

speaK ASIA

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



- Founder of Korelya Capital, developing artificial intelligence, big data and machine learning.
- French Minister for SMEs, Innovation and Digital Economy (2012-2014).
- Minister of Culture and Communication (2014-2016). Launched 'French Tech'.

Fleur Pellerin

FLEUR PELLERIN, BORN IN 1973, IS A FRENCH POLITICIAN AND founder of Korelya Capital. She was born in Seoul, South Korea, but abandoned on the streets when she was days old. Ms. Pellerin was eventually adopted by French parents and had a modest upbringing in the suburbs of Paris. Strong academic performance helped her to attend prestigious French schools, including École nationale d'administration, training ground for the French technocratic elite.

With a brilliant educational background – ESEEC, Sciences-Po Paris and ENA – she became magistrate and adviser at the Court of Auditors in the early 2000s. In addition to this, she worked for the UN as an external auditor. This position allowed her to travel to New York, Iraq and Geneva. From 2007, she joined the “Club XXIe Siècle”, an association dedicated to diversity and equal opportunities, for which she was president from 2010 to 2012.

She joined the government in 2012 as Minister for SMEs, Innovation and Digital Economy. There she launched the initiative “French Tech”, a labeling programme to ensure the development of French startups whose objectives are improving the economic growth and the international influence of French digital startups.

In April 2014, Ms. Pellerin was appointed Secretary of State for Foreign Trade, Tourism Development and French abroad in the first government of Manuel Valls. She was subsequently Minister of Culture and Communication from August 2014 to February 2016.

Alongside her political career, Ms. Pellerin is a lecturer at the École nationale d'administration (ENA) and has been a Director of the Public Sénat channel since 2011.

In Summer 2016, she created Korelya Capital, an investment funds meant to support new technologies and to finance French start-ups by giving them access to Asian markets. In September 2016 she raised 100 million euros for Naver group to finance Korelya Capital's activities.

LONDON SPEAKER BUREAU A S I A

The London Speaker Bureau is the world's leading speaker and advisory network for

:: Keynote Speakers ::

:: Executive Learning ::

:: Boardroom Advisory ::

We represent and work with some of the most influential people in the world, from politicians and economists to thought leaders and entrepreneurs.

Between them, they cover a vast range of topics, from leadership, management and finance to technology, education, innovation and the environment.

Our network is extensive and unique, with 18 offices around the world, operating on every continent; and we provide keynote speakers and advisors for all types of events, be it small or large, in-house or external.

*"The world's only
global speaker bureau"*

- International New York Times

MALAYSIA

A-16-15, Level 16, Menara UOA Bangsar,
No. 5, Jalan Bangsar Utama,
59000 Kuala Lumpur, Malaysia
Tel : +60 3 23010988 | Fax: +60 3 23010989

HONG KONG

35F Central Plaza, 18 Harbour Road,
Wanchai, Hong Kong
香港灣仔港灣道18號中環廣場35樓
Tel : +852 2824 8650 | Fax : +852 2593 1222

SINGAPORE

Level 39, Marina Bay Financial Center Tower 2,
10 Marina Boulevard,
Singapore 018983
Tel : +65 6818 6172 | Fax : +65 6818 6111

PHILIPPINES

Suite 22C, Level 22,
Tower One Ayala Triangle, Ayala Avenue,
Makati City, Manila, 1226 Philippines
Tel : +632 368 5624 | Fax : +632 368 5656

INDONESIA

Menara BCA 50th Floor,
Jl. MH. Thamrin No. 1,
Jakarta 10310 Indonesia
Tel : +62 21 2358 4468 | Fax : +62 21 2358 4401

info@londonspeakerbureauasia.com

www.londonspeakerbureauasia.com



Graham Brown-Martin

TRANSFORMATIONAL TEACHING IN THE DIGITAL AGE

For many years, Graham Brown-Martin has been building fast growth technology businesses in the entertainment, education and publishing sectors. Today he works with commercial and social sector enterprises from large corporations to start-ups to help them identify their innovation immune system and unleash their own creativity.

As a serial disruptor, Graham draws on his experiences of creating start-ups and organisations that challenged the status quo across the digital, creative and education sectors. He designed mobile computers in the 1980s, interactive digital music systems in the 1990s and cloud-based storage systems in the early 2000s. He takes his audience on a journey that challenges them to think differently about the future. Inspired by a chance meeting with artificial intelligence pioneer Seymour Papert, Graham has been working with AI systems for nearly 30 years with a particular interest in its potential to transform education.



