

speaK ASIA

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

Our lineup of headline speakers this year



the
BUSINESS of
INNOVATION
2015

21 April 2015

Majestic Hotel Kuala Lumpur

ONCE AGAIN THE LONDON SPEAKER BUREAU WILL BRING TOGETHER recognized innovators from across the globe to share with delegates their personal perspective on business, the future of innovation and what it takes to succeed today and in the future.

This year's line-up features a Malaysian-born architect and artist known as 'the artist who likes to paint, but not with paint brushes' as well as one of the most instantly recognizable members of the CNN team, alongside a global icon and chart-topping celebrity regarded as one of the world's most powerful and inspiring speakers who revolutionised the way charities raise money and inspired later initiatives including 'We Are The World'. Other speakers include the author of Europe's best-selling business book in 2013 and the CEO and co-founder of Virgin Unite Mentors, which is Sir Richard Branson's network for executive coaching and entrepreneurial innovation. **PLEASE SEE BACK PAGE FOR MORE**



WHEN RICHARD QUEST, HOST OF CNN'S 'QUEST MEANS BUSINESS' invited Dr. Michio Kaku to appear on his show to share his visions of the future, Dr. Kaku was happy to oblige. Touching on subjects that leap from the pages of his latest New York Times Bestseller, *The Future Of The Mind*, Kaku and Quest explore the spectrum of breakthrough ideas and inventions on the horizon, from augmented reality to augmented physiology.



INSIDE

NEW SPEAKERS

José Manuel Barroso, President of the European Commission between 2004 and 2014 says European Integration should be 'Sustained reform not revolution'

FEATURED MASTERCLASS

Based on the notion that "Great Teams Are Made of Great Individuals" Sir Clive Woodward has identified four criteria which he believes characterise a champion individual or team in both business and sport.

FEATURED BOOKS

The Business of Winning by Mark Gallagher brings the drama of the Formula 1 business to life in vivid detail with experiences and insights that executives in countless other businesses can both learn from and use for ideas and inspiration.

LONDON SPEAKER BUREAU

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

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 management and finance to technology, education, innovation and the environment.

We provide keynote speakers and advisors for all types of events, be it small or large, in-house or external. If you want some ideas on how we can assist in any of the areas listed here, please do contact us now.

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The London Speaker Bureau in SouthEast Asia & HongKong is part of an international network of offices unique to the speaker industry; we have access to the most prominent and sought-after speakers in the world. Having developed a strong presence in Europe, we are building our international operations in Asia, Africa and South America in response to increasing demand for experts from these regions.

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A selection of our speakers recently in the region



Caspar Berry

Poker Player and Award-winning Trainer
"Risk Taking and Decision Making"



R. Gopalakrishnan

Executive Director, Tata Group
"China is not India's competitor"



Marc Faber

Investment analyst and entrepreneur
"The Unstable State Of The World"



Paul Craven

Consultant on Behavioural Economics
"Minds and Markets"



Fons Trompenaars

One of the world's most influential
management thinkers
"Negotiating Across Cultures"



Mike Walsh

Futurist and trends expert
*"Innovation and Staying Relevant in the
Competitive Environment"*



Jose Manuel Barroso

President of the European Commission
(2004-2014)
"The China-Europe Relationship"



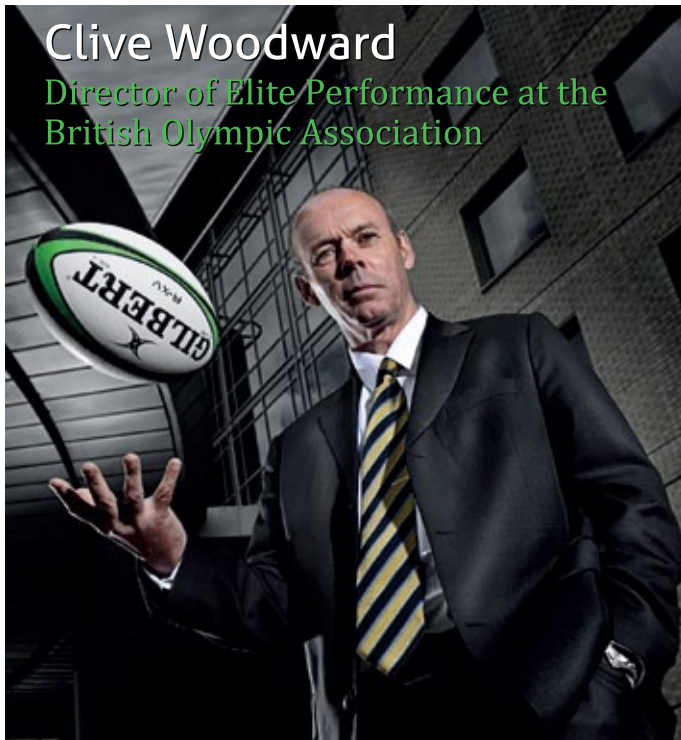
Li Zhaoxing

Former foreign minister of the People's
Republic of China
"China's Role in Asia"

