

# speaK ASIA

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

## The most stimulating business conference of the year

MARK YOUR CALENDARS FOR A FULL DAY OF INVIGORATING AND thought-provoking talks on Thursday, 3 April 2014 at the iconic and truly Malaysian setting of The Majestic Hotel, Kuala Lumpur.

This year's edition of The Business of Innovation brings together four highly-regarded and well-acclaimed star speakers from The London Speaker Bureau .

*Please see back page for full details.*



the  
**BUSINESS** of  
**INNOVATION**  
2014

### “Design Thinking–What? When? How?”

**CHARLES LEADBEATER**

Author, Leading Authority on Innovation and Creativity



### “The Art of Decision Making”

**PIERLUIGI COLLINA**

The World's Most Famous Football Referee

### “From a Solo to a Symphony–What organizations can learn from orchestras”

**CHRISTIAN GANSCH**

Renowned Award Winning Conductor, Producer and Management Consultant



### “Switched On–Get the Entrepreneurial Edge in a Large Organisation”

**SAHAR HASHEMI**

Co-founder Coffee Republic, Author of “Switched On!” & Entrepreneurial Innovation Expert

## INSIDE

### SPEAKERS CALENDAR

2014

An “at-a-glance” overview of some of the names who will be on the Asian speaker circuit in the next few months and the broad range of topics of their presentations.

JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC

### NEW SPEAKERS

We introduce some fresh faces and perspectives you might consider for your next event.

LONDON  
**SPEAKER**  
BUREAU

CELEBRATING 20 YEARS

THE LONDON SPEAKER BUREAU CELEBRATES 20 Years of connecting communities with shared knowledge.

In the two decades since we first opened our doors in 1994, we have grown to become the world's leading speaker and advisory network, a truly global service operating in ten different time zones from 16 offices around the world with over 2,000 speakers and advisors.

We were the first speaker bureau in the Gulf, Russia, India and Japan. We now have a strong presence across Europe, Asia, Africa, Middle East and The Americas, and we have provided speakers for more than 20,000 events.

We are constantly researching speakers and monitoring future trends so that we can provide you with up-to-date, creative and innovative ideas to give you an edge on your competition.

We take pride in the knowledge and experience of our consultants to help find solutions to corporate and government issues and we take responsibility for every step of the process of engaging the right person for the occasion.

And we will continue to do whatever it takes for our clients to make holding events a pleasure.

# 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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- :: Advertising and PR Campaigns
- :: Chief Executive & Board-level Mentoring
- :: Conference and Debate Facilitation
- :: Webinars

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.

## The London Speaker Bureau

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## SPEAKERS CALENDAR



### A P J KALAM 11th President of India

A.P.J. Abdul Kalam, was the eleventh President of India, serving from 2002-07. One of India's most distinguished scientists, he is often referred to as the 'Missile Man of India', for his leading role in the development of India's missile and nuclear weapons programs. He is considered a progressive mentor, innovator and visionary in India. In 2009, he became the first Asian to receive the Hoover Medal, America's top engineering prize.

Kalam is known for his inspiring motivational speeches. He has a passionate belief in the power of science to resolve societal and environmental problems. He also sees science and technology as ideology-free areas, and emphasises the cultivation of scientific temperance and entrepreneurial drive.



### PIERLUIGI COLLINA The Art of Decision-Making

Pierluigi Collina is a football referee, respected by players and spectators alike.

He was placed on FIFA's Referees List in 1995 and allocated five matches at the 1996 Olympic Games, including the final between Nigeria and Argentina. Collina reached the pinnacle of his career in 2002 when he was chosen for the World Cup final between Brazil and Germany.

As a soccer celebrity, he was featured on the cover for the popular video game Pro Evolution Soccer 3. This was unusual, as football games had come to almost exclusively feature only players and managers on their covers; in addition, he appeared as an "unlockable" referee in the rival game FIFA 2005. His easily recognisable face also led to his appearance in several commercials for brands such as Mastercard and Adidas during the 2006 World Cup.



### GORDON HEWITT Leading authority on business strategy

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.

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

Gordon received the 2007 International Distinguished Faculty Award for Best Global Educator by the Institute of Management Studies whose members comprise leading academics and consultants worldwide.



### RED HONGYI The artist who 'loves to paint, but not with a paint brush'

Hong Yi, who goes by the nickname 'Red', is a Malaysian artist-architect. Red's grandparents and father left Shanghai, China in the '60s during the start of the Cultural Revolution.

