Asia Inc.
- **Rathii Ganesh** – Head of Corporate Digital Solutions - APAC, DFIN Solutions
- **Uli Gwinner** – President, APAC, Steelcase
- **Andrew Harrison** – Director, Invisible Thread
- **Grace Ho** – Chief Marketing Officer, Manulife Asset Management
- **Richard Kelly** – Chief Catalyst, The Fung Group
- **David Ketchum** – CEO, Current Asia
- **Elgen Kua** – Director, Corporate Communications, *The South China Morning Post*
- **Deirdre Lander** – Director, Data, Surveys & Technology, Willis Towers Watson
- **JD Lee** – Partner, Carret Private
- **Janet Seet Ling Low** – Head of Marketing, MoneyHero.com.hk
- **Andrew Macintosh** – Chairman, Acorus Investment Management
- **Ian McGovern** – CEO, MVA Asia
- **Silvia Mera** – Program Director, The Mekong Club
- **Markus Mingenbach** – Vice President (Specialty Films), Covestro
- **Nicholas Moore** – Marketing & Communication Manager, Skadden



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- Jason **Morrissey** – Partner, Trimantium GrowthOpps
- David **Peng** – CEO, Asia Pacific (ex-Japan), Legal & General Investment Management
- Blums **Pineda** – Partner, Prophet
- Stefan **Rust** – SVP, Marketing, EnergyBox
- Anna **Tehan** – Senior Vice President, Corporate Communications, Fung Group
- Stephen **Thomas** – Head of Group Brand and Communications, AIA Group
- Nicolai **Wiest** – CEO, EnergyBox
- Edith **Wong** – Chief Marketing Officer, InvestHK

MODERATOR & HOST

- Walter **Jennings** – CEO, Asia Insight Circle
- Santo **Rizzuto** – Director, Asia Insight Circle
- Bea **Armstrong** – Business Consultant

OUR FRIEND, OUR SPONSOR

We're fortunate to have partnered with David Ketchum and the team at Current Asia. Their network and expertise have brought this marketing-focused event to life.

Current Asia delivers business solutions for B2B and financial services with a focus on data-driven content and marketing automation. You can learn more at www.currentasia.com



Asia Insight CIRCLE



ASIA INSIGHT CIRCLE

Asia Insight Circle was founded as a private business network of C-Suite professionals from across numerous industries. Our limited-seating monthly meetings provide deep dives into a wide variety of topics of interest to business professionals doing, or wanting to do, business in Asia.

Thank you for joining our 2019 Open House as we kick off another year of engaging speakers, high quality events,

Our services offering extends well beyond our monthly meetings. The vast network we've developed at Asia Insight Circle affords us the ability to make connections for our clients wherever and whenever they need it. Asia Insight Circle is where business leaders get business done.

MEMBERSHIP

Membership in Asia Insight Circle is exclusive and has historically been by invitation only. We are expanding our network to allow membership applications without referral, but please know those applications will be stringently scrutinized.

It is not our desire to be the biggest, it is our desire to always be the best. Unlike many of the chambers or other networking groups available to all business professionals, we intentionally keep Asia Insight Circle membership small and diverse.

Our members are in positions of top leadership. They represent Hong Kong's most established companies, and the Asia-Pacific or Greater China operations of leading multinationals. We benefit from a wide range of perspectives, with members representing diverse industry segments with a myriad of business experience and connections among them.

Please speak with Walter Jennings or Santo Rizzuto to learn more.



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SPEAKER & PANELISTS

ANDY BRENT – AUTHOR, THE GROWTH DIRECTOR’S SECRET

Internationally experienced senior executive with significant strength in strategy development/deployment, and track record of consistently delivering strong sales/profit impact in a range of sectors, including FMCG, Retail, Media and Financial Services. Senior executive positions held in UK, Europe, Asia and in Regional/Global roles. PLC Board experience as Non-Executive Director. Notable career highlights :

