

speaK ASIA

A Quarterly roundup of news and events by The London Speaker Bureau~SouthEast Asia & HongKong

 <p>AUGUST SINGAPORE</p> <p>Vijay Govindarajan Thought Leader on Strategy and Innovation</p>	 <p>OCTOBER KUALA LUMPUR</p> <p>Lorraine Hahn Emcee at Global Entrepreneurship Summit 2013, with world leaders attending</p>	 <p>NOVEMBER MANILA</p> <p>Michio Kaku The Rock Star of Science</p>
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The Year In Review

 <p>HIGHLIGHT SPEAKER</p> <p>Jamling Tenzing Norgay Adventurer & speaker on Teamwork, Motivation</p>	 <p>MARCH SINGAPORE</p> <p>F W deKlerk South Africa's former President</p>	 <p>SEPTEMBER HONG KONG</p> <p>Yang Lan Chinese media proprietor, "The Oprah of China"</p>
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 <p>NOVEMBER BANGKOK</p> <p>Morinosuke Kawaguchi Innovation & competitive strategy consultant</p>	 <p>OCTOBER KUALA LUMPUR</p> <p>Lord Adair Turner Former Chairman of the UK Financial Services Authority</p>	 <p>CELEBRITY APPEARANCE</p> <p>Zico Brazilian soccer legend</p>
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 <p>MAY JAKARTA</p> <p>Rafidah Aziz Former Minister of International Trade, Malaysia</p>	 <p>NEW SPEAKER</p> <p>Jonathan Yabut Winner of The Apprentice Asia 2013</p>	 <p>OCTOBER SHANGHAI</p> <p>Dominic Alldis Leadership, creativity and personal development through music</p>
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HONG KONG

Yang Lan and Linda Yueh discuss The Next Generation of Chinese Wealth

TWO LEADING EXPERTS ON CHINA'S economy were in Hong Kong in September, sharing their insights on China's growing influence in the region.



Linda Yueh, the BBC's Global Chief Business Correspondent, is an economist, author and broadcaster and is widely respected as one of the outstanding economists in the world. She is a particular expert on the global economy, emerging markets and China. She is considered one of the world's foremost experts on the Chinese economy.

Yang Lan is often called "the Oprah of China." The chair of a multiplatform business empire, Yang is pioneering more open means of communication. She is a



self-made entrepreneur and the most powerful woman in the Chinese media.

Yang, who served as an ambassador for the 2008 Olympic Games in Beijing, wields her influence for philanthropic endeavors, too. She founded the Sun Culture Foundation in 2005 to raise awareness about poverty and to promote cross-cultural communication.

SINGAPORE

Vijay Govindarajan Thought Leader on Strategy and Innovation



THE SINGAPORE INSTITUTE OF MANAGEMENT FEATURED VIJAY GOVINDARAJAN AT their Senior Management Seminar and Annual Management Lecture in August.

Widely regarded as one of the world's leading experts on strategy and innovation, Vijay Govindarajan is the Earl C. Daum 1924 Professor of International Business at the Tuck School of Business at Dartmouth College. He was the first Professor in Residence and Chief Innovation Consultant at General Electric. He worked with GE's CEO Jeff Immelt to write *How GE is Disrupting Itself*, the Harvard Business Review (HBR) article that pioneered the concept of reverse innovation – any innovation that is adopted first in the developing world.

HBR picked reverse innovation as one of the Great Moments in Management in the Last Century. In the global ranking of management thinkers, Govindarajan came in third place.

Marc Faber, Investment Analyst and Entrepreneur



Speaking in Hong Kong at the Annual Asian Natural Resources Conference

MOST FAMOUS FOR ADVISING HIS READERS TO SELL STOCKS BEFORE THE 1987 BLACK Monday market crash, Marc is well known for his “contrarian” approach to investment and his reports on unusual investment opportunities are widely followed in his monthly newsletter “The Gloom Boom & Doom” report.

Marc is a Swiss investment analyst, economic historian, and entrepreneur. Having previously worked for White Weld in New York, Zurich and Hong Kong and in Hong Kong for Drexel Burnham Lambert, when the firm was the junk bond king of Wall Street, he set up his own eponymous business in 1990. His company acts as an investment advisor, fund manager and broker/dealer.

