

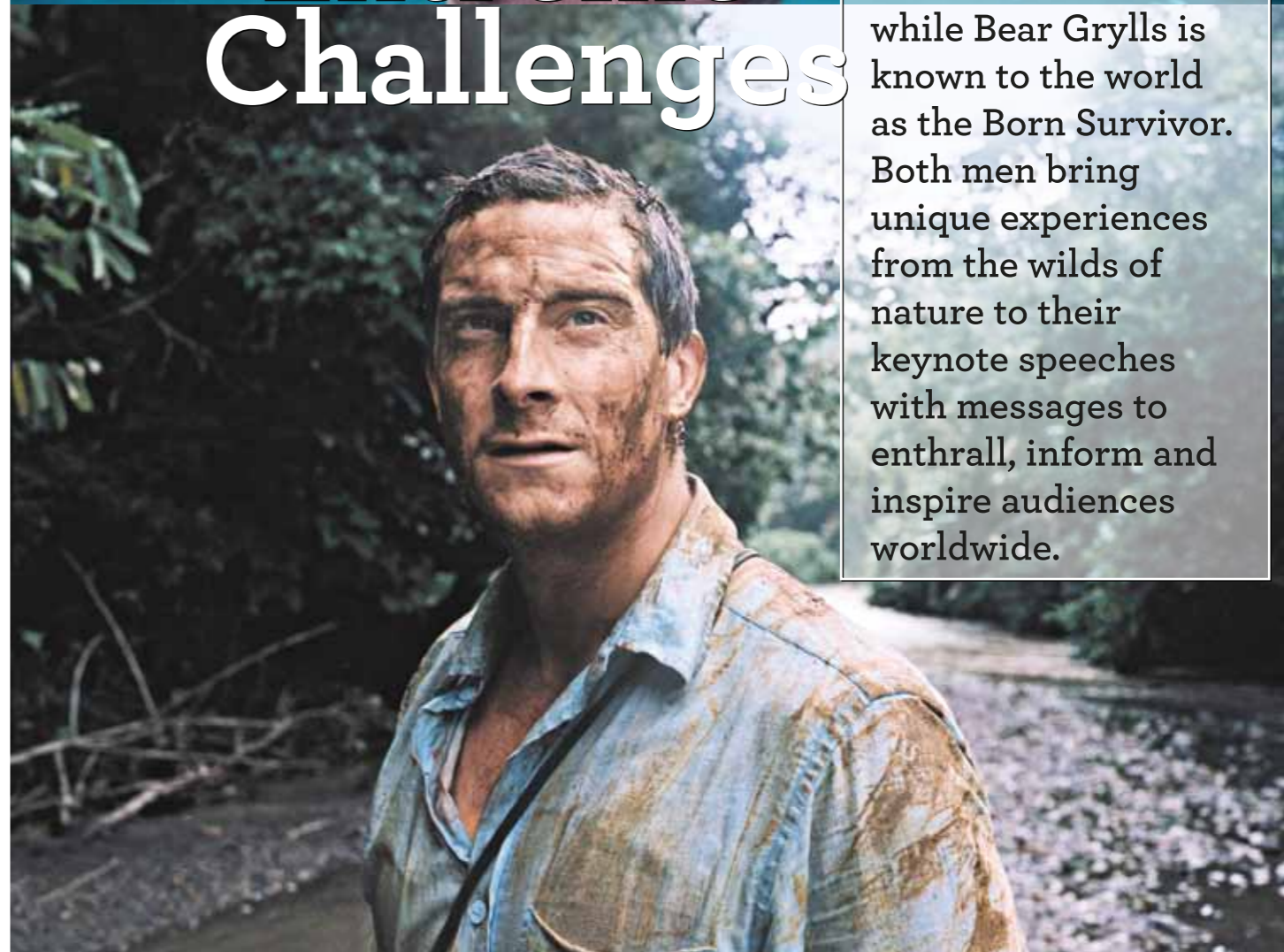
speaK ASIA

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



Extreme Challenges

Lewis Pugh is the UN Patron of the Oceans while Bear Grylls is known to the world as the Born Survivor. Both men bring unique experiences from the wilds of nature to their keynote speeches with messages to enthrall, inform and inspire audiences worldwide.



