



**New Zealand ASEAN Business Alliance (ABA)**

**VIRTUAL CONFERENCE**

**The New Normal: Opportunities and Trends for People, Products and Services**

**Thursday 24th and Friday 25th September NZST 1pm - 5pm**

<b>ASEAN Business Alliance Conference</b> <b>Virtual Conference via Whova and Zoom Integration</b>		
<b>DAY 1</b>	<b>Sustainability after COVID - long term possibilities and short-term impacts</b>	
<b>1pm NZST</b>		
	Welcome / housekeeping	<b>Andrew Bayly</b>
	Welcome	Ambassador to ASEAN <b>HE Pam Dunn</b>
	Welcome and Overview	<b>Siah Hwee Ang</b> Director, Southeast Asia CAPE
	Keynote Speaker (recorded)	NZ Prime/Trade Minister and ASEAN Secretary General (TBC)
Panel Discussion	Sustainable business trends in the Post Covid world <ul style="list-style-type: none"> <li>- Opportunities for business: How has your company responded, and how is it pivoting to sustain the new normal?</li> <li>- Discuss what narrative has been most prominent in your business during Covid-19, and what narrative is missing.</li> <li>- Where have you seen the best examples of leadership by an individual or organisation over the last few months?</li> </ul> Moderated by <b>Oriana Brine</b> , Senior Strategist, Forum for the Future	<b>Genevieve Smith</b> , Principal Sustainability Advisory, Beca  <b>Rosie Mercer</b> , General Manager Sustainability, Ports of Auckland  <b>Rachel Depree</b> , Head of Sustainability, Zespri  <b>Carolyn Mortland</b> , Director of Global Sustainability, Fonterra
Q and A		
Closing Remarks		<b>Andrew Bayly</b>

<b>DAY 1</b>  <b>3pm NZST</b>	<b>Consumer Trends in ASEAN - long term possibilities and short-term impacts</b>	
	Welcome / housekeeping	<b>Mitchell Pham</b>
	Consumers trends in ASEAN – long term implications of Cov19.  Q and A	<b>Mckinsey - Thomas Rüdiger Smith</b>
	Consumer trends – Impacts on Products Q and A	Fonterra Thailand (TBC)  Thai Bev (TBC)
	Consumer trends – Impacts on Services Q and A	<b>Kevin Fitzgerald</b> , Managing Director, Asia Xero, Singapore  <b>Eva Maureen SG Claravall</b> , Group Head, Client Business Partnerships, CX Practice Lead PH, Kantar Philippines, Inc.
	Consumer trends – Impacts on People Q and A	<b>James McCulloch</b> , Inspire Asia Group  <b>Lukas Beech</b> , DHR International, South Korea
Closing Remarks		<b>Siah Hwee Ang</b>

<b>DAY 2;</b> <b>1pm NZST</b>	<b>Regulations- navigating the maze &amp; Branding in ASEAN - telling your story</b>	
	Welcome / housekeeping	<b>Andrew Bayly</b>
	<b>Regulation - Navigating the maze</b>	
	<p>MPI Regulatory overview</p> <ul style="list-style-type: none"> <li>- Challenges for NZ companies</li> <li>- Private sector view from NZ</li> <li>- Malaysia view - navigating the regulations</li> <li>- Case studies -failures and successes</li> </ul>	<p><b>Jenny Reid (MPI)</b> <b>Megawati Suzari (FBM)</b></p>
Panel Discussion	<p><b>Branding in ASEAN</b></p> <ul style="list-style-type: none"> <li>- What are some of the keys for creating brands in different ASEAN countries?</li> <li>- How to customize your brand to suit the market</li> <li>- Success and failures</li> </ul> <p>Session Moderated by <b>Poh Poh Tam</b>, Comvita Market Manager Southeast Asia and Taiwan</p>	<p>Dung Huynh Dinh, The Circle - Branding Partners (TBC)</p> <p><b>Danica Burke</b> GM APAC at FST</p> <p><b>Rebecca Smith</b>, Director New Zealand Story</p> <p><b>Dr. Yuanindita Ingardya</b>, Victoria University Wellington</p>
Q and A		
Closing Remarks		<b>Andrew Bayly</b>

<b>DAY 2</b> <b>3pm NZST</b>	<b>ASEAN's Potential Southeast Asia Market Learnings</b>	
	Welcome / housekeeping	<b>Andrew Bayly</b>
	Keynote, ASEAN overview	Benny Goodman NZTE Regional Manager (TBC)
	Keynote, ASEAN overview	<b>Campbell Wilson</b> CEO of Scoot
Panel Discussion	<b>Case Studies and lessons from the Market</b>  <b>Moderator: Andrew Moraes</b> , Beca Country Manager, Myanmar	<b>Lance Little</b> , CEO APAC Roche  <b>Rob Julian</b> , CEO Datacom SEA  <b>Tim Anderson</b> , Head of Jacobs Engineering Indonesia
Q and A		
Closing Remarks and Conference Wrap Up		<b>Andrew Bayly / Siah Hwee Ang</b>