- Founding Partner of Think Again Growth, a strategic consultancy focusing on helping clients position to deliver significant, sustained, profitable growth. Consultancy utilises cutting-edge neuroscience-based tools to drive repositioning insights and deliver transformational growth performance.
- Repositioning of Barclays Retail Bank/development of highly targeted commercial strategy utilizing detailed segmentation analysis and new digital/social campaigns to drive abnormal ROI/re-establish revenue growth/rebuild damaged Brand image
- Development/deployment of Commercial Strategy to turn around Boots in the UK including new brand positioning, refined customer targeting, enhanced commercial health/beauty propositions and targeted CRM/digital marketing programs
- Development/implementation of Turnaround Plan for Watsons The Chemist across Asia reversing 3 years of declining sales and incorporating new propositions for Value, Core Product Range, Store Concept and Customer Service
- Development of global growth strategy for Burger King International including launch into Brazil, China ; radical innovations in menu, value and marketing ; turnaround plans for ‘problem’ markets including UK, Sweden, Korea.

MS MI LI – HEAD OF GLOBAL MARKETING, THE SOUTH CHINA MORNING POST

Mi Li is Head of Global Marketing at the South China Morning Post, a leading news media company that has reported on China and Asia for more than a century with global impact.

She joined the SCMP in September 2017 and spearheads audience and market development strategies to help heighten the SCMP’s global brand presence. In addition to developing SCMP’s branding and communications strategies, Mi is in charge of identifying and leveraging sponsorship, partnership and marketing synergy opportunities for the SCMP.

Before the SCMP, Mi was Global Head of Business Partnerships and Content Marketing at the Financial Times (FT), and a member of the FT’s Leadership Group in the United States.



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She was also a founding member of the FT's Audience Engagement team, which enhanced collaboration between its editorial team and commercial divisions. She also co-founded the FT's Future of FinTech Awards, launched globally in 2016. Prior to the FT, she was Audience Development Director at The Fiscal Times and Marketing Manager at American City Business Journals, the largest publisher of metropolitan business newsweeklies in the United States.

Mi holds a B.A. in Journalism from the Communication University of China, and a M.A. in Strategic Communications from the University of Missouri-Columbia.

GEORGE LIU – CHIEF MARKETING OFFICER, HONG KONG AIRLINES

George Liu is Chief Marketing Officer for Hong Kong Airlines. He is transforming Hong Kong Airlines' brand from regional to global. Reactivated the brand for the millennials and a global audience by engaging a fresh crop of brand ambassadors, internal and external KOLs and co-branding partners, to generate "always on" stories, visuals and excitement. Built a dedicated social media team and took all social channels in-house. Introduced a new social listening and social customer care platform to connect voice of customer (VOC) with internal stakeholders to induce service enhancements and drive system innovations. Prior to Hong Kong Airlines he was with Boeing Corporation for 12 years.

ATTENDING

RICHARD BECCLE – GROUP MANAGING DIRECTOR, APAC, DOREMUS

Richard has over 25 years of experience working with some of the most famous names in global finance, media, technology and industrial sectors. Richard returned to UK in 2008 from where he oversees the Asia Pacific business. He provides strategic input to client activities on an indigenous and regional basis and is part of the senior management leadership team.

Richard started his career at Financial Times in the mid 80's and joined Doremus (a global business to business marketing agency, part of Omnicom Group) in 1990. He initially joined Doremus in London and then relocated to their headquarters in New York. After three years in New York and a stint in San Francisco, he located in 1994 to Hong Kong to set up operations for the Asia-Pacific.



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MARIA BENJUMEA – FOUNDER & CEO, SPAIN STARTUP – THE SOUTH SUMMIT

María Benjumea is founder and CEO of Spain Startup, organizer of South Summit, the global platform that brings together the key players of the entrepreneurial ecosystem and that in just four years has become the leading innovation meeting with 12,500 attendees and more than 1,7 billion dollars raised by its finalist startups in previous editions.

María Benjumea has stood out throughout her career for the defense of entrepreneurship, innovation and the concept of "if you want you can". Her leadership has been materialized in projects such as Infoempleo, Lidera and Taller de Arte. Founding member of International Women Forum Spain, she has been vice president of Secot and Círculo de Empresarios.

María Benjumea has received several awards including the Gold Medal for Merit and Work.

JOHAN BYGGE – CHAIRMAN, ASIA PACIFIC, EQT PARTNERS ASIA LTD

Johan Bygge joined EQT in 2011 and is today Chairman of EQT Asia Pacific. Before EQT Johan worked as CFO within Investor AB.