MASTERCLASSES & WORKSHOPS

In an ever more inter-connected and rapidly changing environment, organisations increasingly require outside experience to gain knowledge and insight.

The London Speaker Bureau has a uniquely international structure that enables us to offer our clients a distinctive resource of senior figures from business, politics, finance, education and society, from almost every part of the world, to deliver executive workshops and management masterclasses.



SIR CLIVE WOODWARD WAS THE MANAGER OF OF THE ENGLAND RUGBY team and is in constant demand as one the country's leading motivational speakers. As a coach and leader he is synonymous with two of Britain's most historic sporting achievements. England's 2003 Rugby World Cup victory and Team GB's London 2012 Olympic Games.

During his time as an International Rugby player Clive also established a successful business career; later in his career as coach he combined his experiences from both the sports & business arenas. Under Clive's leadership the England team broke all records in becoming the world's number one ranked team before becoming World Champions in 2003.

In 2006 Clive joined the leadership team at the British Olympic Association as Director of Sport for Team GB where he worked with all key stakeholders in British sport to support national athletes and coaches at the Beijing, Vancouver and London Games. In preparation for London 2012, Clive also established his "One Team" philosophy across the 26 sports to drive performance under the intense pressure of a home games.

MASTERCLASS TOPICS

- **The DNA of a Champion:** "Talent Alone Is Not Enough"
- **Winning Ways:** "Organise, Evolve, Share"
- **Change Thinking:** "100 Things 1% Better"

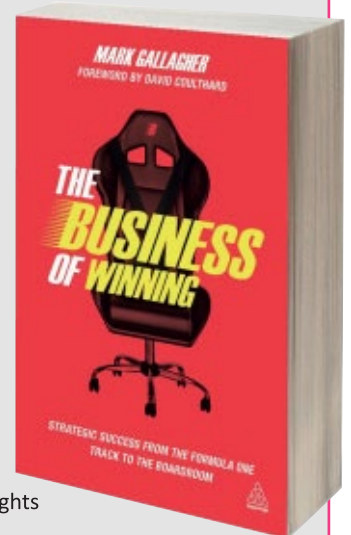
FEATURED BOOKS

The Business of Winning: Strategic Success from the Formula One Track to the Boardroom by Mark Gallagher draws on the business lessons to be learned from the high finance, high-octane world of Formula One.

The uniqueness of Formula 1 is the range of challenges it creates for the competing teams and drivers, and the compression of those challenges into immovable timescales and deadlines that have to be met at venues around the world, and at all times under the scrutiny of a global media. While public companies concern themselves with meeting quarterly targets, Formula 1 teams, with annual budgets of hundreds of millions and a franchise valued at 7.5 billion dollars, see their results published every other Sunday in front of a highly critical audience that includes their own customers, staff and suppliers. There is no room to hide.

Mark Gallagher offers a valuable how-to manual on not just managing, but thriving in a fast-moving, competitive environment. With practical examples from his own experience and accounts of how owners, drivers, teams, technicians and sponsors deal with the full range of management issues faced every day, he covers key business challenges including the need for leadership, the importance of change and the imperative of innovation while managing risk.

The Business of Winning, featuring a foreword by former Formula 1 driver and winner of 13 Grand Prix David Coulthard, brings the drama of the Formula 1 business to life in vivid detail with experiences and insights that executives in countless other businesses can both learn from and use for ideas and inspiration.



Signals: The Breakdown Of The Social Contract And The Rise Of Geopolitics by Dr Pippa Malmgren

Economic signals are everywhere, from magazine covers to grocery stores to military events. They reveal the story of the world economy. The rising price but shrinking size of a steak, a candy bar and an apartment not only cause pain at home, they also propel some nations to deploy their militaries to secure resources and protect their citizens from higher prices. By being alert to signals anyone can start to navigate through the turbulence to the treasures of the world economy instead of being overwhelmed and surprised by it.