Michio Kaku

AUTHOR, SCIENTIST AND FUTURIST

Michio Kaku is one of the most widely recognised figures in science in the world today. His notable work is primarily in two areas: Einstein's unified field theory, which Kaku is attempting to complete. The other, predicting trends affecting business, health, finance, and our way of life, based on the latest research in science.

His goal is to complete Einstein's dream of a "theory of everything", to derive an equation, perhaps no more than one inch

long, which will summarise all the physical laws of the universe. He is the co-founder of string theory, which is the leading candidate today for the theory of everything.

Kaku is the author of several international best-sellers, and is regularly called upon to write for major publications. His most recent book, *The Future of the Mind*, details the stunning breakthroughs being made in neuroscience which are finally beginning to unravel the mysteries of the most complex object in the known universe – the human brain.



Zev Siegl

CO-FOUNDER OF STARBUCKS

Zev Siegl was co-founder of Starbucks' Coffee Company, that has now become one of the world's most recognised brands.

In 1971 Siegl, fellow teacher Jerry Baldwin, and writer Gordon Bowker realised their passion for coffee and established Starbucks Coffee Company. The name, inspired by the novel *Moby Dick*, evoked the romance of the high seas and the seafaring tradition of the early coffee traders.

Their mission was simple, from their first storefront in Seattle's historic Pike Place Market, they were going to offer some of the world's finest, fresh-roasted, whole bean coffees. It was going to celebrate the rich tradition of coffee and to create a feeling of connection in the coffee shop.

Siegl is passionate about his mission to inspire and develop young entrepreneurs. He brings practical insights regarding how to start up a successful business as he shares stories about his own experiences as co-founder of Starbucks and his numerous other start-up experiences. From setting a vision, identifying mentors and partners, securing funding, setting up operations, product development and launch, Siegl helps aspiring entrepreneurs navigate their way to becoming successful business owners.

"One key to inspiring, is energetically promoting the company's social initiatives. Starbucks utilizes sophisticated public relations, social media, in-store signage

and conventional advertising to make sure that the world knows it is active in social causes. Promotion of social involvement is intrinsic to effective inspiring.” – Zev Siegl on Inspirational Leadership

Peter Draper

FORMER DIRECTOR OF MARKETING AT MANCHESTER UNITED FC

Peter Draper is a veteran of the sports marketing fraternity, having spent close to 30 years developing and implementing commercial programmes around sport.



He cut his commercial sporting teeth at the English Basketball Association, successfully leading the commercial sponsorship and media development programme and working with brands such as Guinness, Kellogg, Channel 4 and The Prudential.

In 1986 he moved “brand side” to Umbro Sportswear where he became European Marketing Director. In a 13 year stint he helped the challenger brand grow revenues from £16m to over £400m operating in over 40 countries. In that time he worked with professional football and rugby clubs as well as sports governing bodies and the media, including The FA, The Brazil Football Federation (CBF), Inter Milan, Ajax, Manchester United, BBC TV, and Pele.

In 1999 Draper left Umbro to become Manchester United’s first Group Marketing Director, leading their commercial development across sponsorship, licensing, membership, retail marketing, international tours and new media, a position he held for 7 years.

His abilities to develop engaging commercial programmes resulted in major agreements for Manchester United with brands such as Nike, Pepsi, Budweiser, Air Asia, Sun Microsystems, Smirnoff, Vodafone, Audi and the New York Yankees.

It is this diversity of experience that makes Draper such a renowned presenter on the business of sport. He has a strong understanding of the needs of brands, rights holders and consumers, with a particular and personal interest in “putting customers first” with a view to delivering “great customer experiences and superior customer service”.

Kevin Gaskell

LED THREE OF THE WORLD’S ICONIC BRANDS TO NEW LEVELS OF SUCCESS: PORSCHE, BMW, CARSDIRECT.COM

Kevin is an energetic and passionate leader with a proven record of managing growth, driving successful turnarounds and delivering substantial improvements in companies already considered to be market leaders. Recognised as one of the most capable managers of his generation



he is able to define and implement positive change within organisations large and small.