Her works have been featured by media around the world including Huffington Post, Wall Street Journal, ABC, CNN, NBC and the Daily Mail. She was a speaker at the premier conference for creativity, the e.g. Conference in Monterey, California in 2012 and 2013, the Kuala Lumpur Design Forum July 2013, the APEC Young Entrepreneurs Conference in Beijing in May 2013, TEDxKL in August 2013 and guest-lectured at China Academy of Arts and the design universities, NABA and Domus Academy, in Milan.

Red currently runs her own design studio and lives and works between Shanghai and Malaysia.





**MIKE FORDE**  
Director of Football Operations at Chelsea Football Club

Mike Forde is responsible for all areas of performance and team operations relating to the first team, including player recruitment; medical; sport science; psychology and performance analysis. He is widely recognised as a leading figure in the English Premier League and European Soccer.

Mike is particularly known for innovative methods to create a sustained business model for elite player performance, in the most widely watched and competitive football league in the world.

Drawing on his experience in Performance, Operations, Sports Science and Psychology Mike gives inspirational keynote speeches and workshops.



**DAVID DE ROTHSCHILD**  
National Geographic Emerging Explorer, Clean up the World Ambassador and UNEP Climate Hero

David is an environmentalist, explorer, eternal optimist and the founder of the Sculpt The Future Foundation a group that uses exploration, adventure and storytelling as a way to give nature a voice.

David is leading a new generation of action-oriented change makers and reigniting a collective spirit of hope that the fate of our planet can be rewritten. Driven by his immeasurable curiosity for the natural world he has ventured to some of the most remote and fragile ecosystems on our planet in order to bring widespread attention and innovative solutions to urgent global environmental issues.

David is always debating, collaborating and innovating solutions for a more sustainable planet.

## FEATURED KEYNOTE



PERRY MCCARTHY IS ONE OF BRITAIN'S TOP RACING DRIVERS AND IS ALREADY part of motor racing folklore. His appeal however has been dramatically widened to car lovers everywhere after being disclosed as "The Stig"—the secret racing driver in black—as seen on BBC Top Gear.

McCarthy's rise through the ranks along with close 'Rat Pack' friends Damon Hill, Johnny Herbert and Mark Blundell, has been against all odds and in a sport dominated by finance he recalls how he "started with nothing and then lost it all!"

As always, Perry's exploits are well chronicled but when he is on the track his talent and determination shine through. His sense of humour is legendary and is frequently aired in his articles for leading publications and in his work as a TV commentator and programme presenter.

In a career spanning over twenty years, McCarthy is still smiling and still fighting. However, away from the track, Perry has used his experiences to become a superb speaker who gives a highly amusing insight to the world's most glamorous sport.

Perry is in high demand to give inspirational and motivational speeches which link his background, experience and attitude to the business world and its requirements. It has been said that he talks with the same passion and conviction he displayed in his own career.

Motor racing shares many of the same elements and requirements of commerce and industry. Perry writes bespoke speeches to echo a client's key messages and can include the themes of Teamwork, organisation, communication; Building from success and building from failure; The power of the individual and personal performance; Risk and reward; Commitment, excellence, performance, achievement

# London Speaker Bureau Webinars



THE LONDON SPEAKER BUREAU WEB conferencing service is used to conduct live meetings, training and presentations via the Internet. Each participant sits at their own computer and is connected to other participants via the internet. A Webinar is an efficient way to help achieve desired results.

Webinars offer increased productivity through more efficient conference and collaboration capabilities while reducing venue and travel costs.

Many businesses have also reported increased sales conversions through advanced interaction with clients and potential clients.

Using the power of the world wide web allows organisations to tap into a greater pool of partners and consultants, regardless of where they are located, resulting in improved return on investments in marketing, training and internal/external communications.



## Success in a Global Environment

TAN SRI RAFIDAH AZIZ, "THE IRON LADY" OF MALAYSIAN politics spoke to high-tech professionals in Penang about "powering the possible" at their Leadership Forum recently.

Rafidah Aziz was Minister of Trade and Industry for over 20 years until 2008, making her Malaysia's longest-serving Minister in this position. During her tenure as Minister, she contributed significantly to the development of the country's economy. With her extensive knowledge of economic matters, she worked tirelessly to position and to promote Malaysia as the most favoured destination for foreign direct investment.