During 1987-2006 Johan served with Electrolux where he held numerous CEO-positions, more recently CEO Electrolux Major Appliance Europe and Asia Pacific and CEO Electrolux Major Appliance International, including operations outside of Europe and North America. Prior to that he served with Ericsson as Deputy Group Treasurer and Deputy Group Controller.

ALASTAIR CAMPBELL – CHAIRMAN, BRIDGER INTELLIGENCE

In a career spanning 40 years, Alastair has advised Governments, Financial Institutions and Multinational companies on a broad range of transactional and public affairs assignments. He has served as Head of Europe Coverage for ICBC International, Vice Chairman Greater China for Apco Worldwide, China President of the French digital technology group Thomson S.A. and as a main board Director of TCL Multimedia Technology Holdings (HKSE 1070).

In the public sector, he was a council member of China British Business Council and Executive Director of the Royal Institute of International Affairs.

Mr. Campbell holds an M.A. degree from Oxford University in Oriental studies, and a diploma from Beijing University in Chinese studies. He speaks Mandarin and several European languages.



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OLIVER CARTWRIGHT – PARTNER, THE FOUNTAIN GROUP

Ollie founded successful HK-based innovation consultancy The Fountain Group in 2012, and has 25 years' experience designing and leading innovation projects for multinationals and start-ups around the world - from investigative research to concept design, branding and marketing. Before starting TFG, Ollie was Asia Regional MD of Clear Ideas, Strategy Director of The Disruption Consultancy, and Regional Intelligence Director at Ogilvy.

EDMON CHUNG – CEO, DOTASIA ORGANISATION

Edmon Chung is serving as the CEO for DotAsia Organisation and heads the secretariat for the Asia Pacific Regional Internet Governance Forum (APrIGF). Edmon serves also on the board of the Internet Governance Forum Support Association (IGFSA), and on the Executive Committee of Internet Society Hong Kong, which serves as the secretariat for the Asia Pacific Regional At-Large Organisation (APRALO) and participates extensively on Internet governance issues.

Since 2002, Edmon played a leadership role in the region-wide .Asia initiative. DotAsia is a not-for-profit organization with a mandate to promote Internet development and adoption in Asia. Since its launch in 2008, DotAsia has contributed significantly to a variety of community projects in Asia, including for example: Go.Asia, ISIF.Asia, NetMission.Asia, MaD.Asia and others.

JULIA CLYNE – HEAD OF MEDIA, APAC, DOW JONES

As Head of Media, APAC at Dow Jones, Julia is responsible for all sales in Asia across Dow Jones's portfolio of advertising products and solutions. Her team builds bespoke, integrated and multi-channel programs across Dow Jones's media platforms to help organisations reach an influential and highly engaged audience with compelling stories and ideas.

Prior to Dow Jones, Julia lead the advertising team at The New York Times in Asia, having a significant role in expanding The Times's presence in the region by opening new advertising offices in Singapore and Tokyo and helping to launch the services of its T Brand Studio. Earlier Julia worked in Melbourne where she began her career in the publishing industry at Penguin Random House before working at Fairfax Media in advertising sales.

An Australian, Julia earned her bachelor's degree at The University of Queensland where she studied world religion and French, which took her to France to undertake studies in literature at La Sorbonne Nouvelle - Paris III.



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PETER DINGLE – HEAD OF INNOVATION, HSBC

- High Tech Entrepreneur, Investor, CEO Consultant.
- Currently head of business model innovation, at HSBC RBWM Digital
- >17yrs experience in multi-billion product and brand growth businesses across Asia and global markets with Intel
- Developed, launched, managed multiple 100M+ products in Asia for Intel
- Co-founder and Director Innovation Accelerators in Hong Kong and Singapore (Created and executed AIA Accelerator(3), DBS Accelerator(2), Infiniti Lab Accelerator(2), OCBC The Open Vault (1), AIA + Konica Minolta Accelerator (1) for Nest
- 9 Accelerators, 75 Startups, ~USD50M+ raised, and climbing.
- Angel investors in FinTech, Media, Mobile, IoT start-ups
- 10+ years Managing Brand and Marketing, focus on Asia Customer Strategy for Intel
- Early-Stage Investor, Advisor and Mentor to High Tech start-ups, founding member of Mettā (HK)
- Published case study author, guest lecturer and award winning marketer