A natural communicator with the ability to build and motivate a management team and to enthuse staff at all levels within an organisation. He qualified as an engineer and accountant and completed his MBA before starting his career in the construction sector from where he moved into the chemical industry and then the automotive sector.

In 1987 he joined Porsche GB Limited and four years later, at the age of 32, was appointed UK Managing Director. Inheriting a business which was close to bankruptcy he built a world class team to focus the business back to its engineering heritage. In the space of five years Porsche was changed from a struggling business into the UK’s most profitable car company. For this Kevin was recognised as ‘One of the top 40 managers under 40 in the UK’. In 1996 he accepted the role of Managing Director of BMW (GB) Ltd where he formed a team who challenged themselves to challenge the business. This led to four years of record growth during which sales improved by 40% and profitability increased by 250%. In 2000, to the surprise of the automotive sector, he left BMW to seek a new challenge as European Chief Executive of CarsDirect.com, an American pioneer in the online sale of cars.

Kevin’s appetite for adventure is equally evident outside business. He celebrated his 40th birthday by climbing on Mount Everest and in 2006 walked unsupported to the North Pole to raise money for Cancer

Research. Three years later he then walked, this time with his 18 year old son, to the South Pole to raise more funds for charity. He has recently climbed Kilimanjaro as he begins his next adventure – the ‘Seven Summits’. In less demanding moments he has played international cricket but now relaxes by playing in a rock band.

Linda Yueh

FELLOW IN ECONOMICS, OXFORD UNIVERSITY, AND ADJUNCT PROFESSOR, LONDON BUSINESS SCHOOL

Dr. Linda Yueh is Fellow in Economics at St Edmund Hall, University of Oxford, Adjunct Professor of Economics at London Business School, and Visiting Professor of Economics at Peking University. She is a broadcaster, including for BBC Radio 4 and the World Service, and was the BBC’s Chief Business Correspondent and host of “Talking Business with Linda Yueh”, as well as Economics Editor at Bloomberg TV.



Professor Yueh is Co-Chair of the Global Cities Business Alliance (GCBA), and sits on the supervisory Policy Committee of the Centre for Economic Performance (CEP) at the London School of Economics and Political Science, as well as serving on the Advisory Board of The Official Monetary and Financial Institutions Forum (OMFIF), and as a Trustee of the Coutts Foundation and the Royal Commonwealth Society. She has advised the World Bank, European Commission, Asian Development Bank, World Economic Forum, among many others. She had been a Non-Executive Director of several FTSE companies, an advisor to the British Chambers of Commerce (BCC), and Board member of London & Partners, the official promotion agency for London.

the BUSINESS of INNOVATION 2017



LSB Founder and Chairman Tom Kenyon-Slaney welcomes delegates to the Business of Innovation 2017 event

The London Speaker Bureau presented the Business of Innovation event for the first time in Singapore.

The event, held at the Raffles City Convention Centre on 12th October, featured eight high calibre speakers speaking about innovation in their own respective fields.

Co-founder of Starbucks Zev Siegl, Lorraine Hahn, former CNN & CNBC presenter, former Tata Sons Executive Director R. Gopalakrishnan, May Schooling, mother of Singapore's Olympics Champion Joseph Schooling, Azran Osman-Rani, former CEO of AirAsiaX, Digital Trend Consultant Kinvara Balfour, Jon Jandai, farmer and advocate of happiness and celebrity-entrepreneur Gurmit Singh each shared their unique perspective, insights and experience on leadership, communication, entrepreneurship, digital trends and happiness.

The event was attended by over 150 delegates from various companies in Singapore including Google, SAP, UBS, HSBC, Bank of Singapore, Gardens by the Bay, KPMG, GE, Salesforce, UOB and others.

Azran Osman-Rani believes you have to either 'Disrupt or Die'

"Life is easy. We have to decide our own life. Don't let fear or anything that we don't know control our life."

Jon Jandai
Farmer and Advocate of Happiness



[Below left] R Gopalakrishnan on 'Why Management is a Performing Art' while [below right] Gurmit Singh asks 'What Was I Thinking?'





Lorraine Hahn [top left] and May Schooling [below right] take questions from an attentive and engaged audience



[Top] Host of Fashion in Conversation at Apple, Lady Kinvara Balfour talks about 'Interpreting Trends of the Future'

[Left] Gurmit Singh, celebrity and entrepreneur, with LSB Asia team



[Below, left-right] Delegates take the opportunity to get to know each other and the speakers better



Ben Hammersley : “What will our smartphones look like in another decade?”