**MARCO POLO LECTURE SERIES**  
**22 November 2013**

## High Tea with Bill Rancic



BILL RANCIC, FIRST SEASON WINNER OF "THE APPRENTICE" MET a small group of our clients over high tea in Kuala Lumpur, together with Jonathan Yabut, winner of the inaugural "The Apprentice Asia."



**DEBORAH HENRY**  
Miss World & Universe Malaysia  
Celebrity host, emcee  
and moderator



## On The Top of the World

IT WAS A TRIP TO THE TOP OF THE WORLD FOR THE LONDON Speaker Bureau SouthEast Asia. The team from our Kuala Lumpur office visited Kathmandu, where we toured a number of world heritage sites like Bauddhanath and Pashupati. Bauddhanath includes the largest stupa in Nepal while Pashupati has an extensive Hindu temple precinct.



A major highlight of our trip was a flight over the Himalayas where we had an awe-inspiring view of Mount Everest from the air.

Our guide and host was Jamling Tenzing Norgay, adventurer, speaker and the son of the first man to reach the summit of Everest.

## From Ordinary to Extraordinary

IRENE ANG, FOUNDER OF FLY Entertainment Singapore talks about her experiences with financial troubles in her youth and how she was able to turn her life around to create a successful business.

What launched her career was the role of Rosie Phua on "Phua Chu Kang", Singapore's longest running sitcom that earned her the award of "Best Comedy Performance by an Actress" in 2002.

From being an entertainer to entrepreneur to author, Irene is the poster girl for over-achievement. She believes in hard work and continues to challenge herself by carving new opportunities.

Constantly finding ways to give back to society, Irene is currently involved in giving motivational talks to people of all ages and stature in society.





## SINGAPORE

### Stresses on the Chinese Economy



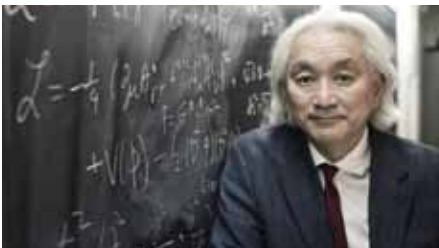
ANDY XIE WAS SPEAKING IN SINGAPORE about the state of China's economy and the implications for Asia and the global economy.

Andy is a renowned independent economist based in Shanghai. He is one of the few economists who accurately recognised economic bubbles including the SouthEast Asian Financial Crisis in 1997, the dot-com bubble of 1999 and the US subprime mortgage bubble which led to the financial crisis of 2008.

## CHINA

### The Shape of Things to Come

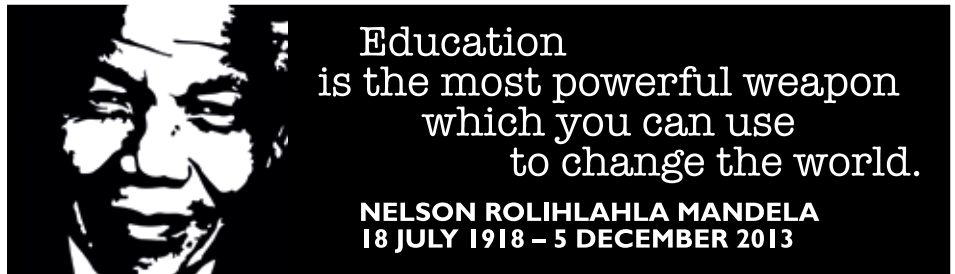
LOOKING INTO THE FUTURE IS NOT necessarily a job left to soothsayers these days; especially when it comes to predicting trends affecting business, commerce, and finance.



Michio Kaku, a renowned physicist and a popular spokesman for science on television, was guest speaker at an event in Shanghai hosted by one of the world's largest banks, taking his audience on a journey into the future of advanced technology.

Dr Kaku is also the author of a number of books, with his latest – "The Future of the Mind" to be released on February 25.

Michio Kaku frequently keynotes major business conferences, speaking with authority about the coming decades; in computers, finance, banking and commerce, based on the latest scientific research and the technologies being developed in laboratories around the world today.



## Big ideas at WIF-KL



Sugata Mitra



Morinosuke Kawaguchi



Mark Gallagher



Göran Persson

HEADLINING THE 2013 WORLD INNOVATION Forum Kuala Lumpur were Sugata Mitra, Morinosuke Kawaguchi, Mark Gallagher and Göran Persson.

