

# SOUTHEAST ASIA BUSINESS SUMMIT 2018

Role of China & India  
Exploring Trends & Strategies in the Region

SINGAPORE  
6TH APRIL

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Expanding your Business Universe



# Exploring Current Trends and Strategies for Business in Southeast Asia

South Asia is a dynamic market with more than 1.7 billion people. The region is quick becoming the world's most attractive destination for foreign investment. Greenfield investment and M&A activities have increased rapidly in the past five years. A lot of multinational companies are increasing the investments in this region due to the cost advantage and continuous opening policy. Southeast Asia in particular now receives more foreign direct investment than China.

Thus far, Singapore has been the preferred location as a safe haven to invest through to South Asia. China, following the 'One Belt, One Road' plan, is becoming another big investor in Southeast Asia besides Japan and USA. For multinational companies, how to capture the potential direct investment, business opportunities and managing South Asian businesses to maximize long-term value is crucial to sustainability of these companies. In addition, understanding the differences in South Asian culture, legal, finance and being able to integrate with these elements are a key driver of success. –whether from an investment, M&A or business perspective. These pose very interesting topics and will be covered by professionals and businessmen alike who have deep experience in these areas.

This year's South Asia Business Summit 2018 will be held in Singapore. This conference is an exclusive event for the corporate executives from the global multinational corporations to learn the latest trends and regulations affecting general business activities and cross-border investment in South Asia and how to overcome some of these obstacles.

The event is also a valuable opportunity for business networking by exchanging the practical experience and lessons of direct investment, M&A, JV partnership in this region. Senior executives from MNCs, PE, VC and professional advisors for finance & tax, legal, management consulting, investment banking will join this year's exciting event.

We are looking forward to your participation!



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# Conference Topics

Time	Topic	Details
0830-0930hrs	Coffee Registration	
0930-1000hrs	Recognition of Sponsors and Opening Address	
1000-1030hrs	<b>Singapore's role in Southeast Asia</b> -Singapore as a gateway into Southeast Asia -Bridging Chinese and Singaporean companies -Bridging Indian and Singaporean companies	Speech
1030-1110hrs	<b>Role of China in SEA.</b> -SEA Implications -Opportunities and Strategies -Singapore's role as a strategic gateway	Panel Discussion I
1110-1150hrs	<b>Role of India in SEA</b> -SEA Implications -Opportunities and Strategies -Singapore's role as a strategic gateway	Panel Discussion II
1150-1300hrs	Lunch	
1300-1340hrs	Scaling up and Internationalization in South Asia	Panel Discussion III
1340-1420hrs	Joint Ventures & M&A in Southeast Asia	Panel Discussion IV
1420-1450hrs	Tea Break	
1450-1530hrs	One Belt One Road , AEC Implications for Southeast Asian Businesses.	1Panel Discussion V
1530-1700hrs	Doing Business in South East Asia	Panel Discussion VI



# Speaker Profile

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## **Arthur Tay**

Chairman and CEO, SUTL Group

Mr Arthur Tay is the Executive Chairman and CEO of the SUTL Group, a diversified leisure consumer groups and services conglomerate. Its first marina development, One°15 Marina Club in Sentosa Cove, has won numerous awards since opening in 2007. The One°15 brand has also expanded internationally, with marinas in Malaysia, the US and, soon, China. He is responsible for the overall management of the Group. He was first appointed as Non-Executive Director in January 2010 and was last re-elected in April 2016. He was made the CEO of the Company on 1 May 2010.

Mr Tay is also an active philanthropist and grassroots leader, Mr Tay currently serves as Patron for the West Coast Citizens' Consultative Committee. He holds an MBA in Real Estate and Finance.



## **Richard Eu**

Chairman, Eu Yan Sang International

Mr. Richard Eu was appointed to the board as Chairman of Eu Yan Sang International ("EYSI") board on 1st of October 2017. He leads the board in providing governance oversight, deliberating the Group's strategic choices and providing independent counsel and advice to the Group Chief Executive Officer ("CEO"). Richard joined the business in 1989 and was appointed Group CEO of EYSI in 2002. He has been instrumental in transforming it into one of Asia's largest Traditional Chinese Medicine ("TCM") groups today. EYSI was listed on SGX from 2000 to 2016.