SINGAPORE

Prominent Sceptic of the Internet and “Cult of the Social”



FIX Protocol Singapore Conference 2013

ANDREW KEEN IS AN ENTREPRENEUR, author and broadcaster who is regarded as one of the world’s leading contemporary analysts of digital business and culture.

He is the author of two acclaimed books on social media and the internet, *Digital Vertigo: How Today’s Online Social Revolution Is Dividing, Diminishing and Disorienting Us* which critically evaluates social networks like Facebook, Twitter and Linked-In, and *Cult Of The Amateur: How The Internet Is Killing Our Culture* which was published in 17 different languages and was short-listed for the Higham’s Business Technology Book of the Year.

THE MARCO POLO LECTURE SERIES

www.marcopololectures.com

6 September 2013
Singapore



Transformation Deconstructed: Internal & External Transformation

by Hamish Taylor

Please call
or e-mail us to be
part of the next
Marco Polo Lecture



Hamish Taylor, renowned expert on Leadership, Innovation and Branding was guest speaker at our last Marco Polo Lecture in Singapore.

Hamish Taylor focuses on enabling organisations to achieve breakthroughs by looking outside their current environment. Processes, product and people development are all part of this mix, covering themes such as customer service, leadership and change. With a CV that the Times described as “takes some beating” Hamish Taylor began his career with Procter & Gamble.

In 1993, Hamish was appointed Head of Brand Management at British Airways, following which he became Managing

Director of Eurostar (UK) Ltd at the age of 36. The business was three years old and his remit was to reduce the major losses the operation was suffering. He was appointed as Chief Executive Officer of Sainsbury’s Bank, a joint venture between J Sainsbury’s plc and the Bank of Scotland after his role in Eurostar. Once again, the objective was rapid growth in profit from the breakeven position he inherited. He now advises clients such as Time Warner, General Motors and Citibank. He has consulted or spoken for a wide variety of organisations including Microsoft, RBS, BAA, Camelot, Inland Revenue, Kimberly Clark, The Economist, Ernst and Young and Diageo.

THE MARCO POLO LECTURE SERIES

2 October 2013

Kuala Lumpur

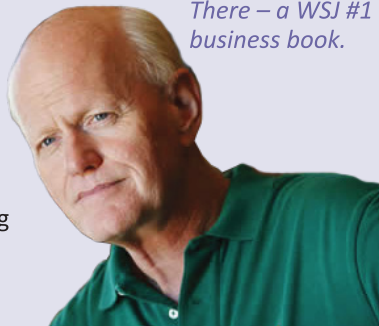
“What Got You Here, Won't Get You There”

Marshall Goldsmith



The World's No.1 Leadership Guru met a small group of Malaysian corporate figures for breakfast and gave delegates invaluable insights into leadership gained from his vast experience as coach to CEOs and Presidents of some of the world's foremost businesses. In an energetic and thoroughly engaging session, Dr Goldsmith had his audience alternating between deep introspection and hearty laughter with his stimulating lessons and a wealth of anecdotes from his associations with the “top guns” of industry.

Marshall is the million-selling author or editor of 31 books, including What Got You Here Won't Get You There – a WSJ #1 business book.



3 October 2013

Hong Kong



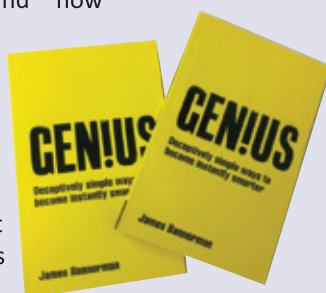
“Smarter Thinking, Smarter Business”

James Bannerman

Songwriter, psychotherapist, illustrator, business speaker – James Bannerman approaches creativity from a number of angles. Speaking to a gathering of business people over cocktails in Hong Kong, his talk explains some of the concepts in his best-selling book GENIUS! and how creativity can be nurtured, developed and applied in our personal and professional lives.