IN 2004, BBC JOURNALIST BEN HAMMERSLEY combined the word “pod” – from the Apple iPod – with the word “broadcast” and coined the term “podcast”.

Ben Hammersley is a keynote speaker on the topic of futurism, as well as former contributing editor of Wired UK and presenter of a BBC series on cyber crime. In short, he’s an expert on all things

futuristic, but he’s wary of making any wild predictions.

“10 years is too far out. But the way you can think about the future is to follow human nature,” he says. “It will continue to be a magnification of the things that we have today. The cameras will get better, the recording will get better and you’re going to start seeing a lot more medical stuff involved too.

“I think we’ll be using a lot more voice interfaces. You might have the device around you somewhere but you’ll spend a lot of your time talking to it as well as through it.”

Similar technologies already exist of course, such as Apple’s Siri or the Alexa function of the Amazon Echo. But that’s precisely Hammersley’s point: most of the potential of today’s technology remains untapped. The next decade could see us simply exploring what already exists.

COMMUNITY



NEW SPEAKERS



Ravi Venkatesan

Recent Chairman Microsoft India

Ravi Venkatesan is the Chairman of Bank of Baroda and co-Chairman of Infosys. As Chairman of Microsoft India between 2004-11, Venkatesan helped build India into Microsoft’s second-largest presence in the world. He was instrumental in creating Microsoft India’s Project Shiksha, a computer literacy programme which has so far trained over 40 million school children in India.

Venkatesan was previously the Chairman of Cummins India and led its transformation into India’s leading provider of engines and power solutions. He helped establish the Cummins College of Engineering, India’s first engineering college for women, in Pune.

He is also the founder Chairman of Social

Venture Partners India, a partner at Unitus Seed Fund and a fund advisor at Kalaari Capital. Ravi serves on the boards of Rockefeller Foundation, and several advisory Boards.

He is the author of an acclaimed book Conquering the Chaos: Win in India, Win Everywhere. Venkatesan brings a wealth of experience in corporate leadership, globalisation, innovation and private sector approaches to social change in addition to a deep understanding of the political economy of India.



Larissa Tan

CEO of Vanda Electrics Singapore

Being one of the few female leaders in the technology and automotive industry, Larissa Tan heads up Singapore’s first electric vehicle company, Vanda Electrics. Under her leadership, Vanda Electrics

recently launched the Dendrobium, Singapore’s first hypercar and also the world’s first fully electric hypercar. Larissa first started her career in the field of banking and finance before moving towards the field of marketing, an experience which proved to be fundamental in the pursuit of her career. Having been in the marketing field for close to 15 years, Larissa was once the marketing lead for STIKFAS, a company that made a global impact in the toy industry in the early 2000s. Since then she has held senior branding and marketing roles in the luxury industry, where she created and managed luxury brands. Prior to her role as CEO of Vanda Electrics, Larissa was Head of Marketing for Wong Fong Industries, where she saw to the rebranding of the entire group in preparation for its IPO.

Cyrus Daruwala

Managing Director for IDC Financial Insights

Daruwala and his teams focus on all aspects of “run the firm” or “change the firm.” His research and advisory practices cover banking, insurance, and capital markets and topics such as legacy modernization and transformation, hybrid cloud, Big Data and analytics, customer



Congratulations

Dr. William Tan, physician, neuroscientist, Paralympian and World Record Holder, who recently completed a 500km race from London to Paris in 4 days – the only participant on a wheelchair among the 200 participants and awarded the Ride Captain Award for his tenacity and resilience in overcoming the challenges during the gruelling race – as part of the Bloodwise campaign to raise funds for blood cancer research and support. He also raised funds for the Singapore Cancer Society and the National Cancer Society of Malaysia.

London Speaker Bureau is proud to have sponsored Dr. Tan's expenses and participation fees for this race – we are all inspired by his will and strength!