Malmgren argues that there are clear signs in the world economy, which indicate that governments are trying to default on their debt by creating inflation. She argues that record high prices for food, property, stocks and hard assets like artwork are not random or spontaneous, but a desired result of policy. We are all caught between the historic debt problem and the rising cost of living, which give rise to a wide range of outcomes, from the Arab Spring, separatist movements and worldwide social unrest to the historic innovation which tomorrow's economy is already being built upon.



Gordon Hewitt Creating Competitive Advantage in New Complex Markets



GORDON HEWITT IS PROFESSOR OF BUSINESS Administration, and was formerly the 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 for Best Global Educator by the Institute of Management Studies whose members comprise leading academics and consultants worldwide. His many academic awards include the title of Honorary Professor at the Faculty of Social Sciences, University of Glasgow, where he started his career. Gordon also holds the title of Distinguished Professor of Corporate Strategy at Duke Corporate Education.

As a consultant, he has extensive experience for over 25 years of working at CEO and Board level with many major corporations and 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.

Jim O'Neill

HEADING TO ASIA



Goldman Sachs economist who captured the globe's economic power-shift when he coined the "BRIC" acronym introduces another catchy description for the next big economies to impact upon the world—MINT—Mexico, Indonesia, Nigeria and Turkey

JIM O'NEILL IS CHAIRMAN OF GOLDMAN SACHS ASSET MANAGEMENT (GSAM). AS CHAIRMAN, he is involved in helping guide all aspects of GSAM's business around the world. Before assuming this role in September 2010, Jim was head of Global Economics, Commodities and Strategy Research. He serves on the European Management Committee. Jim joined Goldman Sachs in 1995 as a partner, co-head of Global Economics Research and chief currency economist.

Prior to joining the firm, Jim was head of research, globally, for Swiss Bank Corporation (SBC) from 1991 to 1995. He joined SBC in 1988. Prior to that, he was with Bank of America and International Treasury Management, a division of Marine Midland Bank.

Jim is the creator of the acronym "BRIC". Together with his colleagues, he has published much research about BRICs, which has become synonymous with the emergence of Brazil, Russia, India and China as the growth opportunities of the future.

Jim is a member of the board of the Itinera Institute, and has been on the board of Bruegel since its creation. He is a member of the UK-India Round Table and the UKIBC. Jim is chairman and one of the founding trustees of the London-based charity SHINE. He is also chairman of the Greater Manchester Local Enterprise Partnership Advisory Board. Jim serves on the board of Teach for All and a number of other charities specializing in education. Jim previously served as a non-executive director of Manchester United before it returned to private ownership in 2005.

Jim earned a degree in economics from Sheffield University in 1978 and a PhD from the University of Surrey in 1982. He received an honorary doctorate from the Institute of Education, University of London, in 2009 for his educational philanthropy.

SEE BACK PAGE FOR
HEADLINING
SPEAKERS AT
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Do you suffer from GLOSSOPHOBIA?

Do you tend to freeze in front of an audience? Does your mouth dry up, your voice weaken and your body shake? Do you sweat, go red and feel your heart thumping rapidly? Do you become tongue-tied and start to stutter when you speak? If your answer to any of the above questions is 'Yes', then you are suffering from glossophobia, fear of public speaking. To recover, try following these six tips!

- 1 Be poised** in order to exude confidence and give the appearance of being well balanced and composed. Put your shoulders back and walk to the lectern calmly. Mind you don't trip!
- 2 Be powerful** to attract attention. Lower your voice an octave or two and ensure you speak slowly enough to give your voice a commanding presence. Make sure you deliver a powerful opening line, No squeaking!
- 3 Prepare your words.** You really should try to ensure that you know more about the topic than your audience!



- 4 Practice to be perfect** focusing on vocabulary and voice modulation. Don't try to memorize your entire speech verbatim because if you forget one line of it, you may lose yourself completely!
- 5 Use visual aids**, like a slide show, to give your audience something to focus on other than you and to make your presentation more interesting. Make sure that you know how to use any technology needed on the day, otherwise you may experience a very awkward, red-faced moment!
- 6 Find some friendly faces** in the audience in different parts of the room with whom you can make eye contact from time to time during your presentation. Just make sure you don't get too distracted from your speech!

