



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

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

DAY 1 3pm NZST	Consumer Trends in ASEAN - long term possibilities and short-term impacts	
	Welcome / housekeeping and Moderator	Robb Stevens
	Consumers trends in ASEAN – long term implications of Cov19. Q and A	Mckinsey - Thomas Rüdiger Smith and Simon Wintels
	Consumer trends – Impacts on Products Q and A	Khun Kosit Suksingha , Executive VP Chief Beer Business, Thai Bev
	Consumer trends – Impacts on Services Q and A	Kevin Fitzgerald , Managing Director, Asia Xero, Singapore Eva Maureen SG Claravall , Group Head, Client Business Partnerships, CX Practice Lead PH, Kantar Philippines, Inc.
	Consumer trends – Impacts on People Q and A	James McCulloch , Inspire Asia Group Lukas Beech , DHR International, South Korea
Closing Remarks		Siah Hwee Ang

DAY 2; 1pm NZST	Regulations- navigating the maze & Branding in ASEAN - telling your story	
	Welcome / housekeeping	Mitchell Pham
	Regulation - Navigating the maze	
	<p>MPI Regulatory overview</p> <ul style="list-style-type: none"> - Challenges for NZ companies - Private sector view from NZ - Malaysia view - navigating the regulations - Case studies -failures and successes 	<p>Jenny Reid, Ministry of Primary Industries, NZ</p> <p>Megawati Suzari, Fonterra Brands, Malaysia</p> <p>Jane Tantakhom, Business Development Manager, Bangkok NZTE</p>
Panel Discussion	<p>Branding in ASEAN</p> <ul style="list-style-type: none"> - What are some of the keys for creating brands in different ASEAN countries? - How to customize your brand to suit the market - Success and failures <p>Session Moderated by Poh Poh Tam, Comvita Market Manager Southeast Asia and Taiwan</p>	<p>Danica Burke GM APAC at FST</p> <p>Rebecca Smith, Director New Zealand Story</p> <p>Dr. Yuanindita Ingardya, Victoria University Wellington</p>
Q and A		
Closing Remarks		Mitchell Pham

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