Peter Dingle has spent the last 20 years as a High Tech Entrepreneur, Investor and CEO Consultant. Managing and growing multi-billion product and brand businesses across Asia and working across global markets. He is now bringing his expertise to new audiences to help the next generation of young founders avoid the mistakes that others have made. Over the last two decades, he has developed, launched and managed multiple 100M+ Technology Hardware and software products in Asia. His Innovation Accelerators in Hong Kong and Singapore have helped nearly 100 start-ups raise over ~USD50M+ in seed funding.

JASPER DONAT – CO-FOUNDER & CEO, BRANDED

Co-Founder and CEO of Branded Ltd. (www.branded.live) one of Asia's leading live media companies and producers of events including Digital, Sports and Music Matters plus It's a Girl Thing and the YouTube FanFest (www.youtube.com/fanfest). We produce award winning events and have spent 25 years connecting businesses and marrying great content with partner brands. 20+ year Asia veteran (previously read "veterinarian") and Ukulele addict.



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GUY FULTON – MANAGING DIRECTOR, CANADA PENSION PLAN INVESTMENT BOARD ASIA INC.

Guy is currently Managing Director, Real Estate Investments at Canada Pension Plan Investment Board Asia Inc. (CPPIB), responsible for the acquisition of real estate investments for the fund across Asia, with a specific focus on Greater China. Since joining CPPIB in 2009 Guy has overseen the growth of the China portfolio to its current equity exposure of over USD3 billion. CPPIB currently has over USD 45 billion invested in property globally of which over USD 10 billion is invested in Asia.

Before joining CPPIB, Guy was Vice President and Chief Representative of Citi Property Investors (CPI) China based in Shanghai. Guy joined CPI in February 2005 and successfully completed over USD 500 million of commercial and residential transactions by asset value in Greater China. In addition to his role in acquisitions, Guy was also actively involved in asset management and was responsible for investor relations for CPI's Asia Fund, which totalled USD 1.3 billion of commitments.

Prior to joining CPI, Guy worked in the Corporate Finance department of Citigroup both in Hong Kong and Moscow, Russia and was also previously a Managing Director of Savills China for five years, establishing the company's presence in Shanghai. He holds a MBA from New York University and a MA in Chinese from Oxford University.

RATHII GANESH – HEAD OF CORPORATE DIGITAL SOLUTIONS – APAC DFIN SOLUTIONS

I am responsible for the market and service development function of the growth-oriented business of Corporate Digital Solutions for APAC (Asia-Pacific). Armed with a team of solutions specialists, I support the APAC Sales & Service Directors and their teams in our growth strategy while working alongside the Operations, Finance, and Marketing teams to facilitate a balance across different aspects and agendas of the business for Corporate Digital Solutions. My core contribution involves an all-rounded approach including operational strategy, marketing, market development, training and development and revenue management through my communication with the different business units.



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ULI GWINNER – PRESIDENT, ASIA PACIFIC, STEELCASE

Uli Gwinner leads the Asia Pacific operations of Steelcase, the world's premier office furniture and solutions company. For over 100 years, Steelcase Inc. has helped create great experiences for the world's leading organizations, across industries.

Steelcase offers a comprehensive portfolio of architecture, furniture and technology products and services designed to unlock human promise and support social, economic and environmental sustainability.

ANDREW HARRISON – DIRECTOR, INVISIBLE THREAD

Andrew leads Think Again Growth Ltd across Asia Pacific, a specialist business growth consulting business. He has twenty-five years of C-suite experience at world-leading multinationals (P&G, Coke, Nestle, Muller and WPP) and nine years entrepreneurial experience that saw him launch and sell two start-ups (one to private equity, one to a trade sale) in Asia. Andrew was the UK Marketer of the Year in 2003, is a UK Fellow of the Chartered Institute of Marketing and a Visiting Fellow at Durham University Business School, lecturing in leadership and marketing.

