

## RSIS-Nanyang

### The ASEAN Advantage: Building Successful Business in ASEAN

29 February to 4 March 2016

#### Programme Overview

The Association of Southeast Asian Nations (ASEAN) is a political and economic organisation of ten Southeast Asian countries. It was formed on 8 August 1967 and includes Indonesia, Malaysia, the Philippines, Singapore, Thailand, Brunei, Cambodia, Laos, Myanmar (Burma) and Vietnam. It aims to accelerate economic growth, social progress and sociocultural evolution among its members, protection of regional peace and stability, and opportunities for member countries to resolve differences peacefully.

The member countries have a combined population of approximately 625 million people, 8.8% of the world's population. In 2015, the organisation's combined nominal GDP had grown to more than US\$2.6 trillion. If ASEAN were a single entity, it would rank as the seventh largest economy in the world, behind the US, China, Japan, Germany, France and the United Kingdom.



ASEAN is an interesting and complex collection of history, culture, politics and people, all at once, inter-twined and separate. How do companies operate in such a socioeconomically diverse region? Does a single "ASEAN strategy" exist? What can firms do to unleash the potential of one of the world's largest market of 625 million people?

#### What will you learn?

Combining the thought leadership of both the S. Rajaratnam School of International Studies' (RSiS) Centre for Multilateralism Studies, and the Nanyang Business School, this programme aims to provide participants an opportunity to understand the unique challenges as well as opportunities in conducting business in ASEAN.

Over the course of the 5-day programme, we will explore the theme of running a business in an increasingly integrated ASEAN. We will also look at how businesses can tap into this development - to contribute to and benefit from it - so as to continue to grow in this region.

In one of the sessions, we will cross over the border\* to Johor, Malaysia, to observe and learn, first-hand, the progress and development of Iskandar Malaysia, as an example to understand how businesses can work with governments in unlocking the potential afforded by integrated economic development corridors. \* Participants will need to ensure that they obtain the requisite visa for visit to Malaysia.

Through a dynamic combination of facilitator-led workshops, in-depth panel discussions as well as meaningful on-site company visits, participants will learn from the best faculty and authority on ASEAN, and gain critical insights on the art and science of conducting business in ASEAN through interaction with key business leaders, policymakers, thought leaders and peers.

#### Highlights of the Programme

- Sessions featuring thought leaders, business leaders and policy makers who will share insights on the intricacies, challenges and opportunities of ASEAN
- Dedicated lunch session with keynote speaker, Tan Sri Tony Fernandes, CEO, AirAsia
- Dynamic and in-depth panel discussions
- On-site visits to companies that have an ASEAN presence, to gain insights and understand the real business models effected by the companies
- Visit to Iskandar Malaysia, as a case study of how different governments come together to make business work
- Opportunities to build contacts and meaningful and productive networks through peer and panel interaction and on-site company visits

#### Who should attend?

This programme is designed for business leaders and managers who determine, oversee and execute business strategy, and who have an interest in building and growing businesses in ASEAN. It is also useful for participants who would like to kick-start their own ASEAN business strategy.

#### What are the programme dates and fees?

The Programme Fees (w/o GST) is SGD8,900 and Programme Fees (w/GST) is SGD9,523.00. All fees cover refreshment, lunch and study materials. This programme is eligible for the SkillsFuture Study Award under the category for "Internationalisation, IE Singapore". Successful applicant will receive a monetary award of SGD5,000. For more information, please refer to <http://www.skillsfuture.sg/studyawards>. Nanyang Executive Education reserves the right to change the date, venue and programme due to unforeseen circumstances.

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#### Who are the speakers?



**Tan Sri Dr. Tony Fernandes**  
*Non-Independent Executive Director and  
Group Chief Executive Officer  
AirAsia*

Tan Sri Dr. Tony Fernandes CBE, was appointed Group Chief Executive Officer of AirAsia in December 2001 and has been a Non-Independent Executive Director and Group Chief Executive Officer of AirAsia since November 2013.

Since launching AirAsia, he has received numerous state awards as well as accolades. Within Malaysia, he has been awarded the title Dato' by the Sultans of Negeri Sembilan and Pahang; Dato' Seri by the Sultan of Perak; and the title Tan Sri, one of the country's highest honours, from a former Yang di-Pertuan Agong. He also received an Honorary Doctorate of Business Innovation from the Universiti Teknologi Malaysia (UTM) in March 2010.

Internationally, his outstanding contributions to the French aviation industry were recognised with the title Officier of the Legion d' Honneur in April 2010, followed by the Commander of the Legion d'Honneur in November 2013, the highest rank of honour that the French Government can bestow on non-French citizens. In 2011, he was awarded the Commander of the Order of the British Empire (CBE) by Her Majesty Queen Elizabeth II.