James's book GENIUS! gives simple ways to become instantly smarter. It held the No.5 slot in the WH Smiths 'non-fiction' chart throughout the London Olympics 2012 and beyond.

GENIUS! is currently an Amazon Kindle bestseller.



JANUARY

Mark C Thompson

CEO and Co-Founder, Virgin Unite Mentors

Mark is an investor in entertainment software and health care companies. He was founding Board member of Smule, which is Google and Apple's top music applications company for the hit TV series Glee, with over 20 million monthly active users. He is an investor in Cancer Genetics and CNS Response. Among his passions is Broadway. As a producer, Mark's plays have earned five Tony awards and ten nominations, including Peter and the StarCatcher with Disney, and StickFly with Alicia Keys. He is a partner in the Broadway Times Square Theatre, which will be converted into a 4-dimensional Broadway attraction.



FEBRUARY

David Taylor

Author of “The Naked Leader”

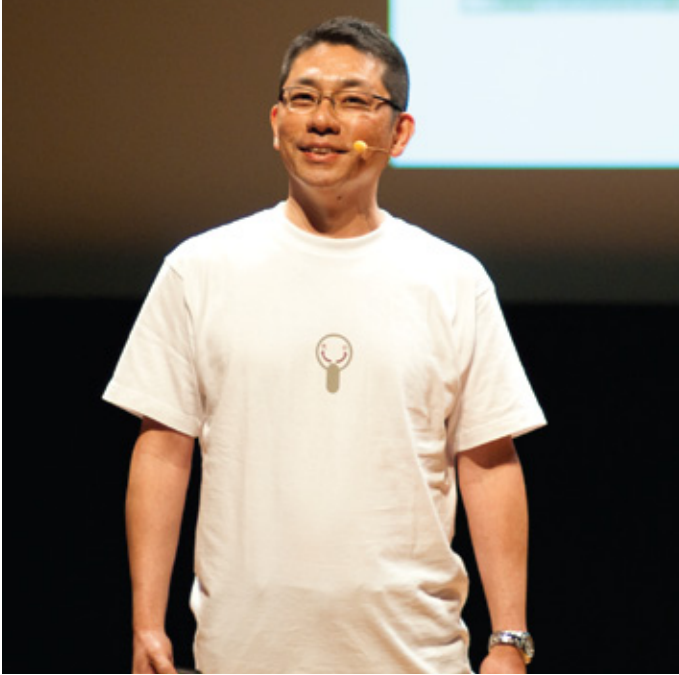


David Taylor helps people and organisations to make permanent change, very fast. His client list includes many of the most successful companies and leaders in the world. Unlike many so called “gurus” David has been there and done it, with a 25 year track record of delivery with hundreds of companies, and thousands of leaders around the world. His clients range from The United Nations to The Young Presidents Organisation, from Fortune 100 companies to leading entrepreneurs, and from the Abu Dhabi Government to celebrities and charities.

He is the author of *The Naked Leader*, the world's fastest selling business book, and three global follow-ups, *The Naked Leader Experience*, *The Naked Coach* and *The Naked Millionaire*.

As a speaker, David is the winner of the prestigious “European Business Speaker” award, has keynoted in 40 different countries - over 300,000 people have attended a David Taylor event.

MARCH

**Morinosuke Kawaguchi*****Innovation & competitive strategy consultant***

Morinosuke is an innovation and competitive strategy consultant at the global strategy consulting firm, Arthur D. Little, (Japan) Inc., where he is Principal & Associate Director. He is an authority in the fields of Technology and Innovation Management, Market Strategy, Product Engineering, and Intellectual Property Management and advises many of Japan's biggest corporations.

He is a sought-after lecturer and has given unique keynote speeches and held workshops at international conferences, government institutions and companies. He captivates his audience with unconventional cases, surprising statistics, and inspiring conclusions. Yahoo! Japan selected his TEDxTokyo lecture as one of the world's Top 5 presentation styles. He is the only Japanese on the list.

His book *Geeky-Girly Innovation: A Japanese Subculturalist's Guide to Technology and Design* won the Nikkei BP BizTech Book Award in 2008. In Taiwan, it was listed among the top ten "Great Technology Management Books 2010". Kawaguchi's second book *The World Acclaimed: Made by Japan*, a strategic guideline for world market positioning, was published in 2010.