LONDON SPEAKER BUREAU ASIA

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

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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
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- International New York Times

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Facing Extreme Challenges



Lewis Pugh

Bear Grylls

The Long Swim: It's time to bring the message home.

AS A MARITIME LAWYER, AN OCEAN advocate and pioneer swimmer, Lewis puts his hard learned lessons in the context of a corporate environment.

His message is highly relevant, inspirational and, most importantly actionable.

Lewis Pugh is the only person to have completed a long-distance swim in every ocean of the world.

Over a period of 30 years he has pioneered swims in the most challenging environments on earth including the Antarctic, the North Pole and the Himalayas and developed an understanding of the beauty and fragility of life and its many ecosystems.

In 2007 he undertook the first long-distance swim across the North Pole to highlight the melting of the Arctic sea ice. He followed this up with a swim across a glacial lake on Mt Everest to draw attention to the melting glaciers in the Himalayas.

Pugh's driving purpose is to protect our oceans. In 2016 he played a pivotal role in creating the largest marine reserve in the world in the Ross Sea off Antarctica. The media coined the term "Speedo Diplomacy" to describe his efforts swimming in the icy waters of Antarctica and going between the USA and Russia to help negotiate the final agreement.

Pugh describes the methods he uses to undertake swims, which were often deemed "impossible" - choosing the right team, meticulous preparation, the right mind-set, never quitting, and changing when circumstances dictate.

In 2010 Pugh was selected as a Young Global Leader by the World Economic Forum. In 2013 he was appointed the first UN Patron of the Oceans, and in 2016 he was chosen as one of National Geographic's Adventurers of the Year.

Born Survivor: A life of adventure

BEAR HAD A REAL HUNGER TO EXPLORE from a young age. Always curious. Never still. Eager to discover new places and follow the path less trodden. And the story is still being written.

Bear Grylls has become known around the world as one of the most recognised faces of survival and outdoor adventure. His journey to this acclaim started in the UK on the Isle of Wight, where his late father taught him to climb and sail.

Trained from a young age in martial arts, Bear went on to spend three years as a soldier in the British Special Forces, serving with 21 SAS. It was here that he perfected many of the skills that his fans all over the world enjoy watching him pit against Mother Nature.

Despite a free-fall parachuting accident in Africa, where he broke his back in three places, and after enduring months in military rehabilitation, Bear went on to become one of the youngest ever climbers to reach the summit of Mount Everest.

Bear went on to star in Discovery Channel's Emmy nominated *Man Vs Wild* and *Born Survivor* TV series, which has become one of the most watched shows on the planet, reaching an estimated 1.2 billion viewers. He also hosted NBC's *Get Out Alive*, a new adventure reality competition series.

Off screen, Bear has lead record breaking expeditions, from Antarctica to the Arctic, which in turn have raised millions for children around the world.

His adventures include completing the first circumnavigation of the UK on a personal watercraft or jet ski, flying a parajet over the Himalayas, and setting a Guinness world record for the longest indoor freefall.

He has authored 11 books, including his autobiography, *Mud Sweat & Tears*, a No. 1 Bestseller in the UK.

TRENDING TOPICS

Cybersecurity

2018 was an interesting year for all things cyber. It was the year that brought major breaches pretty much every week. Towards the end of 2018, the Marriott Hotel group suffered a significant data breach, while Quora fell foul to some cyber criminals, which means that cyber security is still the issue on every business leaders mind.

So, what can we expect to see in 2019 then? Here are some things to consider.

We need to see a continuing improvement in the relevant regulations as apply to cyber security.

The dynamic and fast-moving nature of cyber security outpaces regulation which is far too slow and clumsy to be of any benefit and might actually hinder security by building a culture of compliance with regulations and a false sense of security against enemies who are agile, motivated, and clever.