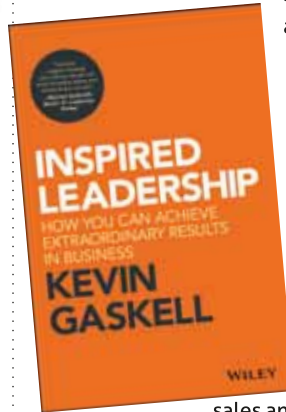
life-cycle management, digital experience, ecommerce ecosystems, Internet of Things, cognitive, blockchain, and fintech. For the past 20 years, Daruwala has been working with financial institutions to help them assess their business and operational and technical challenges, select the right vendors/partners, better understand their IT TCO, and grow their customer base. Before joining IDC Financial Insights, Daruwala was a managing partner with a regional research and publication firm. He was instrumental in growing the firm's proprietary as well as subscription-based research business along with the publishing businesses. His understanding of a range of business, market, regulatory, and investment-related issues enable him to work closely with financial institutions, consultants, vendors, and government agencies on various multidisciplinary initiatives.

FEATURED BOOKS

INSPIRED LEADERSHIP: HOW YOU CAN ACHIEVE EXTRAORDINARY RESULTS IN BUSINESS

Kevin Gaskell

Inspired Leadership is the essential guide to performing at the highest level every day. As CEO of Porsche, author Kevin Gaskell led the company from near-bankruptcy to the most profitable car company.



During his four years at BMW, the company saw 80% growth in sales and 500% increase in profitability.

Good leaders get results and great leaders get great results — but Inspired Leaders get extraordinary results, turn around companies, ensure people development and turn brands into household names. This book shows you how to become an Inspired Leader. Workable strategies, practical frameworks, and real-world essential skills give you a concrete curriculum for success, while anecdotes and examples drawn from the author's experiences illustrate important concepts in action.

Inspirational, aspirational, and deeply instructional, this guide will become your go-to resource for navigating the leader's role. From tricky situations to everyday interactions, you'll learn the skills and outlook you need to take your leadership to the next level. ■

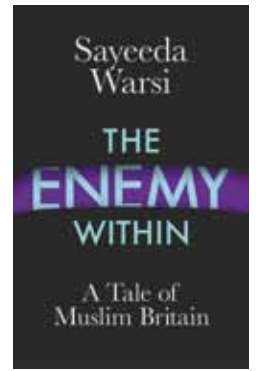
FLYING HIGH : MY STORY—FROM AIRASIA TO QPR

Tony Fernandes

AirAsia Group CEO Tony Fernandes has launched his memoir, Flying High, which looks back at his journey from a music man to becoming the founder of one of the most successful budget airlines in the world.

THE ENEMY WITHIN: A TALE OF MUSLIM BRITAIN

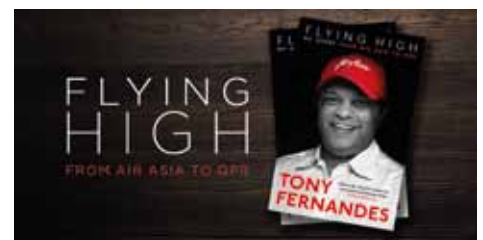
Baroness Sayeeda Warsi



"Hard headed, well informed and intellectually coherent; it turns conventional wisdom on its head. It deserves to promote a public debate on this subject which has been needed for more than 20 years" — Peter Osborne

Britain has often found groups within its borders whom it does not trust, whom it feels have a belief, culture, practice or agenda which runs contrary to those of the majority. From Catholics to Jews, miners to trade unionists, Marxists to liberals and even homosexuals, all have at times been viewed, described and treated as 'the enemy within'.

Muslims are the latest in a long line of 'others' to be given this label. How did this state of affairs come to pass? What are the lessons and challenges for the future — and how will the tale of Muslim Britain develop? Sayeeda Warsi draws on her own unique position in British life, as the child of Pakistani immigrants, an outsider, who became an insider, the UK's first Muslim Cabinet minister, to explore questions of cultural difference, terrorism, surveillance, social justice, religious freedom, integration and the meaning of 'British values'. Uncompromising and outspoken, filled with arguments, real-life experience, necessary truths and possible ways forward for Muslims, politicians and the rest of us, this is a timely and urgent book. ■



Tony describes the book as a story of "the power of dreams", which looks back on the days when he first started the airline.

As a boy, Tony Fernandes wanted to be a pilot, a footballer or a racing driver. By 2011 he'd gone one better: founding his own airline and his own Formula One team, and becoming Chairman of English football club Queens Park Rangers, helping them reach the Premier League again after a 15-year absence from the top flight. Flying High is the memoir of an exceptional business leader; the man who created Asia's first budget airline, democratizing air travel in Asia and building AirAsia into a multi-billion-dollar company in the process.