GRACE HO – CHIEF MARKETING OFFICER, MANULIFE ASSET MANAGEMENT

Based in Hong Kong, Grace is responsible for developing and driving Manulife Asset Management's marketing strategy to raise awareness of the company's brand and investment capabilities across retail and institutional channels in Asia. She oversees the marketing and investment communications functions and is responsible for leading the expansion of the company's digital strategy and supporting business development initiatives across Asia.

Grace has extensive marketing and communications experience. Prior to joining Manulife Asset Management, she was Head of Marketing, Asia Pacific, for Schroders in Hong Kong. She has also held key marketing management positions with leading financial institutions in Asia including JP Morgan and AIG.



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RICHARD KELLY – CHIEF CATALYST OFFER, THE FUNG GROUP

Richard Kelly is part of Fung (1937) Management and is focused on new value creation and building innovation across the group.

Most recently, Richard was the Managing Director of IDEO Asia Pacific. Based in Shanghai, his role was to lead clients to realise new opportunities and build innovation capabilities through design. Clients included Coke, Samsung, TCL, VF Corp, Singapore government. Before moving to Shanghai, Richard joined IDEO London in 2006, and was responsible for the service practice and leading clients including, Nestlé, T-Mobile, IKEA, and Alpargatas.

Before joining IDEO, Richard was at Levi's Strauss & Company for 9 yrs and ran his own brand consulting business in London and San Francisco.

DAVID KETCHUM – CEO, CURRENT ASIA

David is founder and CEO of Current Asia, a company that uses data to create better customer experiences and make marketing more effective. Previously, he founded Upstream Asia, a regional digital and marketing communications network that was acquired by Bite Communications.

He also served as SVP, Marketing and Communications for Calvin Klein Asia, and held senior positions with Burson-Marsteller and Hill & Knowlton in Asia, Europe and the US. He's the author of *BIG M, little m Marketing: New Strategies for a New Asia*.

ELGEN KUA – DIRECTOR, CORPORATE COMMUNICATIONS, THE SOUTH CHINA MORNING POST

Elgen Kua is the newly-appointed Director of Corporate Communications at South China Morning Post. I am a highly skilled communications specialist with more than 16 years of experience in broadcast media, government, consultancy and sport business sectors. I am well versed in corporate communications, public affairs, issues management and stakeholder engagement that drives the promotion of corporate branding and industry leadership.

Managing strategic and meaningful communication campaigns around brands, people and products are areas I excel in. My experience in strategic marketing gives me a practical understanding of building brands and businesses through integrated marketing communications and I have a proven track record in sports marketing.



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DEIRDRE LANDER – DIRECTOR, DATA, SURVEYS & TECH, WILLIS TOWERS WATSON

Deirdre is an international management consultant, corporate executive and educator with in-depth experience helping organizations implement their business strategy and improve their performance through effective people management.

Deirdre's career has spanned more than twenty five years in diverse industries such as banking and financial services, manufacturing, hospitality, transportation and education; including one of the world's largest global insurers, a major railway operator, an Asia-based global luxury hospitality group and a vertically integrated apparel manufacturer.

Relocating from Australia to Hong Kong in 2004 for an organisational change role in an Asian headquartered multi-national corporation, she has participated in the dynamic growth of Asian businesses, working in Hong Kong, China and most other countries across the region. From this global corporate role and subsequently on her return to consulting, she has developed a sound knowledge of the diversity of Asian cultures and how to work effectively to drive business success in a global context.

Deirdre holds a Bachelor of Arts (Psychology) from the University of Western Australia and a Master of Arts (Psychology) preliminary year, from the University of Melbourne, Australia. She is a registered psychologist with the Australian Psychological Society and is proficient in interpreting a wide range of individual, team and organisational assessments including MBTI, DISC, FIRO-B, OPQ, Saville Wave and Global Mindset Inventory. She is also a Member of the Hong Kong Institute of Human Resource Management.

JD LEE – PARTNER, CARRET PRIVATE

Mr. Lee is an experienced lawyer, banker, and entrepreneur. He began his professional career as a lawyer and was an equity partner of a leading international law firm where he focused on cross-border investments, corporate and finance transactions, dispute resolution and regulatory matters. Subsequently, he held senior positions with several leading international financial institutions. Over the past 15 years, he has been an entrepreneur and principal investor, holding board and senior management positions in both private and publicly listed entities.