Data theft is increasingly being turned into data manipulation. We can expect to see attackers changing their methodology from pure data theft and website hacking to attacking data integrity itself. This type of attack, in comparison to a straightforward theft of data, will serve to cause long-term, reputational damage to individuals or groups by getting people to question the integrity of the data in question.



Cybersecurity speaker FC is a well-known ethical hacker and social engineer

Attackers will continue to target consumer devices. Ransomware is a recognised problem for companies of all shapes and sizes, epitomised by the large scale WannaCry attack that decimated the UK's NHS and organisations around the world.

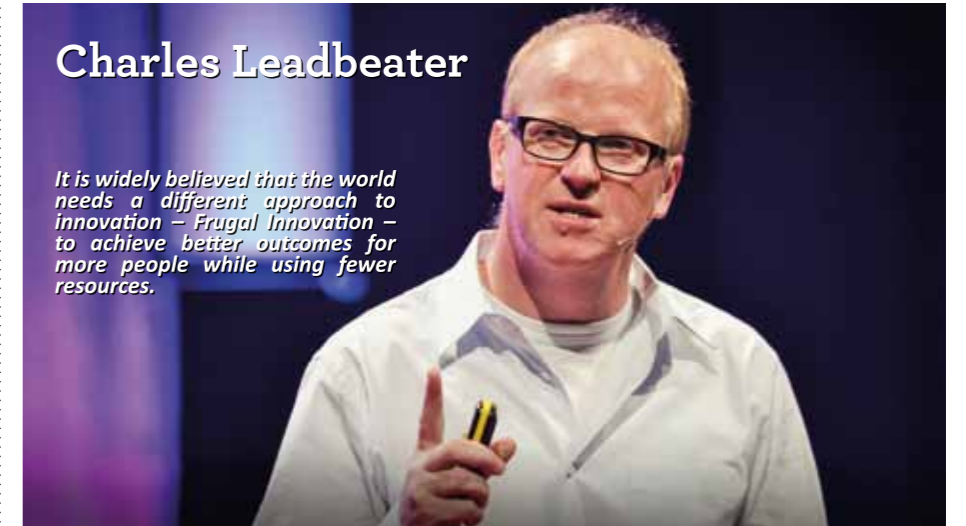
In 2019 and beyond, will we start to see consumers being targeted across a range of connected objects? This is a likely scenario, with examples coming out of child predators targeting IoT devices in toys designed for children. Attackers might even target the smart TV in your house via a ransomware attack that would require you to pay a fee to unlock it.

Demand will continue to rise for security skills. A global shortage of cyber security skills in the workplace arguably makes organisations more desirable targets for hacking. Demand for expertise will rise as companies realise that their current IS strategy is not sufficient. Also, with companies increasingly insourcing their security needs, internal training and skills growth has to continue to accelerate. Tailored training programmes are crucial.

FEATURED KEYNOTE

Charles Leadbeater

It is widely believed that the world needs a different approach to innovation - Frugal Innovation - to achieve better outcomes for more people while using fewer resources.



Frugal Innovation: Make it Better, Not More

CHARLES 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.

The Spectator Magazine described him as "the wizard of the web" after the publication of his bestseller *We Think: mass innovation not mass production* which forecast the rise of more collaborative, open forms of innovation made possible by the web. The YouTube animation based on the book has been watched by more than 300,000 people. Accenture, the global management consultancy, ranked him one of the top management thinkers in the world, and the Financial Times described him the outstanding innovation expert in the UK. A past winner of the prestigious David Watt Prize for journalism, Charlie was assistant editor at the Independent newspaper after a distinguished career at the Financial Times, where he was Labour Editor, Industrial Editor and Tokyo Bureau Chief.

Governments in Europe, North America, Australia and Latin America have turned to him for advice on policy issues ranging from health and education to culture and cities. Charlie speaks regularly at high profile conferences on every continent, from the Gates Foundation in Seattle to the Qatar Foundation in Doha, for the Economist magazine in London to the Government of Mexico, from Microsoft to the Tate Art Museum.