Richard was named the Ernst & Young Entrepreneur of the Year 2011 (Singapore) and represented Singapore at the Ernst & Young World Entrepreneur of The Year 2012 award in Monte Carlo, Monaco. He was also recognized as the CEO of the year by the Singapore Corporate Awards 2010, for SGX-listed companies with a market capitalization of under S\$300 million. In 2016, he was lauded as the Brand Leader of the Year by InfluentialBrands. Richard holds a Bachelor of Law degree from the London University, UK and has worked in merchant banking, investment management, stock broking, computer distribution, and venture capital.

He actively participates in community projects and non-profit organizations. He serves as Chairman of the National Museum of Singapore and Singapore University of Social Sciences and is on the board of Thye Hua Kwan Moral Charities Limited. He also sits on the boards of other companies.



### **Bill Lewis**

Board Director & Advisor

Bill works with Chairs, Boards, CEOs, Senior Executives and Entrepreneurs.

He delivers practical, relevant, timely, and quality guidance, leadership, and advice. He provides diplomacy, gravitas, and experience at Board level, and to emerging businesses. All based on deep international business experience at the most senior level.

Born a technologist, he has evolved into a consummate leader and Board-room player. He helped build Fortune 200 companies and entrepreneurial businesses. He has passionately championed strategic progress via new technology for over two decades. His career track record is being at the heart of change, transformation and entrepreneurship.

He also writes, speaks and contributes to technology and entrepreneurial issues globally. He is an author of three bestselling books: *Midas* and *1000 Cows*, *100 Mistakes of a Start Up CEO*, and *25 Kickass Lessons for the Budding Entrepreneur*. He spoke at the IBM Connect as part of his role as Co-Founder at Temasys Communications.



### **Mr. Simon Hopkins**

CEO, Milltrust International Group

Simon Hopkins is a successful entrepreneur who has been a senior figure in the international investment management industry for more than two decades. Mr. Hopkins started his career at S.G. Warburg, and UBS, subsequently holding senior roles at HSBC James Capel and Nomura International. Mr. Hopkins went to found Fortune Group, an award-winning alternatives investment advisory, and fund of hedge funds business with clients in 24 countries, including a number of the world's leading families. The firm was successfully sold to UK-listed, financial services group, Close Brothers Group PLC.

In 2011, Mr. Hopkins founded Milltrust International Group, an award-winning investment platform focusing on investment management in Emerging Markets, and specialist real asset solutions driven by the changing demographics of the developing world.

In addition to the group companies, Mr. Hopkins serves as an investment advisor to the British Innovation Fund, a U.K. University Venture Fund, a director of East India Investments Pte Ltd, Swallowcourt, a healthcare business, Xoomtrip, a GCC-based online travel agent, Novare Fund Manager, a pan-African asset management firm, the Asian Film Fund, CITIC Securities One Belt One Road (CSO-BOR), and Roslin Technologies (University of Edinburgh). He also serves as a member of NUS Medicine International Council (NIC).

Mr. Hopkins is a regular commentator on fund industry topics in the financial media and has addressed numerous conferences, the OECD and the London School of Economics. He was profiled in a significant interview with the Financial Times in December 2008. He graduated with honours from the University of Bristol's Faculty of Law in 1986 and resides permanently with his family in Singapore.



### **Lawrence Yip**

Senior Vice-President, Planning & BD at Sembcorp Development Limited; concurrent Chief Marketing Officer (CMO)

Mr. Lawrence Yip is the Senior Vice-President, Planning & BD at Sembcorp Development Limited and concurrently the Chief Marketing Officer (CMO). He was responsible for driving external marketing of the iconic and award-winning Vietnam Singapore Industrial Park and Township in North, South and Central Vietnam, Singapore and Indonesia.

He also assists in Identifying, Evaluating and Developing new industrial estates and integrated township around Asia. The company is the pioneer and the oldest industrial township developer in Asia with existing properties in China, Vietnam and Indonesia. Part of a public-listed industrial conglomerate with expertise in utilities (energy), environmental & marine engineering. Market Cap: USD8Bn (FY 2016); and more than 8000 staff in 16 countries.