APRIL

Charles Leadbeater***Author, Leading Authority on Innovation and Creativity***

Charlie Leadbeater is a renowned author, thinker and strategic adviser on innovation whose advice is sought by governments, cities and corporations across the world. The New York Times anointed Charlie's idea, The Pro-Am Revolution, referenced extensively by Chris Anderson in his landmark book *The Long Tail*, as one of the biggest global ideas of the last decade. Charlie's TED talks on innovation have been watched by over a million people.

He has a track record for spotting ideas ahead of time. *The Rise of the Social Entrepreneur*, published in 1997, for example, was one of the first books to predict social enterprise solutions to public problems would become more compelling. Social entrepreneurship has since become a global movement.

**Sahar Hashemi*****Co-Founder of Coffee Republic, author of "Switched On"***

Sahar Hashemi founded Coffee Republic, the UK's first US style coffee bar chain with her brother and built it into one of the UK's most recognised high street brands with a turnover of £30m. Giving up her career as a lawyer in London, she staked everything on a dream – and made Coffee Republic one of the main players in the 'coffee revolution' that transformed a nation of tea drinkers into one obsessed with 'triple decaf half-caf lattes.'

An internationally recognised speaker, Sahar's captivating and uplifting speeches are unique as she converges her own enthralling 'story' with key themes of change management and employee engagement. By telling her very personal journey, she connects with the audience on an emotional level and brings to life the passion, determination and open mindedness needed to succeed. She makes a strong impact, igniting the audience with a 'can do' spirit and the tools and habits to 'make it happen'.

New Appointments for Li Zhaoxing



LI ZHAOXING, ON STEPPING DOWN FROM the Ministry of Foreign Affairs has been appointed as Chairman at the Research Centre for National Soft Power at the China Foreign Affairs University, Chairman of the China Public Diplomacy Association, and President of the Chinese People's Institution of Foreign Affairs.



Kufuor decries rise of disease burden in Africa

FORMER PRESIDENT JOHN AGYEKUM Kufuor of Ghana, has expressed concern about neglected tropical diseases and the rising burden of non-communicable illnesses in Africa and elsewhere around the globe. He said the phenomena affect especially the "poorest of the poor".

Mr Kufuor was speaking at the ancient University City of Uppsala on his way to high-level meetings in Stockholm, where he addressed the staff of the influential World Health Organisation Collaborating Centre for International Drug Monitoring - the Uppsala Monitoring Centre (UMC).

Sir Jonathan Evans joins HSBC Board of Directors

HSBC HAS APPOINTED FORMER MI5 chief Sir Jonathan Evans to their board of directors. Sir Jonathan spent 33 years at MI5, where he was Director General for the past six years.



He will also become a member of HSBC's financial system vulnerabilities committee, which has been set up to help the bank identify areas where it could be exposed to financial crime.



Sir Alex Ferguson to receive honorary freedom of Trafford

SIR ALEX IS ALSO BEING RECOGNISED BY the local authority with the renaming of a road near Old Trafford stadium from Waters Reach to Sir Alex Ferguson Way. Former Manchester United boss Sir Alex Ferguson is to receive the honorary freedom of Trafford borough.

Sir Alex said: "I am delighted to accept this honour from Trafford Council. When I arrived at Old Trafford in 1986 I had little idea of the journey that awaited me. Over quarter of a century later, to receive the Freedom of the Borough of Trafford and to have a part of Trafford carrying my name is truly humbling."