Charlie is a long standing senior research associate with Demos, the influential London think tank; a co-founder of Participle, the leading public services innovation agency, which is working with public sector agencies to create next generation public services and a visiting fellow at the National Endowment for

Science Technology and the Arts, where he has championed ideas of open and user driven innovation. Charlie is co-chairman of the social enterprise Apps4Good, one of the first charities to be granted a license to make Facebook apps which caught the attention of the White House.

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. Charlie gave a keynote address at the inaugural Skoll World Forum on Social Entrepreneurship in Oxford.

His work ranges widely over innovation in the private, public and social sectors. In *Learning from the Extremes*, a widely-read report published in 2009 by Cisco, he looked at the way social entrepreneurs are using technology to create new low cost approaches to learning in the slums and favelas of the developing world. From a new position working on health innovation with Imperial College London he is looking at the way new, low cost and distributed models of health care are emerging in the developing world.

In his book, *The Frugal Innovator*, Charlie analyses the spread of super low cost, simple, robust and shared solutions to pressing social challenges. *The Frugal Innovator* looks at how the global dynamics of innovation are shifting during the downturn with more new products being devised for and with relatively poor consumers of the developing world.

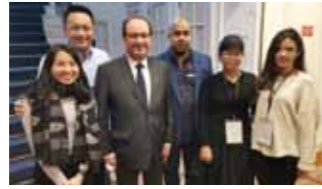
Speakfest2018

Speakfest is the annual meeting of the global London Speaker Bureau network of consultants.

This year's gathering, as the world watches Brexit unfold, was held in Brussels, the Belgian city which hosts the main offices of the Members of the European Parliament.

As the centre of European culture and institutions, Brussels is considered the de facto capital of the EU. But we found the city had much more to offer than most people imagine. Belgium might be known best for its chocolate and beer, but Brussels itself is most often mentioned in connection with the European Union and other international institutions.

Speakfest2018 had a distinctly geo-political theme with guest speakers who gave us insights into international relations, regional groupings and diplomacy.



We had the extraordinary opportunity to meet the recent President of France, François Hollande. He was France's first Socialist president in 17 years after beating the conservative incumbent in a run-off ballot in 2012.

During his mandate, Hollande carried out important reforms which began to restore the competitiveness and growth of the French economy.

We also met Fredrik Reinfeldt, who has been active in Swedish and international politics for over 25 years. He led an alliance which won two successive elections and Reinfeldt, as Prime Minister, presided over two coalition governments from 2006 to 2014 – the longest non-socialist government period in modern Sweden. During his time



as Prime Minister, Reinfeldt reformed the Swedish economy and labour market, making Sweden one of the most competitive countries in Europe.

Other keynote speakers at Speakfest 2018 were former German Minister for Foreign Affairs Sigmar Gabriel and Abdullah Gül, who served as President of Turkey from 2007-14. He previously served as Prime Minister, Deputy Prime Minister and as Foreign Minister.

We learnt how to make delectable Belgian chocolates from scratch in a fun half-day workshop



SPEAKERS HEADING TO ASIA



Jonathan Mildenhall

Jonathan Mildenhall is the former Chief Marketing Officer at Airbnb, and was formerly the Vice President of global advertising strategy and creative excellence at the Coca-Cola Company.

Mildenhall joined Airbnb in June 2014 and made it his mission to help Airbnb transform the industry disrupting property rental platform into the next global iconic superbrand. In just three and a half years Airbnb grew from having 400,000 homes on the platform to having over 4,500,000 homes in 191 countries, each home helping to make the world a place where anyone can belong anywhere. The Airbnb brand is now one that defines popular culture.



Andy Xie

Andy Xie is a renowned independent economist based in Shanghai, specialising in China and Asia. He is the former Morgan Stanley Star Chief Asia-Pacific economist, and was named 'one of the 50 most influential persons in global finance' by Bloomberg.

Xie is renowned for his provocative views on the Chinese economy, and his formidable prediction accuracy. He is one of the few economists who accurately recognised economic bubbles including the South East Asian Financial Crisis in 1997, the dot-com bubble of 1999, and the US sub-prime mortgage bubble which led to the financial crisis in 2008.