He was formerly APAC Director for BD in Honeywell and had worked in TOTAL Oil, Kerry Properties/Shangri-la Group, Biltcare and Reed Elsevier, including several successful start-ups in Asia.

He has diversified industry experience in real estate development, hotel & facilities management, oil & gas, pharmaceuticals and general management.

Lawrence holds a MSC degree in International Marketing from University of Strathclyde (UK), B.Sc degree in Psychology from University of Southern Queensland (Australia), Chartered Diploma in Marketing (UK and Advanced Diploma in Business Studies (Singapore).



### **Yang Yen Thaw**

Managing Director, 2iB Partners

Mr. Yang Yen Thaw brings with him a rich experience in terms of his legal training and management experience. A lawyer by training for over 24 years, he is an innovative thinker and brings with him a valuable network of tech experts and outsourcing service providers.

He has listed company and private equity experience and served as an Executive Director and General Counsel to a listed UK plc. His management experience comes from being a Partner in one of the largest Singapore law firms representing an international law firm as well as head of its corporate technology practice, Head of South Asia Practice in a unique China-Singapore joint law venture, Partner in a PE/VC focused law firm. Prior to all these, founded his own law firm which he ran for 12 years. In 2000, he devised and implemented YLRM – Yang Legal Risk Management, an internal legal compliance program for companies that in the present era is being implemented by digitization by the industry.

Yen Thaw has assisted international SMEs in difficult environments in a wide range of businesses covering investments, technology, infrastructure; marketing; hospitality – hotel and tourism, healthcare; media and entertainment to consumer oriented products. He has also worked on international M&As, RTOs and roll-up combinations in countries including Australia, China, France, India, Japan, New Zealand, UK, USA and most South East Asian countries.

He has delivered key note speeches and has been panel moderator on investment and doing cross-border business in China, Taiwan, Singapore, Malaysia, Thailand and India on behalf of various organizations such as the Indian Embassy in China, the Singapore Business Federation (SBF), UK private wealth organization etc.





### **Pratik Bose**

Managing Partner, Indian Angel Network

Pratik Bose works hand in hand with one of the Founding Fathers of Indian Venture Capital, Saurabh Srivastava along with a dynamic disruptor who has been on occasion called the Funding GodMother of India, Padmaja Ruparel. Together, through Indian Angel Network, they join hands to accelerate early stage investments via the unique Indian Angel Network (IAN) fund.

The fund is built on the strong foundation of IAN platform and industry stalwarts like Kris Gopalakrishnan (ex-CEO Infosys), Sunil Munjal (Hero Corp), Dr Devi Shetty (Narayana Health), Ajay Chowdhary (Co-Founder HCL), Raman Roy (Chairman NASSCOM) and institutional investors like SIDBI and Yes Bank amongst many others.

The platform already invests in 10 countries with an enviable pipeline of 1000s of companies and a strong track investment performance track record since 2008.



### **Sonny Yuen**

Managing Director, JonDavidson Group  
Independent Director, Listed company

Sonny Yuen has a wide array of experience ranging from engineering, materials planning, logistics, management consulting and recruitment. He is an independent director on a listed company and runs JonDavidson Group a recruitment agency in Singapore and is also a partner in ENEX Global Executive Search.



### **Rick Marchese**

Founder, Lares Loreno Private Capital

Rick is an experienced Wall Street and Silicon Valley investment banker based in Asia. Having completed over 50 transactions totaling over US\$10 Billion and having covered a broad base of fundraising and M&A advisory assignments across the globe, he has worked with a wide range of clients from Fortune 500 companies to advising start-ups. His industry experience covers chemicals, transportation, telecom, media, technology, retailing, consumer products, and security and defense industries. He is the founder of Lares Loreno Private Capital, a Singapore-based firm providing advisory and corporate finance services to small and medium-sized enterprises, family businesses and private equity investors.



### **Raj Mishra**

CEO , I-Deals Network

Raj Mishra is Founder and CEO of I-Deals Network. He has total experience of 14 years as an entrepreneur .Prior to I-Deals Network he was also involved in launching HR Startup. He has also worked in companies like Star Tv, Newscorp and FPSB India..He has mentored Startups and helped them in fundraising.He is also invited on panels of different Startup Events. He enjoys reading books and travelling is his passion.