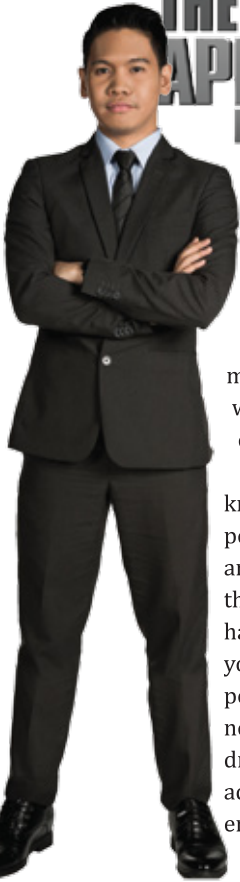


Richard Branson's Space Machine Flies Higher and Faster Than Ever Before

VIRGIN GALACTIC'S SPACESHIP TWO COMPLETED ITS SECOND POWERED FLIGHT LAST month, flying faster and higher than any previous flights. It's been nearly three years since SpaceShipTwo's first glide flight, an indication of the challenges of developing a space vehicle that is safe enough for passenger flight, something that has been one of the main concerns since the sub-orbital space tourism idea kicked off a decade ago.

This latest flight flew under rocket power four seconds longer than the first powered flight back in April, with the total burn time lasting 20 seconds after being dropped from 46,000 feet.

Jonathan Allen Yabut
Winner of The Apprentice Asia



Jonathan Allen Yabut is the Season 1 winner of the hit pan-Asian reality TV show, *The Apprentice Asia* hosted by Malaysian business mogul Tony Fernandes. He was the youngest male contestant at the age of 27 and was popularly known in the show for his people skills, leadership and passionate speeches in the “boardroom”. Jonathan has inspired thousands of young Asians for his popular quote, “You can never be too small to dream big”, and is a strong advocate of youth empowerment, leadership and entrepreneurship.

TOPICS

- Competitiveness •
- Leadership • Motivation •

Kinvara Balfour

Coolhunter, Fashion

Commentator and Trend Expert

Kinvara Balfour is one of Europe’s leading fashion, culture and style experts. As a ‘consultant of cool’, she advises major corporations around the world on what is happening in the world of fashion, beauty and popular culture. Her instinctive insights into what’s hot, and what’s not, and her charismatic style make for well-loved speaker who consistently excites and inspires her audience.



TOPICS

- Design • Fashion • Future • Retail •
- Technology •

Arnold Schwarzenegger
Former Governor of California



Arnold Schwarzenegger was California’s 38th Governor between 2003 and 2011, and has had a successful career as a businessman and actor.

One of the major accomplishments he achieved as Governor to address the Climate Crisis was the establishment of the Global Warming Solutions Act of 2006 – a bipartisan agreement to combat global warming by reducing California’s greenhouse gas emissions.

TOPICS

- Environment • Energy • Motivation •
- Sports • Technology • Politics •

FEATURED BOOKS

Eyes Wide Open: How to Make Smart Decisions in a Confusing World ~ Noreena Hertz



Eyes Wide Open is Noreen Hertz’s practical, cutting-edge guide to help you cut through the data deluge and make smarter and better choices, based on her highly popular TED talk.

In this eye-opening handbook, the internationally noted speaker, economics expert, and bestselling author of *IOU: The Debt Threat* and *Silent Takeover* reveals the extent to which the biggest decisions in our lives are often made on the basis of flawed information, weak assumptions, corrupted data, insufficient scrutiny of others, and a lack of self-knowledge.

To avert such disasters, Hertz persuasively argues, we need to become empowered decision-makers, capable of making high-stakes choices and holding accountable those who advise us.

In *Eyes Wide Open*, she weaves together scientific research with real-world examples from Hollywood to Harry Potter, NASA to World War Two spies, to construct a path to more astute and empowered decision-making in ten clear steps. With a razor-sharp intellect and an instinct for popular storytelling, she offers counter-intuitive, actionable guidance for making better choices—whether you are a business-person, a professional, a patient, or a parent.

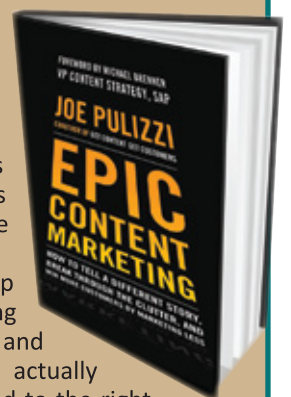
Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less ~ Joe Pulizzi

One of the world’s leading experts on content marketing, Joe Pulizzi explains how to draw prospects and customers in by creating information and content they actually want to engage with. No longer can we interrupt our customers with mediocre content (and sales messages) our customers don’t care about.