"Believe the unbelievable, dream the impossible and never take no for an answer. Even if you fail, it doesn't matter because at least you've tried and you can do it again, so trust in your gut feeling, don't listen to anyone else's advice and go ahead – write your own incredible story."

FEATURED KEYNOTE

**Chairman,
Royal Bank of Scotland**



SIR HOWARD DAVIES WAS APPOINTED Chairman of the Royal Bank of Scotland in September 2015.

Davies is also a Professor of Practice at the French School of Political Science in Paris (Sciences Po) since 2011. He teaches courses in finance regulation and central banking to master's students.

Previously, Davies was Chairman of the Phoenix Group between 2012-15. He chaired the UK Airports Commission from 2012-15 and was the Director of the London School of Economics and Political Science from 2003-11. Prior to that appointment Sir Howard chaired the UK Financial Services Authority then the single regulator for the UK financial services sector, from 1997-2003.

Davies was the Deputy Governor of the Bank of England from 1995-97, after three years as the Director General of the Confederation of British Industry. Earlier in his career he worked in the Foreign and Commonwealth Office, including two years as Private Secretary to the British Ambassador in Paris, the Treasury, McKinsey, and as Controller of the Audit Commission.

Davies currently also chairs the Risk Committee at Prudential plc, whose board he joined in 2010. He is a member of the Regulatory and Compliance Advisory Board of Millennium Management LLC, a New York-based hedge fund. He has been a member of the International Advisory Council of the China Banking Regulatory Commission since 2003 and in 2012, was appointed Chairman of the International Advisory Council of the China Securities Regulatory Commission. Previously Sir Howard was an independent Director of Morgan Stanley Inc. for 11 years, from 2004-15 and earlier in his career was a Director of GKN plc from 1989-95.

Davies has published five books focused on the financial markets and regularly writes for The Financial Times, Times Higher Education, Project Syndicate and Management Today.

EXECUTIVE LEARNING



To build successful strategies for growth in emerging markets over the next decade, executives must know which markets to prioritize, understand the risks and opportunities and make the right assumptions for future plans and budgets. In this intensive masterclass, Nenad Pacek offers a step-by-step guide for your executives on how to outperform the competition and achieve accelerated, sustainable growth in challenging and constantly changing environments. He helps them develop an in-depth understanding of the economic and business megatrends of global and emerging markets and how they will shape international business over the years ahead.

MASTERCLASS LEADER

Nenad Pacek is a world-leading global strategy expert and the Number 1 go-to advisor for hundreds of executives, helping them build successful businesses in all the emerging markets. The founder of Global Success Advisors and the CEEMEA Business Group, Nenad has a client network of more than 380 multinational corporations. Previously, Nenad was Vice President of The Economist Group, where he chaired more than 100 Economist Government Roundtables with prime ministers, presidents and their cabinets throughout Europe, the Middle East, Africa and Latin America.

WHAT IS COVERED?

Whether focused on a specific regional market appealing to your business, or on an overview of a particular industry across several countries, Nenad will address:

- » Economic and business megatrends in global and emerging markets
- » Analysis of why competition in emerging markets is accelerating
- » A market-by-market economic outlook guide for key emerging markets
- » An economic outlook for the developed world
- » Strategy guidance for multinational companies to accelerate growth Insights

into fast-changing corporate best practices
» Future strategic, structural and operational pillars of international corporations

WHO WILL BENEFIT?

- » Large and medium-sized businesses looking to establish themselves in some emerging markets
- » Strategists and decision-makers for specific products and brands, evaluating potential growth opportunities
- » Analysts and consultants advising their clients on international development and new market strategies

VALUE AND EXPECTED OUTCOMES

- » Knowledge needed to better identify future risks and opportunities, more effectively prioritize markets and make the right assumptions for 1-5-year plans and budgets
- » Guidance on how to change your corporate strategy to accelerate growth and outperform competitors in emerging markets in a sustainable way
- » Develop the ability to benchmark your company's approach to emerging markets against evolving best practices
- » Achieve multi-million cost savings by avoiding potential hidden threats and conflicts often inevitable in the territories of 'unknown'