### **Ross Coull**

Investment Director, CDC Group Plc

Ross joined CDC's Equity Investment Team in 2012.He previously worked in UK private equity for Sovereign Capital, investing in mid-sized companies in the business services and healthcare sectors.

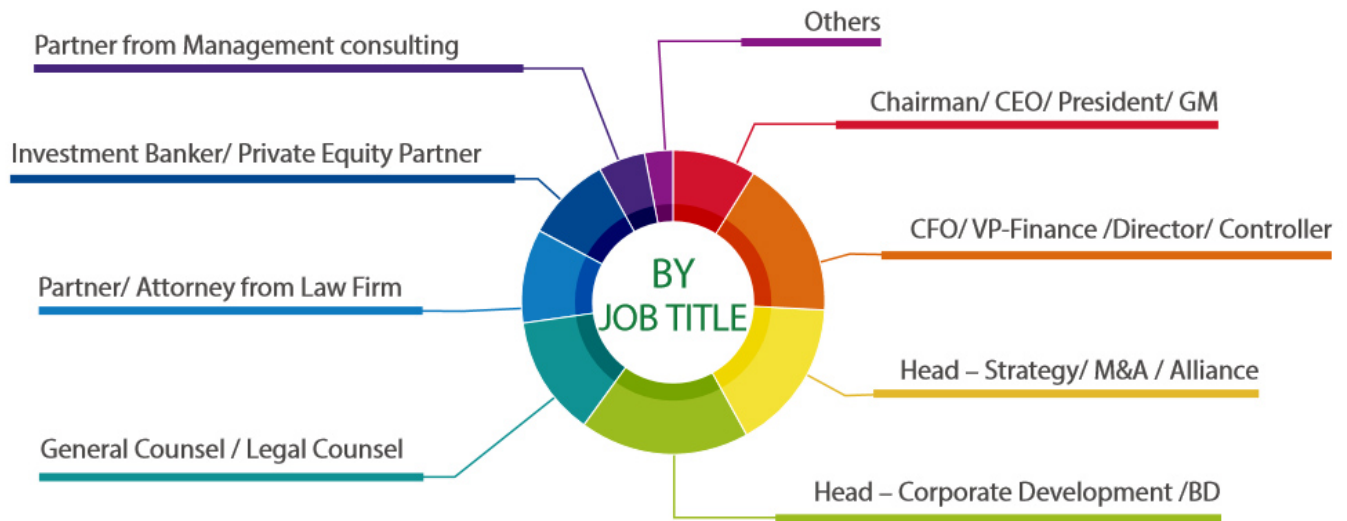
Prior to that, Ross was a strategy consultant with Booz & Company, advising a variety of clients on their major corporate challenges across Asia, Europe and North America. In addition, he has a track record of making personal investments in small emerging market companies.

Ross has a BSc and an MSc from the London School of Economics .



# Our Network Comprises of:

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## Typical Attendees

### BY INDUSTRY:

- Machinery & Equipment
- Bio and life science
- Retail & tourism
- Hospitality
- Pharmaceutical & Medical
- Food & Beverage
- Chemicals Materials
- Logistics
- Construction
- Business & Management Consultancy
- Legal & Tax
- Banking
- Real Estate
- Government
- Electronics
- Agriculture

### BY JOB TITLE:

CXO, Board of Director, Chairman, Country Manager, Managing Director, Chief Investment Officer, or in charge of:

- Investment & M&A
- Government Affairs
- International Relations
- Legal
- Finance
- Tax
- Business Development
- Corporate Strategy
- Marketing
- Supply Chain
- Human Resource
- Joint Ventures
- Operations

and many more!