Carl Lewis

During his career, Carl Lewis won 9 Olympic gold medals and attended four Olympic Games, earning himself international respect and a place in history as one of the greatest athletes of all time.

An activist for family, youth, education, wellness and fitness, Carl brings his international celebrity to attract awareness for the challenges and opportunities surrounding these issues around the world.

During his career as an Olympic athlete, Lewis was part of five American Olympic Teams, winning 10 medals, nine of them gold. With unsurpassed talent in the long jump and his speed in the sprints, he has gone places where no other track and field athlete has ever visited. His five Olympic appearances are a record for a male athlete, and many of his Olympic performances were in world or Olympic record time. His impressive track and field performances earned him world renowned fame and the title of "Athlete of the Century".



Eisuke Sakakibara

Dr. Sakakibara is a Professor of Aoyama-Gakuin University in Tokyo from 2010. Professor Sakakibara worked for the Ministry of Finance for more than 20 years, most notably as Vice Minister of Finance for International Affairs. He has broad and valuable experience in Government, especially in the area of international finance. He has shown superior ability in policy making and in consensus building among the international community, earning the sobriquet 'Mr. Yen' because of his influence over the currency markets. He is renowned as a key advisor to The Democratic Party of Japan and very influential to Japanese government as a thought leader in Japan.



Chris Gardner

The story of Chris Gardner's climb up the financial industry ladder from the very bottom as a homeless single parent in San Francisco and the sole guardian of his toddler son inspired the film "The Pursuit of Happyness" which starred Will Smith as Chris – entrepreneur, author, philanthropist, and single parent whose work has been recognized by many esteemed organizations.

Gardner's aim, through his speaking engagements and media projects, is to help others achieve their full potential. He is a passionate philanthropist committed to organizations combating violence against women, homelessness, financial illiteracy, and providing access to medical care and treatment; issues of the utmost importance to Gardner.

RECENT EVENTS

Robert Zoellick at the Asian Financial Forum 2019 in Hong Kong



The former President of the World Bank Group from 2007-2012, Trade Representative from 2001 to 2005, and Deputy Secretary of State from 2005 to 2006, Robert Zoellick is one of the world's most distinguished authorities on the global economy, international finance and foreign policy. He is unrivaled in his depth and breadth of what makes global economies tick and how best to operate in an increasingly global market.

Michio Kaku addresses high level banking conference in Singapore by video from New York



Dr. Michio Kaku is a theoretical physicist, bestselling author, acclaimed public speaker, renowned futurist and popularizer of science. As co-founder of String Field Theory, Dr. Kaku carries on Einstein's quest to unite the four fundamental forces of nature into a single grand unified theory of everything. Kaku has starred in a myriad of science programming for television including Discovery, Science Channel, BBC, ABC, and History Channel.

COMMUNITY

OKU Sahabatku Fun Run Special needs children from Yayasan Prihatin Insan cross the finishing line with volunteers from LSB.



HOLIDAY SNAPSHOTS

After Brussels, the team headed for France for the start of our year-end break. We enjoyed the sights and cuisines of Paris, and even witnessed the Yellow Vest riot over lunch; we then went on to London, where we took in the city skyline with a river cruise on the Thames.



Brussels Square



Christmas Dinner in Brussels at Steigenberger Wiltcher's



Eiffel Tower



Arc de Triomphe



Epicure, Paris



The International Women's Day 2019 campaign theme of #BalanceforBetter is a call-to-action for driving gender balance across the world.

Balance is not a women's issue, it's a business issue.

The race is on for the gender-balanced boardroom, a gender-balanced government, gender-balanced media coverage, a gender-balance of employees, more gender-balance in wealth, gender-balanced sports coverage. Gender balance is essential for economies and communities to thrive.

The first International Women's Day occurred in 1911, supported by over one million people. Today, IWD belongs to all groups collectively everywhere. IWD is not country, group or organization specific.

International Women's Day is celebrated annually on March 8 – a global day celebrating the social, economic, cultural and political achievements of women – yet the global campaign theme continues all year long to encourage action.