Mr. Lee received his JD from Georgetown Law and a Bachelor of Arts in economics from Haverford College. He is an active member of the YPO-WPO International, where he holds leadership positions in the Hong Kong Chapter and North Asia Region.



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JANET SEET LING LOW – HEAD OF MARKETING, MONEYHERO.COM.HK

Janet leads marketing at MoneyHero.com.hk, Hong Kong's largest financial marketplace for products ranging from credit to investment accounts. Prior to MoneyHero.com.hk, Janet spent over 18 years leading cross-functional teams in the implementation of complex data-driven marketing programs for Fortune 500 brands first in the United States before moving back to Asia Pacific where she headed up the Asia Pacific client roster for Epsilon. In between, she also opened the Hong Kong office for a successful US-based search marketing agency that was eventually acquired by Bite Communications.

ANDREW MACINTOSH – CHAIRMAN, ACORUS INVESTMENT MANAGEMENT

Andrew is Managing Partner (Asia) of Entoro Capital, an SEC-licensed boutique oil & gas investment bank based in Houston. Andrew is also non-executive Chairman of Acorus Investment Management, a China-Africa private equity fund. Prior, Andrew was CEO (HK), and a director and chair of the investment committee of a Chinese Private Equity group with US\$500 million under management. The investment strategy focused on real estate, energy and commodities. Andrew held board seats on the Beijing fund, the HK management company the Cayman funds, and several investee companies.

Previously, Andrew was the General Manager of Banking for National Australia Bank in Hong Kong, where he oversaw the private banking, commercial banking, and retail banking businesses. Andrew served on NAB's Asian leadership committee, asset and liabilities committee (ALCO), and chaired NAB's Asian investment committee. He oversaw the acquisition of a licensed boutique asset management firm in Hong Kong, that specialised in alpha generating strategies from optimised sector allocations. Andrew was an approved alternate bank CEO by Hong Kong's banking regulator. Prior to this, Andrew worked for Westpac, JP Morgan and investment bank Jardine Fleming. Andrew also founded and successfully grew an Australasian technology consultancy company for 9 years.

IAN MCGOVERN – CEO, MVA ASIA

Ian has over 25 years of international civil engineering experience in development sectors across various Asian countries. He has worked in international multi-disciplinary engineering firms prior to joining MVA. Ian has worked and lived in Afghanistan, Cambodia, Hong Kong, Thailand, India and Malaysia and has extensive project experience in China, Vietnam, Mongolia, Indonesia, Bangladesh, Sri Lanka and Nepal.



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He is a chartered engineer with a degree in Civil Engineering from Imperial College London and an MBA from City University, London. Now based in Hong Kong since 2012.

SILVIA MERA – PROGRAM DIRECTOR, THE MEKONG CLUB

Silvia is Program Director at the Mekong Club, an NGO working with the private sector to fight modern slavery and human trafficking. Silvia leads the Mekong Club's 32-member strong association of businesses and oversees strategic partnerships and initiatives. Silvia works directly with multinational corporations from the manufacturing, retail, hospitality and banking sectors to support and advise them on their anti-trafficking policies and practices. She is involved in regional anti-trafficking projects and delivers training and presentations on the topic both in Asia and overseas.

MARKUS MINGENBACH – VICE PRESIDENT (SPECIALTY FILMS), COVESTRO

Markus Mingenbach is head of Covestro's Specialty Films business in Asia Pacific and global sponsor of the unit's activities in the Government Security Document segment. Markus is located in Hong Kong.

Born in Leverkusen, Germany, Markus studied International Business at Maastricht University in the Netherlands and earned an MBA from the Hong Kong University of Science and Technology.

Markus started his career at Bayer MaterialScience in Hong Kong in 2006 holding various project management positions. In 2010, Markus took over a regional marketing manager role in the Polycarbonates business and moved to Shanghai, China. There he became Global Marketing Excellence Director before leaving the company in 2013 to become Global Segment Director Durables at Avery Dennison in Hong Kong. In mid-2016, Markus joined Covestro (Hong Kong) Limited to assume the role of head of Specialty Films Asia Pacific.