FEATURED KEYNOTE



Jon Matonis Executive Director, Bitcoin

JON MATONIS WAS EXECUTIVE DIRECTOR OF THE BITCOIN FOUNDATION until December 2014 and served as a board director for the group from its 2012 inception to the time he assumed the executive director position in 2013. He is considered the foremost authority on virtual currencies, private currencies, and burgeoning e-money instruments such as Bitcoin, Gridcoin, social game credits, and stored value.

Matonis is a board advisor to start-ups in: bitcoin, cryptography, gaming, mobile and prepaid. His career has included senior influential posts at Sumitomo Bank, VISA where he was Chief Forex Trader, VeriSign, and Hushmail where he was CEO.

Matonis also provides e-money consulting services to companies on alternative currency programs, bitcoin processing, compliance, jurisdiction selection, monetisation strategies, risk management, and virtual currency platforms.

His work on digital cash has been published by Dow Jones and the London School of Economics. Matonis is also a columnist at Forbes Magazine, American Banker, and CoinDesk. He is Editor of The Monetary Future, a leading economics blog at the intersection of free banking, cryptography, and digital currency.

Jon earned his B.A. in Economics at George Washington University in 1985. He also studied Economics and Computer Software Engineering at the University of Maryland, College Park.

He has presented on Bitcoin and its disruptive economic implications to a wide variety of audiences, including the Federal Reserve, Bank of England, European Central Bank, IRS, DHS, major financial institutions, iGaming operators, hedge funds, and family offices.

JOICHI 'Joi' ITO, THE LEADER OF THE LEGENDARY MIT MEDIA LAB, HAS BEEN A RENOWNED FIGURE THROUGHOUT THE HISTORY OF THE INTERNET. HAVING KICK-STARTED INTERNET CULTURE IN JAPAN AT DIGITAL GARAGE, HE BECAME AN EARLY-STAGE INVESTOR IN TWITTER, SIX APART, WIKIA, FLICKR, LAST.FM, KICKSTARTER AND OTHER INTERNET COMPANIES. HE HAS BEEN DRIVING THE INTERNATIONAL DEVELOPMENT OF THE INTERNET.

Ito has very clear views on how we should innovate, now and in the future. He believes that we must build quickly and improve constantly, without waiting for permission or for proof that you have the right idea. Ito urges us to follow a compass rather than a map. Instead of planning out every exact point before you start, allow yourself to make the decisions you need as you go in the general direction of where you need to be.

He argues that being innovative is about stopping the widely held notions that you need to plan everything, that you need to stock everything, and that you need to be so prepared. Instead we should be focused on being connected, always learning, being fully aware, and utterly present. He says, "You have to get the stuff into



the real world for it to really count. We should be getting out there ourselves and not depending on large institutions to do it for us."

This kind of bottom-up innovation is seen in the most fascinating, futuristic projects emerging today, and it starts, he says, with being open and alert to what's going on around you right now. Of course, this new model is scary. "Bottom-up innovation is chaotic and hard to control," he says. But it's a better way. It's a way that lets you pull resources – both human and technical – when you need them rather than hoarding what you think you'll need before you start.

Don't be a futurist, he suggests, be a now-ist. In the Internet era, the cost of innovation has come down so much that you start with the building – and then figure out the money and the business plan. This runs counter to convention, but Ito says: "It's pushed innovation to the edges, to the dorm rooms and startups, and away from stodgy organizations that had the money, the power and the influence." So he suggests aiming for resilience, not strength; seek risk, not safety. Today, with the ability to deploy things into the real world at such low cost, his motto is 'Deploy or die'.

In 2011, Ito was chosen by Foreign Policy magazine as one of the Top 100 Global Thinkers, and received the Lifetime Achievement Award from the Oxford Internet Institute in recognition of his role as one of the world's leading advocates of Internet freedom. He has also been selected as a Global Leader for Tomorrow by the World Economic Forum; as one of the 25 Most Influential People on the Web by Businessweek; and as a member of the 'Cyber-Elite' by Time Magazine.

Joanna Shields

Leading digital power broker and the UK's most influential woman in IT



JOANNA SHIELDS OBE HAS HAD AN INCREDIBLY IMPRESSIVE CAREER AS A LEADING IT BUSINESS EXECUTIVE, ENTREPRENEUR AND INVESTOR. SHE HAS SPENT THE PAST 27 YEARS BUILDING SOME OF THE WORLD'S BEST KNOWN TECHNOLOGY COMPANIES, INCLUDING FACEBOOK, BEBO, GOOGLE, AOL, ELECTRONICS FOR IMAGING (EFI) AND REALNETWORKS. SHIELDS, A DUAL UK/US CITIZEN, IS NOW THE UK PRIME MINISTER'S DIGITAL ADVISOR, A RECENTLY APPOINTED PEER IN THE HOUSE OF LORDS AND THE UK'S MOST INFLUENTIAL WOMAN IN IT.