Progressive companies around the world are actively supporting women's advancement and helping to forge gender parity. These companies maintain a strong connection between their higher purpose and their business – and they understand the importance of women's contribution to society. They value diversity and inclusion, and lead the way when it comes to attracting and retaining female talent within their progressive workforce.



Ann Osman, also known by her fight name Athena is Malaysia's first female Mixed Martial Artist to be signed on and to fight for one of the world's biggest Martial Art promotions, ONE Championship. She has also been covered by international media platforms such as New York Times, Al Jazeera and was named as TIME Magazine's Next Generation Leader in 2014.

Since deciding to hang her fighting gloves in early 2018, Ann continues to pave the way for martial arts newcomers as she has joined the ONE Championship force as a Talent Recruiter and commentator.

Ann is a successful entrepreneur herself; she co-founded and runs her travel and outdoor adventure company, Travel Rite Tours in Kota Kinabalu, Sabah. A brand personality and influencer, Ann has worked with both local and international brands including Adidas, HTC, RipCurl, and many more.



Ayesha Khanna is co-founder and CEO of ADDO AI, an artificial intelligence (AI) advisory firm and incubator. She is a strategic advisor on artificial intelligence, smart cities and fintech to clients such as SMRT, Singapore's largest public transport company; SmartDubai, which is transforming the city's governance and service delivery, and YES Bank, one of India's largest banks. In 2017, ADDO AI was featured in Forbes magazine as one of four leading artificial intelligence companies in Asia.

Prior to founding ADDO AI, Ayesha spent more than a decade on Wall Street developing large scale trading, risk management and data analytics systems. Ayesha is the co-founder of the Hybrid Reality Institute, a research and advisory group established to analyze the social and economic impact of accelerating technologies. She directed the Future

#BalanceforBetter

Better the balance, better the world

Cities Group at the London School of Economics, and has been a Faculty Advisor at Singularity University.

Ayesha has been named one of Singapore's leading female entrepreneurs and a leading Asian fintech influencer by Fintech Asia. She also served on the Singapore Ministry of Education's Steering Committee on future skills and applied learning for emerging industries.

Shivvy Jervis, voted one of Europe's most trailblazing women in digital, is a multi-award winning Futurist, Innovation Strategist and broadcaster. She has been cited as 'having the remarkable capacity to separate the relevant from mere buzz' (TED Global), 'a thought leader beyond



compare' (World Economic Forum) and 'an extraordinary communicator and true expert' (Britain's former Digital Minister). Shivvy helps business, government and citizens discover and make sense of the most powerful innovations that will transform our realities.

Shivvy has strong broadcasting credentials; as a former business journalist she not only covers the hot-button topics of today, but predicts what will make headlines in the future. As a respected industry advisor, she is called on by organisations to understand the dizzying influx of new digital advances and help forecast what to expect next – and consequently how to prepare. She sets out what needs to be on our radar now to effectively navigate our collective future, and is currently authoring an ambitious book on the same. As part of her book research, she is scouring the globe for the



International Women's Day

research, she is scouring the globe for the most powerful advances and people shaping the next decade, talking to innovation labs big and small, bantering with big-name pioneers and hunting down undiscovered founders.

Shivvy's on- and off-stage style has been frequently commended as 'deeply persuasive', 'instantly relatable' and above all, 'uncompromisingly passionate'. She is equally at home delivering a keynote, presenting a high-profile broadcast, running a fireside chat or chairing a dynamic panel.

Marin Minamiya is the youngest person in the world to complete the Explorers Grand Slam. The Explorers Grand



Slam is an adventurers challenge to reach the North Pole, South Pole and the highest summit of each of the seven continents.