NICHOLAS MOORE – ASIA PACIFIC MARKETING & COMMUNICATION MANAGER, SKADDEN, ARPS, SLATE, MEAGHER & FLOM

Nick Moore has over 18 years' experience in marketing and business development in the professional services sector. He has worked for a number of firms in Asia including Clyde & Co and Hong Kong's oldest law firm, Deacons. He is Head of Asia-Pacific Marketing & Communications at Skadden, one of the world's most highly respected law firms, where he oversees business development, marketing and communications. Nick is a former Board



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Director of ICON, a not-for-profit membership organization for professional services experts working in sales, marketing and communications in the Asia-Pacific region.

JASON MORRISSEY – PARTNER, TRIMANTIUM GROWTHOPPS

Jason has over 28 years leading Transformations, Technology and Operations in senior positions across a number of Financial Services Sectors. Jason spent his first 16 years in Australia and last 12 years in Asia, with a proven track record of delivering complete technology and business oriented solutions aligned to the business strategy.

He has a broad experience across the Asia Pacific region managing initiatives in Hong Kong, Singapore, China, Australia, Malaysia, Indonesia, Vietnam, Thailand, Philippines, Japan and South Korea with a specific focus on China. Having worked as an Executive for Ping An of China for a number of years (the second largest insurance company in China), Jason gained deep insights into the way of doing business in China and worked on a number of international JV's from the Chinese side.

Running a consulting practice in Hong Kong for the last nine years, Jason and his team have been involved in a number of strategic programs of work across Asia Pacific including building a niche capability to assist foreign financial services and insurance firms to do business in China and Chinese firms to enter other markets in Asia and the west.

DAVID PENG – CEO, ASIA PACIFIC (EX-JAPAN), LEGAL & GENERAL INVESTMENT MANAGEMENT

David joined Legal & General Investment Management as Head of Asia Pacific ex Japan in June 2018. Legal & General Investment Management is the asset management arm of Legal & General Group PLC which was established in 1836 in London, UK.

Prior to joining Legal & General Investment Management, David was Head of Asia ex Japan for Standard Life Investments for over seven years. David was with BlackRock (and its predecessor Merrill Lynch Investment Managers and Mercury Asset Management) for 15 years and has been instrumental in building their Taiwan and China businesses. At BlackRock, he held a number of senior management positions including Managing Director and Chief Representative for China; Deputy CEO, Head of Sales and Marketing of BlackRock's joint venture in China with the Bank of China. He built Merrill Lynch Investment Managers' China institutional business as well as Mercury Asset Management's Taiwan strategy and business.



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David graduated from Thunderbird, School of Global Management in 1987 with a master's degree in international management. David received his B.A. from Columbia College, Columbia University in 1983 with a major in Political Science and international Relations.

BLUMS PINEDA – PARTNER, PROPHET

Blums is a seasoned global executive and highly experienced strategy consultant and digital transformation expert with more than 25 years of global working experience. He is currently a Partner at specialized growth activation consultancy Prophet and leads the firm's Digital and Evolved Enterprise work in Asia Pacific, where he specializes in the following: Digital Strategy, Business Strategy and Innovation Thought leader and expert speaker on mobile, digital, and data Modern Marketing and Digital Marketing Strategy and Execution Customer Data-driven Disruptive Experience Design Digital and Strategic Technology Disruption B2B / Enterprise strategic account and key account strategy

STEFAN RUST – SVP, MARKETING, ENERGYBOX

As a multilingual, global leader I turn the potential presented by cutting edge technologies into commercial opportunities. I have held executive positions and launched companies by building strategies, raising funds and creating business development partnerships as a foundation for successful ecosystems and associated business growth across mobile, IoT, big data & blockchain. As an investor I bought my first bitcoin at \$5.- in April 2012 and currently have a wide investment and advisory portfolio across the blockchain industry.