# Why You Should Sponsor

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# Some of Our Past Events

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# Sponsorship Package

Broad Benefits	Presenting Sponsor (40k)	Platinum (30k)	Gold (20k)	Silver (10k)	Exhibitor (6k)
*All rates are quoted in USD					
<b>RECOGNITION</b>					
Logo Presence on cover of delegate book	✓	✓			
Logo and 100 words write-up, to appear inside of the Delegate Book	✓	✓	✓	✓	✓
A4 size ad to appear in Delegate Book	✓	✓	✓		
Logo to appear on the event Website	✓	✓	✓	✓	✓
Logo presence on all event promotional activities including Print & Digital Media	✓	✓	✓	✓	
Logo to be included on the on-site signage	✓	✓	✓	✓	✓
Logo presence on the stage back-drop	✓	✓	✓	✓	
To be tagged as 'Presented by' in all communications	✓				
<b>THOUGHT LEADERSHIP</b>					
Opportunity to structure a panel discussion	✓	✓	✓		
Participation of a Senior Level Executive in Panel Discussion	✓	✓	✓	✓	
<b>COMPLEMENTARY PASSES</b>					
Complimentary Passes worth (in USD)	3k	2k	1k		
<b>ON-SITE BRANDING</b>					
Standee (3 ft x 6 ft) inside the conference room	3	2	1	0	0
Standee (3 ft x 6 ft) in the conference registration area	3	2	1	1	1
A dedicated video of the company (60 seconds) during the Networking and Lunch breaks	✓	✓			
<b>DELEGATE DATA</b>					
Complete delegate data to be shared (Subject to PDPA norms)	✓				
<b>OTHER BENEFITS</b>					
Discount for i-dealsnetwork / 2iB Partners masterclasses /workshops for 12 Months	30%	25%	20%	15%	10%
<b>POST EVENT COVERAGE</b>					
Post-event email to delegates	✓	✓	✓	✓	✓
Editorial Q&A and 2 Guest columns on i-dealsnetwork / 2iB Partners website.	✓	✓	✓	✓	✓
Event report on i-dealsnetwork/2iB Partners and Media Partners	✓	✓	✓	✓	✓



Mentions on all social media channels	✓	✓	✓	✓	✓
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#### SPONSORSHIP ADD-ONS

Lanyard – Company Logo will be displayed on one side of the delegate tag	5K
Notebook & Pen – Complimentary Notebook & Pen will be provided to all delegates	5K
Corporate Video (Ad loop)	5K
Flyers/Brochure Insertion to delegates	5K
Gift Sponsor (For Delegates)	5K
Gift Sponsor (For Speakers)	5K

# Registration Details

## VIP PASS (USD 700)

### Benefits :

- 1) Opportunity to get reserved seat next to speakers in front row
- 2) Get your profile printed which will be circulated to delegates and speakers
- 3) Your questions will be given priority during the summit.

## Standard Fee (USD 400)

## Early bird Discount

Early bird discount 1 USD 250 valid till 15th Feb  
Early bird discount 2 USD 275 valid till 28th Feb  
Early bird discount 3 USD 300 valid till 15th March  
Early bird discount 4 USD 325 valid till 24th March  
Early bird discount 5 USD 350 valid till 31st March

## Group Discount

Group discount 1 USD 200 valid till 15th Feb  
Group discount 2 USD 225 valid till 28th Feb  
Group discount 3 USD 250 valid till 15th March  
Group discount 4 USD 275 valid till 24th March

## Bank A/C Details for – Cheque,Cash & NEFT Payment

You can make Wire/TT payment in our ICICI bank account mentioned below:

Account Name : I-Deals Network Pvt. Ltd.  
Account No : 629705016365  
Name : Mayur Vihar Branch  
IFSC Code : ICIC0006297  
Swift Details : ICICINBBCTS

## Registration Form

Delegate Name	Email Address	Job Title	Hand Phone No
Company Name			
Company Address			

For registration and sponsorship, please email us at  
register@i-dealsnetwork.com or (call or Whatsapp)  
Mr. Raj Mishra on +91-9650920078



B-756,Bunkar Colony, Ashok Vihar Phase-IV,  
Delhi-110052, India  
register@idealsnetwork.com  
www.idealsnetwork.com



A dark, atmospheric photograph of the Singapore skyline at sunset. The text "SOUTHEAST ASIA BUSINESS SUMMIT 2018" is overlaid in large, white, bold, sans-serif capital letters. In the background, the Singapore Flyer is visible on the left, the Esplanade - Theatres on the Bay is in the center, and the Merlion statue is on the right. The water of the bay reflects the orange and yellow light of the setting sun.

# **SOUTHEAST ASIA BUSINESS SUMMIT 2018**

Registered Office Address:  
B-756, Bunkar Colony, Ashok Vihar Phase-IV,  
Delhi-110052,(India)