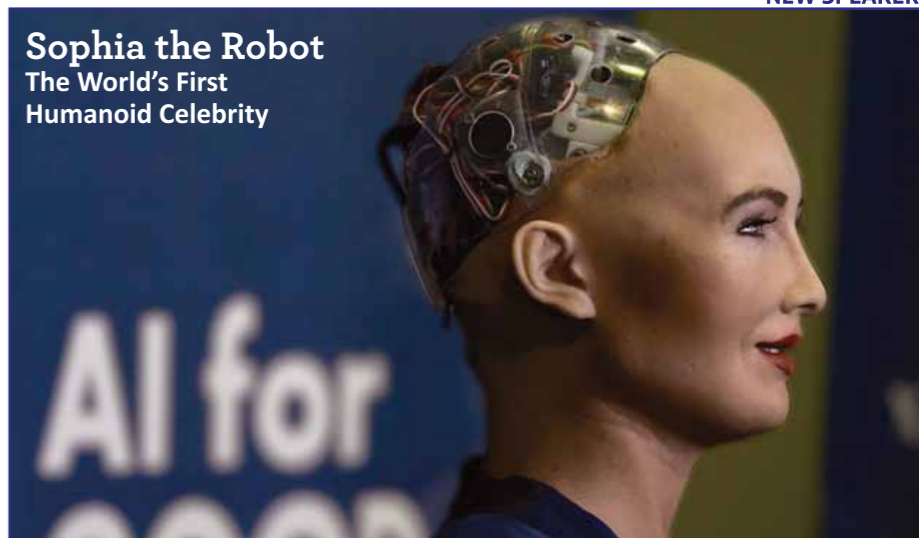
She achieved this feat in April 2017 after she started the first challenge in 2015. She completed the Explorers Grand Slam in slightly over two years.

Marin moved to Malaysia when she was 18 months old due to her father's job. She lived abroad for 12 years living in Shanghai and Hong Kong. She started climbing mountains at age 13 in Hong Kong and still has vivid memories of when she looked down from the summit of her first hike. The scenery of the coexistence of Hong Kong's concrete jungle and the mountains were so beautiful and special that made her become obsessed in climbing.

In 2014, Marin received "The Duke of Edinburgh's International Gold Award", an award which is to recognize young people who will lead the people.

Sophia the Robot

The World's First
Humanoid Celebrity



Sophia the Robot is the brain child of Dr David Hanson of Hong Kong-based Hanson Robotics, a modern-day renaissance man who has built a reputation for creating the world's most human-like robots. Sophia gives a glimpse into the awe-inspiring potential of AI and robotics. She also provides enlightening insights into the provocative moral and ethical questions that accompany non-human intelligent lifeforms.

Sophia possesses superhuman intelligence and advanced ability to read faces, empathise with emotions, understand the nuances of language and communicate with thousands of facial expressions. She has discussed subjects ranging from "Will robots take over the world?" to how artificial intelligence could end hunger in developing nations. Sophia interacts with humans in a profoundly personal way, previewing a fast-approaching future where friendly, caring humanoids help us solve our most challenging problems to create a better world.

Sophia has sung in concert, addressed audiences in Mandarin, debated the future of the human race against another robot, and generated billions of views and social media interactions. She has also displayed her expansive tech knowledge and growing business savvy, meeting with leaders in the banking, insurance, automotive, property development, media and entertainment industries.

Tao Liang aka Mr. Bags

Ranked China's 3rd most influential fashion blogger

Tao Liang is a blogger, best known as Mr. Bags to his three million social media followers is China's third most influential fashion blogger, according to BNP Paribas 2017 rankings. Liang launched Mr. Bags in 2012 and quickly became an arbiter of handbag taste among Chinese readers locally and internationally. Blogging across Weibo and WeChat, Liang's encyclopaedic knowledge of fashion and the luxury handbag market has made him a go-to source among China's burgeoning affluent consumer groups for in depth trend analysis, advice that engages his audience and also to help mega brands understand what Chinese consumers are looking for in the latest "it" accessory.

His influence has led to collaborations with Givenchy, Burberry, Fendi and Louis Vuitton, among others. Mr. Bags connects European labels looking to make a dent in the Chinese market with his legions of followers– known collectively as his "bagfans."

Mr. Bags is an example of a Chinese niche influencer or KOL, a key opinion leader. Chinese consumers trust and look to influencers to provide reliable and authentic information a lot more than in other countries due to a variety of factors.