ANNA TEHAN – SVP, CORPORATE COMMUNICATIONS, FUNG GROUP

Anna Tehan leads the corporate communications team at Li & Fung and is responsible building its brand across its myriad of stakeholders, including its people, customers, suppliers, media and other influencers. She has close to twenty years' experience in media, internal communications, brand development, and community and stakeholder engagement and moved to Hong Kong over 12 years ago having begun her career in Australia. Anna previously spent seven years at Deloitte as its Asia Pacific Head of Marketing & Communications. Before joining Li & Fung, she was the Head of Communications at CLSA.

STEPHEN THOMAS – HEAD OF GROUP BRAND & COMMUNICATIONS, AIA GROUP

Stephen is Head of Group Brand and Communications at AIA Group, which today is one of the largest life insurance companies in the world, headquartered and listed in Hong Kong.



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Stephen has responsibility for helping to set AIA Group's communications strategy and to convey a focused, compelling narrative with both internal and external audiences around AIA's key reputation drivers, including its business performance, growth initiatives, thought leadership, ESG reporting and community engagement. Stephen also has oversight for AIA's purpose-led brand promise: Healthier, Longer, Better Lives. Stephen oversees the programme to fully integrate AIA's brand promise into all marketing and communication plans across the business.

Prior to joining AIA in 2012, Stephen spent seven years as Head of Corporate Affairs for Citigroup ("Citi") in China, based in Shanghai. Stephen was a Managing Director at Citi and was the spokesperson for Citi in China. During his tenure with Citi, Stephen created a holistic communications strategy for the bank in China and coordinated Citi's engagement with a range of stakeholders.

Stephen is a Board Trustee of the Institute for Public Relations and is a member of the Arthur W. Page Society (and Chair of Page Hong Kong). Stephen holds a Bachelor's degree in Commerce from the University of Melbourne and a Post Graduate Diploma in Management from Melbourne Business School.

NICOLAI WIEST – CEO, ENERGYBOX

Nicolai Wiest is CEO of EnergyBox. Their solutions and software track equipment and facilities across multiple locations in real time, so you can automate processes, improve efficiency, mitigate risks and enhance customer experience and service.

EDITH WONG – CHIEF MARKETING OFFICER, INVESTHK

Edith Wong is the Chief Marketing Officer at Invest Hong Kong (InvestHK), the government department responsible for attracting and facilitating foreign direct investment into Hong Kong. Her division oversees InvestHK's branding, marketing and communications, events, public relations, social media, strategic research and market intelligence.

Edith has a bachelor of arts and master's degree in English from the Chinese University of Hong Kong, a bachelor of laws and an MBA in international business from the University of London. She is a member of the Institute of Directors.

Do what you love. Love what you do. Born and raised in Hong Kong, Edith feels it's a true privilege to be in a role to promote the city to the world.



Asia Insight CIRCLE

MODERATING & HOSTING

WALTER JENNINGS – CEO, ASIA INSIGHT CIRCLE

Walter Jennings has 25+ years of communication strategy experience gained working and living in China, Hong Kong, Australia, Canada, France, and the United States. He leads Asia Insight Circle, and is a Senior Consultant at The Tantalus Group. He provides CEO advisory, corporate communications strategy, and influencer relations consulting and strategy for the firm's clients.

Walter recently served as Vice President, Global Corporate Communication at Huawei Technologies in their corporate headquarters in Shenzhen, China. Huawei is the world's leading telecommunications technology company with 200,000 employees in 170 countries and 2017 revenue of US\$93 billion.

SANTO RIZZUTO – DIRECTOR, ASIA INSIGHT CIRCLE

Santo Rizzuto is the Director of the Asia Insight Circle organization, leading operations and event management. A serial entrepreneur, Santo was the co-founder of Pearl River Antiques, importing high end antiques from China to galleries in Dallas, Chicago, and various cities throughout the state of Michigan.

BEA ARMSTRONG – BUSINESS CONSULTANT

Bea Armstrong is a non-profit executive from the United States with over twenty-five years of experience in strategic planning, business development, fundraising, marketing and communications. She has worked in senior NGO management positions and as a consultant in the environmental, education, and social service sectors in the Western USA, China and Tibet. Most recently, Bea was the Director of Development and Communications at the Deschutes River Conservancy in Bend, Oregon. Since relocating last January, Bea is currently a business consultant in Hong Kong. Her services include full program audits, organizational development facilitation, business strategy assessments and program development.