In 2010, Tan Sri Tony was awarded the prestigious Nikkei Asia Prize in Tokyo for his contributions to the growth of Asia and the Masterclass Global CEO of the Year award at the 2nd Malaysia Business Leadership Award (MBLA). He was also named Forbes Asia Businessman of the Year 2010, the first Malaysian and Asean citizen to receive the award.

In January 2013, Tan Sri Tony was named a Malaysia Brand Ambassador by Prime Minister Dato' Sri Mohd Najib bin Tun Haji Abdul Razak at the World Economic Forum in Davos, Switzerland. He went on to win Corporate Governance Asia's Best CEO for Malaysia award for the third year in a row in March 2013.



**Y. BHG. Tan Sri Dr. Rebecca Fatima Sta Maria**  
*Secretary General  
Ministry of International Trade and Industry, Malaysia*

Rebecca Fatima Sta Maria is the Secretary General of the Ministry of International Trade and Industry (MITI) in Malaysia. She began her career in the Administrative and Diplomatic Service in 1981 and served in various capacities in the then Ministry of Trade and Industry. In 1988 she was seconded to the ASEAN Plant Quarantine and Training Centre as its Chief Administration and Procurement Officer.

Prior to the appointment as Secretary General of MITI, she was the MITI Deputy Secretary General of Trade. In this capacity, she was involved in handling trade related matters of the Ministry, including administering Malaysia's interests under bilateral and regional Free Trade Agreements (FTAs), as well as Malaysia's engagements in various international organizations such as ASEAN, APEC and WTO. She also served at various divisions in MITI, namely, Senior Director of the Investment Policy Division, Director of the Investment Policy and Manufacturing Related Services Division and Director of the Strategic Planning Division. Prior to her appointment to MITI, she served as the Senior Project Coordinator at the Leadership Centre, National Institute of Public Administration (INTAN).



**Ambassador Ong Keng Yong**  
*Executive Deputy Chairman  
S. Rajaratnam School of International Studies  
Director, Institute of Defence and Strategic Studies*

Ambassador Ong Keng Yong is Executive Deputy Chairman of the S. Rajaratnam School of International Studies at the Nanyang Technological University in Singapore. Concurrently, he is Ambassador-at-Large at the Singapore Ministry of Foreign Affairs, non-resident High Commissioner to Pakistan and non-resident Ambassador to Iran. Mr Ong also serves as Chairman of the Singapore International Foundation (SIF).

Mr Ong was High Commissioner of Singapore to Malaysia from 2011 to 2014. He served as Secretary-General of ASEAN (Association of Southeast Asian Nations), based in Jakarta, Indonesia from January 2003 to January 2008.

Mr Ong started his diplomatic career in 1979 and was posted to the Singapore Embassies in Saudi Arabia, Malaysia and the United States of America. He was Singapore's High Commissioner to India and concurrently Ambassador to Nepal from 1996 to 1998. From September 1998 to December 2002, he was Press Secretary to the then Prime Minister of Singapore, Mr Goh Chok Tong. At the same time, Mr Ong held senior appointments in the Ministry of Information, Communications and the Arts, and the People's Association in Singapore. From 2008 to 2011, he served as Director of the Institute of Policy Studies (IPS) in the Lee Kuan Yew School of Public Policy at the National University of Singapore.



**Prof Gemma Anne Calvert**  
*Professor (Practice)  
Nanyang Business School*

Professor Gemma Calvert is an internationally renowned cognitive neuroscientist and pioneer of the application of neuroscience to marketing. She has a BSc in Social Psychology from the London School of Economics and a DPhil in Neuroscience from the University of Oxford. Gemma is a Board Member of the Neuromarketing Science and Business Association (NMSBA) and a Council Member of the Global Agenda for Neuroscience and Behaviour at the World Economic Forum.

From 1998-2004, Gemma was the Director of the Multisensory Neuroimaging Group at the University of Oxford. In 2004 she moved to a Readership in Psychology at the University of Bath and in 2008, was appointed to the Chair of Applied Neuroscience at the University of Warwick. In 1999, she founded Neurosense, the world's first neuromarketing agency, which has worked with many of the world's leading brands applying neuroscience to help develop, market and sell their clients products and services. In 2008, she was appointed as a Fellow of the Royal Society for Arts and Business in recognition of her pioneering work in this area. Professor Calvert has published extensively in the field of human brain imaging, including in Science and Nature Neuroscience, and co-authored the seminal Handbook on Multisensory Processes. Her research on the power of the implicit brain has been widely covered in the international press and television media, including Time, Newsweek, The Economist, CBS 60 Minutes, the BBC World Service, BBC Radio 4 and several world class documentaries on the brain in business.