John Coates

Biology of Risk Taking

Companies, both financial and non-financial, are destabilised by behavioural changes among their employees. Excessive risk-taking on the upside, dysfunctional risk-aversion on the downside, impairs long-term corporate returns.

What causes these shifts in risk behaviour? Increasingly human biology can help answer this question. John Coates will introduce you to a new perspective on risk-taking, one that focuses on physiology rather than psychology. This perspective will provide novel insights into decision-making, risk-taking, fatigue, and stress; how these differ between men and women; how they can be managed.

MASTERCLASS LEADER

John Coates, former research fellow in neuroscience and finance at the University of Cambridge, previously traded derivatives for Goldman Sachs and ran a trading desk for Deutsche Bank. He is the author of the bestselling book, *The Hour Between Dog and Wolf. How Risk Taking Transforms Us, Body and Mind*. His scientific research on risk-taking has become need-to-know, spreading beyond finance to law, healthcare, tech, sports, and the military.

WHAT IS COVERED

This masterclass will bring the weight of research in human biology to bear on your self-understanding and demonstrate that the key to performance is the state of your physiology.

This basic fact raises several challenges:

- » Most physiological changes, such as subtle alterations in heart rate, blood pressure, hormone levels, take place below the level of consciousness, so how can you become aware of them?
- » How can you manage your physiology to improve the basic parameters of workplace performance, such as focus, speed of reactions, memory recall?
- » How can you develop resilience to fatigue and stress?
- » This masterclass will help you become more scientifically advanced in managing yourself and your employees.

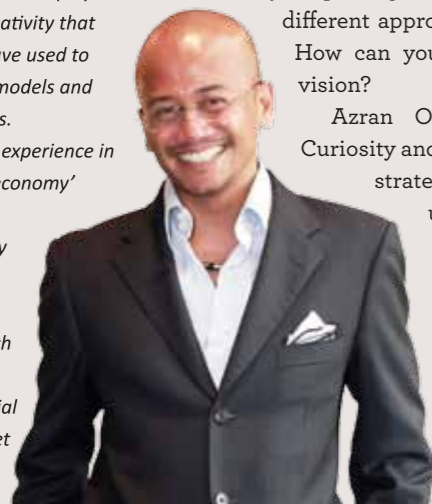
VALUE AND EXPECTED OUTCOMES

- » Understand why risk management so frequently fails to protect companies
- » Learn to manage your own physiology and better understand your employees' changing behaviour
- » Understand the counter-intuitive ways managerial practices affect the risk-taking and stress of employees, and in turn their performance and health
- » Learn how to foster physiological resilience to fatigue, loss of focus and stress
- » Appreciate how diversity contributes to risk management

NEW BOOKS BY LSB SPEAKERS

As someone who has built, and continues to build, 'attacker' businesses and lead teams from start-up to IPO, Azran passionately believes that organisations and corporations can deploy similar structures, focus and creativity that single-minded entrepreneurs have used to create break-through business models and innovative products and services.

He brings real-life hands-on experience in revolutionizing traditional 'old economy' industries and developing 'new economy' media and technology businesses and shows that world-beating breakthrough innovation need not be high-tech or complex. He shares practical ideas to infuse an entrepreneurial spirit and an innovator's mindset to any organization.



30 Days and 30 Years

The Sprint and Marathon of Achieving Breakthrough Performance

BY AZRAN OSMAN-RANI

UNEXPECTED FACTORS CAN CAUSE A BUSINESS OR PROJECT PLAN TO BE TOSSED OUT THE window in the blink of an eye. If you are a Board member, a CEO, a top or mid-level executive, a startup entrepreneur or just a person with a big dream, what do you do when your plans go awry? How can you make a difference in what you do? Why is a different approach vital to success in this fast, ever-changing, volatile world? How can you stay on course to achieve your long-term vision?

Azran Osman-Rani's 30 Days of Curiosity and 30 Years of Purposefulness strategy is a fresh and unorthodox take on creating an entrepreneurial culture that can transform how businesses operate. Highly engrossing and thought-provoking, this book is a must read for all who want to break organizational norms.