Epic Content Marketing takes you step by step through the process of developing stories that inform and entertain and compel customers to act—without actually telling them to. Epic content, distributed to the right person at the right time, is how to truly capture the hearts and minds of customers. It’s how to position your business as a trusted expert in its industry. It’s what customers share and talk about.

Once we hook customers in with epic content, they reward us by sending our sales through the roof.

Epic Content Marketing provides everything you need to cut through the noise, commotion, and bad information that is right now cluttering up your customers’ digital space.



FEATURED KEYNOTE

Long Yongtu *Future of Asia*

CHINA'S FORMER VICE MINISTER OF Trade, Long Yongtu has taken a key role in integrating China into multilateral and global trading arrangements and is an active player in promoting regional economic cooperation.

He dedicated over 10 years to bringing China into the global trading system as

Pierluigi Collina *The Art of Decision-Making*



PIERLUIGI COLLINA IS REGARDED AS the best referee of all time.

Collina was born in Bologna and attended the local university, graduating with a degree in medicine in 1984. He played as a central defender for a local teenage team, but was persuaded in 1977 to take a referee's course, where it was discovered that he had a particular aptitude for the job.

Within three years he was officiating at the highest level of regional matches, while also completing his compulsory military service. In 1988, he progressed more rapidly than normal to the national third division, Serie C1 and Serie C2.

In 1995, after he had officiated at 43 Serie A matches, he was placed on FIFA's Referees List. He was allocated five matches at the 1996 Olympic Games, including the final between Nigeria and Argentina. He refereed the 1999 UEFA Champions League Final between Bayern Munich and Manchester United; which he cited as his most memorable game because of the cheers at the end, which he described as 'lions' roar'.

In 2002, he reached the pinnacle of his career when he was chosen for the World Cup final between Brazil and Germany.

He was referee for the 2004 UEFA Cup final. Euro 2004 was his last major international tournament.

Chinese Vice Minister of Trade responsible for trade negotiations, multilateral economic and legal affairs. He is currently the General Secretary of the BOAO Forum for Asia (BFA).

He frequently attends and addresses high level seminars on economic and trade policies, such as the Global Panel in the Netherlands, the Awashima Forum in Japan and the Pacific Economic Forum the British Royal Institute and Harvard University.

Long Yongtu speaks with authority on Asia/China and Globalisation.



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Increasing Your Company's Capacity To Deliver Value-Based Growth

HISTORICALLY, MOST TRADITIONAL incumbents do not have a great track record of discovering and creating new value based growth opportunities when their "industry" experiences fundamental competitive changes to "the game and the rules".

Gordon Hewitt's one day educational program will focus on the role of senior executives in your Company to ensure that the corporation does not fall into the traditional category, and to develop and execute agendas which raise the bar for executive value-added by:

- 1. Developing a Higher Level of Competitive Insight and Foresight (i.e. Really "Getting It" before the Competition)**
- 2. Ensuring the Organization Builds new Capabilities and Connections to capture Complex Opportunities**

GORDON HEWITT IS PROFESSOR OF Business Administration, and formerly Distinguished Visiting Professor of International Business and Corporate Strategy at the Ross School of Business, University of Michigan. His interests cover the fields of global competition, corporate strategy and innovation, and the value added of executive leadership. His work over the last two decades, often in partnership with the late CK Prahalad, has been at the leading edge of thinking about corporate competitiveness and corporate governance.

Gordon was given the 2007 International Distinguished Faculty Award

Gordon Hewitt
*"Best Global Educator",
Leading Authority on
Business Strategy*



TOPICS

- Competitiveness • Global • Leadership • Management • Strategy •

for Best Global Educator by the Institute of Management Studies whose members comprise leading academics and consultants worldwide.

Gordon is widely acknowledged as one of the world's leading authorities on the challenge facing business leaders of competing and creating value in dynamic, complex markets. Recently he chaired meetings of European and American CEOs and Board Directors to discuss the future of corporate strategy and corporate governance.