She was the Managing Director of Google Europe and Africa until 2006, where she was responsible for developing its advertising channel AdSense, and headed up products such as Google Mail, Video and Maps. At Bebo, Shields was CEO, leading the company's growth to 50 million users and toward its eventual acquisition for \$850 million. She then joined Facebook in 2009 as Vice President and Managing Director for EMEA, helping to develop it as the social media giant's largest region.

In 2011 she was ranked No. 1 on the Wired 100; a year later she was identified as one of the 100 most powerful women in Britain by BBC Radio 4's Woman's Hour.

Today, in her role as Digital Advisor, she advises David Cameron on policy matters that concern the digital industry with an emphasis on digital entrepreneurship and infrastructure. Shields is also Executive Chairman of Tech City UK, having stepped down as CEO in February 2014. She is heavily involved with the organization's mission to 'accelerate growth' of the UK's technology clusters. Tech City's Future Fifty programme, launched by Shields and British Chancellor of the Exchequer George Osborne, has identified the UK's 50 fastest-growing businesses and is helping them scale in order to be ready for flotation on the London Stock Exchange (LSE). Companies listed in the initial Future Fifty include Mind Candy, Zoopla, Huddle and Skyscanner.

In January 2014, the LSE Group appointed Shields to their board, intending to utilize her knowledge of building businesses and delivering technology-based solutions to drive the business forward.

José Manuel Barroso

European Integration– ‘Sustained reform not revolution’

JOSÉ MANUEL BARROSO’S TEN YEAR TENURE as the 11th President of the European Commission ended on 31 October. Over the last decade at the helm of the executive body of the European Union (EU), the former Prime Minister of Portugal has made a major contribution to the response to some of the most threatening events in the EU’s history.

Challenges have been faced, from financial meltdown to recent developments in Ukraine, as well as historic achievements accomplished in European integration, including enlargement through the addition of 12 new countries.

Barroso has achieved a large number of major reforms that have strengthened and secured Europe. The painful but necessary fiscal reforms enacted during his tenure, after the continent teetered on the economic brink in 2008, increased awareness of European interdependence and increased the resolve that reforms are needed to maintain European competitiveness, productivity, employment and the European growth model.

He has described the crisis in Ukraine as the ‘biggest threat to Europe’s stability and security since the fall of the Berlin Wall’. As he approached the end of his tenure,



solving the crisis in Ukraine by supporting the country to become democratic, prosperous and independent, was one of his top priorities.

The former President has clear view on the part that the EU must take in the future. ‘Reform, not revolution’ is the lesson he draws from his wealth of European political experience. He believes that the EU must develop further and perfect its political union, but that such a development must be organic, rather than abrupt. His belief is that this requires a new relationship of cooperation between the union, its institutions and the member states, as well as the construction of broad-based political and societal support and a real sense of European and national ownership of the whole European project.

In Barroso’s opinion, sustained reform

will be possible only if national leaders see their role not only as national, but also European, to close the existing implementation gap. He also believes sustained reform is dependent on the European parliament embracing its role as a decision-maker rather than serving as an echo chamber for demands without regard to their feasibility. Furthermore, he considers it essential that the commission remains the indispensable and reinforced focal point of European politics.

While Barroso recognizes that European integration will always be a step-by-step process, he views it as the most visionary project in recent history, which will reach its true potential when national politicians exercise ownership of the European project and don’t treat Europe as foreign interference.

Dr Christian Busch

Associate Director at LSE Innovation and Co-Creation Lab

CHRISTIAN BUSCH IS ASSOCIATE DIRECTOR AT THE LONDON School of Economics (LSE) Innovation and Co-Creation Lab, where he works with governments, enterprises, and social enterprises to develop scalable inclusive business models. His related research centres on entrepreneurship, social innovation, social networks, co-creation, and business model innovation, and he teaches several MSc and executive education courses at LSE. He was co-founder of Sandbox, where as Head of Community Development he developed the hub-based structure and expanded the community and organization into 20 countries between 2008 and 2012.