**Assoc Prof Nigel Phang**  
*Associate Professor (Practice)  
Nanyang Business School*

Nigel is Associate Professor (Practice) of Nanyang Business School, Division of Strategy, Management and Organisation. He teaches human resources and organisational behaviour.

Nigel's professional experience is centered on many years of working across multiple markets and industries in Asia. Prior to joining NTU, he was the Managing Director of Corporate Executive Board and General Manager of China with Development Dimensions International. He also held HR Director and other HR leadership positions at civil service, financial institution and high-tech manufacturing firm. He was a former military field psychologist in the Ministry of Defence Singapore.

As a trained industrial psychologist, Nigel has strong interest in talent analytics, human resource transformation, selection and succession management. He has published articles in the field of talent management and presented at several HR forums in Asia. He is effectively bi-lingual in English and Mandarin.

Nigel serves in management committee and society of non-profit organisations. He is a panel judge for HR Awards organised by a leading leadership institute.



**Dr Siriwan Chutikamoltham**  
*Senior Lecturer  
Nanyang Business School*

Dr. Siri's expertise is in the areas of international finance, corporate finance, and international economics with over 30 years of experiences as a high-level executive, a business consultant and an academic.

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Dr. Siri joined the Banking and Finance Department at the Nanyang in 2009. Subsequently, she served as the Director of Banking and Finance (B.Bus) from 2010 to 2014. She teaches international finance, corporate finance, and economics in the Executive MBA, Nanyang MBA, Nanyang Fellow MBA, Masters in Financial Engineering and the undergraduate programs. Besides teaching in degree programs, Dr. Siri also provides executive training on various topics such as business trends in Asia, the economic integration in ASEAN, financial crises in the US and Euro Area.

Dr. Siri's research interests are on international financial and economic issues related to ASEAN and the Euro Area. She has been frequently invited to give talks on the above issues, both in Singapore and internationally. Her works have been published in various management journals such as the Europe's World Journal, VDI Nachrichten (Germany), The Economia (Greece), The Edge Investment Journal, Straits Times and Business Times. In addition, she develops case studies in finance and economics which have been published by the Asian Case Studies Centre.

Prior to pursuing the academic career full time since 1996, Dr. Siri held various executive positions in international financial services. Dr. Siri began her career as an economist with the World Bank in Washington D. C. Then she joined Bangkok Bank as Vice President for Treasury and Credit Policy. Later, she became the CEO of a real estate company where she successfully led the restructuring and helped its listed in the Stock Exchange of Thailand.

### About the Organisers

#### *S. Rajaratnam School of International Studies*



The S. Rajaratnam School of International Studies (RSIS) was established in January 2007 as an autonomous school within the Nanyang Technological University. Known earlier as the Institute of Defence and Strategic Studies when it was established in July 1996, RSIS' mission is to be a leading research and graduate teaching institution in strategic and international affairs in the Asia Pacific.

#### *Nanyang Business School, Nanyang Technological University*



Regarded widely as one of the world's top-tier business schools, Nanyang Business School (NBS) is committed to nurturing leaders for a sustainable world through academically rigorous programmes that are relevant to business practice.

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As one of Asia's largest business schools, NBS offers a comprehensive array of undergraduate and graduate programmes in accountancy and business. The school is accredited by the European Quality Improvement System (EQUIS) and the Association to Advance Collegiate Schools of Business (AACSB) – the world's most widely recognised quality assurance standards for accounting and business education.

NBS's academic excellence and industry relevance is well-recognised globally by independent publications and organisations. Its EMBA programme is ranked 8th globally and is consistently among the best in Asia by The Financial Times and The Economist. NBS' research has also received outstanding ratings in various academic surveys, with several of its faculty recognised as global leaders in fields such as accounting, finance, and culture intelligence.

Drawing on a 50-year heritage of educating the region's business leaders, NBS provides an outstanding learning environment with state-of-the-art facilities and world-class research centres. The school is fully integrated into Nanyang Technological University, a comprehensive research-intensive university with a global reputation that attracts faculty, students and partnerships from all over the world.

### Contact us

For enquiries or more details on our programme, please contact:

#### **Ms Amy Lin**

Client Service and Programme Manager  
Telephone: +65 6592 3799  
Email: nep@ntu.edu.sg

#### **Mr Cary Chan**

Head, Open Enrolment Programme  
Telephone: +65 6592 3613  
Email: nep@ntu.edu.sg

### Customised Programme

This programme can also be organised as an in-company customised programme tailored to your organisational needs.

**Nanyang Technological University (NTU) is ranked 4th in Asia and also the world's #1 top young universities under 50 years old by QS Asian University Rankings 2015 and 2014 respectively.**

**The NANYANG EMBA is ranked 10th globally in the Financial Times EMBA Rankings 2015.**



Scan QR code for more information on our programmes.