He has been named as one of Diplomatic Courier’s “Top 99 Influencers under 33”, JCI London’s “Ten Outstanding Persons”, a TEDster, a Siemens ‘Key Influencer’, a fellow at the Royal Society of Arts and was nominated for The Times Higher



Education’s achievement award. He frequently attends or speaks at major conferences such as the World Economic Forum, TED and the Financial Times Sustainability Summit, and his ideas have been featured by outlets such as Harvard Business Review.

Busch previously worked in politics, consulting and in business in Kenya, S. Africa, Mexico, Russia, Germany, the US; set up the LSE’s PhD Steering Committee; presided over the LSE CSR Society; and took on leadership and mentoring roles on boards and professional bodies, including as Impact Advisor at the National Entrepreneurship Association. He has been guest-lecturing at ESADE (Spain), Peking University (China), and Strathmore (Kenya), and his work has been published by journals such as IJEV & featured by Le Monde, AP, The Guardian, Der Spiegel, France24, WIRED, among others.

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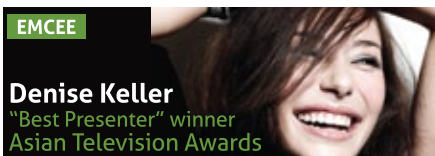
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The Business of Innovation 2015 brings together world-class speakers and cutting-edge ideas

THE BUSINESS OF INNOVATION IS ONE OF THE most powerful conferences for leaders in Asia. Delegates attending will come away with an understanding of the role of innovation and leadership in their daily lives. Some of the key take-aways include:

- Understanding the challenges and opportunities facing leaders today – globalisation, sustainability, new sources of competitive advantage, alternative business models and more.
- Unparalleled access to the ideas and opinions of industry thought leaders plus fresh insights into tomorrow's major strategic issues.
- Marketing, branding and innovative development solutions that will drive growth and profits.
- Excellent networking platform for delegates.



Making A Difference

Sir Bob Geldof brings a new dimension to creating world-class leaders, covering areas of inclusion, commitment and the importance of good and robust leadership. The presentation contains examples from Sir Bob's life and work not only as a humanitarian, but also focuses on his extensive business activities. Moving from entrepreneurialism into corporate structure, motivating and retaining key players are issues that will be covered in a high-impact presentation by one of the world's most powerful speakers.



Success Built to Last

How do you convince your team to not only embrace change, but to actually also lead the transformation now—with urgency? In this exciting keynote Mark shares insights and videos from world-class companies that at first struggled with change and then reinvented their businesses. He offers invaluable advice on how world-class teams generate unstoppable growth, how you grow leaders from Good to Great and what steps are necessary to develop high-performing teams. Mark leaves the audience with lessons such as 'What 3 factors galvanize change in every person' and 'What 5 customer service strategies are built to last'.

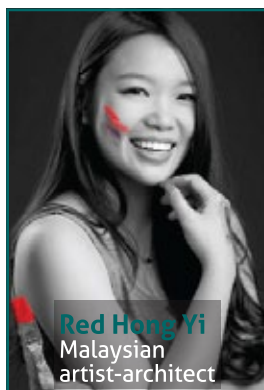
Quest for Innovation

Richard Quest will address the challenges, opportunities and future of innovation that he has observed from his vast experience interviewing and researching some of the world's leading organizations from global brands to start-ups. What makes a successful enterprise, how companies start off promisingly but fail in years to come and how leaders today are challenging the norm to stay relevant and competitive – Quest presents all this in his unique and probing style which is bound to get the audience thinking.

Think Inc.

Building a company for the Future

This session distills cutting-edge research from behavioral economics, psychology, and neuroscience into a clever and practical guide for everyone who's ever wanted to be wiser and make better decisions. Rolf Dobelli, an author and thinker, entrepreneur and student of social science, deftly shows that in order to lead happier, more prosperous lives, we don't need extra cunning, new ideas, shiny gadgets, or more frantic hyperactivity—all we need is less irrationality.



The Art of Creativity

Every project that Hong-Yi works on deals with new materials that are initially unfamiliar to her. She argues how fear is an important emotion for projects that matter, and how innovators seek out this fear to push themselves to the edge. She discusses how to apply human creativity to the diversity of activities and challenges we encounter. This is an interactive session where Hong-Yi will get the audience to participate in activities to illustrate her ideas and concepts and offer practical ways to overcome the fear of innovating.