Sugata Mitra has been described by The Times as a "Global Education Superstar". Winner of the 2013 TED Prize of USD 1 Million, Sugata built an online school in India that may revolutionize the education system. He discovered through observational research that children have a natural tendency to want to learn; they just need to be given the right tools and guidance to set them on the path.

Morinosuke Kawaguchi is an innovation and competitive strategy consultant at the global strategy consulting firm, Arthur D. Little, (Japan) Inc., where he is Principal and Associate Director. He is an authority on Technology & Innovation management, market strategy, product engineering and intellectual property; having advised 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. Japan has a culture of constant innovation – from animation to technologies. Morinosuke captivates his audience with unconventional cases, surprising statistics, and inspiring conclusions.

Mark Gallagher has worked in Formula One for almost 30 years and has spent the last 15 working as senior executive within the management of Jordan Grand Prix, Red Bull Racing and Cosworth. The automotive industry we see now owes a lot to this huge global sport. Mark's talk enlightens us on how innovation plays a large role in this industry, most significantly on technology development to ensure passenger safety.

Göran Persson was Prime Minister of Sweden from 1996 to 2006 and the leader of the Swedish Social Democratic Party from 1996 to 2007. Under Göran's leadership, the Swedish Government pursued an active foreign policy aimed at promoting international peace and development.

Using his home country Sweden as an example, Göran spoke about how innovation is an essential part in developing a nation.

"Innovation and development is not about reaching the top and becoming the best for a short period of time; but it is about maintaining that height, about consistency," was the thrust of Göran's message. "In order to be successful in innovation, a country must be willing to change, must be willing to invest in infrastructure that benefits society; such as education."



## Tony Fernandes – CNBC Innovator of the Year

FOUNDER AND GROUP CEO OF AIRASIA, TONY FERNANDES WAS honoured with receiving CNBC’s Asia Innovator of the Year award at their 12th Asia Business Leaders Awards (ABLA), in a ceremony which took place in Bangkok. The ABLA acknowledges exceptional CEOs across the region, and awarded Tony “for his belief that innovation is not limited to technology, but should be brought to every aspect of the business—creating an environment for innovation throughout the company.” Tony founded AirAsia in 2001, which is now Asia’s leading and largest low-cost carrier.

Recipients of the awards are stellar individuals who are visionaries behind today’s outstanding businesses. They epitomize core values of a successful leader – strength, innovation, ingenuity, knowledge and foresight – values that are imperative to carving out powerful businesses in the global economy.

Seth Godin:  
“The start-ups that are worth a billion dollars are always a surprise”



SETH GODIN STRESSES AT A SPEAKING engagement in Buffalo that in the world of business nothing is predictable. Entrepreneurs should strip away all manufactured ideas and instead pursue innovation.

American Way Magazine calls him “America’s Greatest Marketer” and his blog is perhaps the most popular in the world written by a single individual. His latest book, “We Are All Weird”, calls for end of mass and for the beginning of offering people more choices, more interests and giving them more authority to operate in ways that reflect their own unique values, and Seth once again breaks the traditional publishing model by releasing it through The Domino Project. His book, “The Icarus Deception”, published in January 2013, broke records for its size and the speed that it reached its goal.

## Bailouts may be doing more harm than good

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.

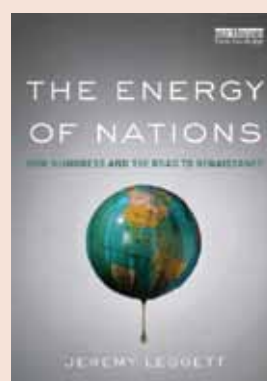
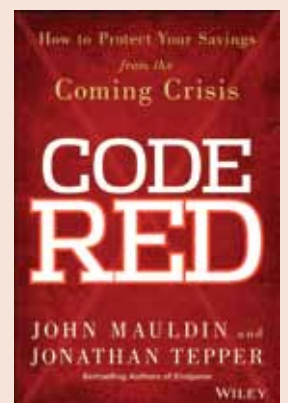
In his post last December on the Daily Reckoning, Faber solidifies his stand on how bailout is never a good long-term solution. His article entitled “The financial crisis is not an accident” rivaled that of Paul Krugman’s theory of bailouts. The article was an interesting overview on past financial crisis and the role government bailouts play on triggering crisis.



### FEATURED BOOKS

#### Code Red: How to Protect Your Savings from the Coming Crisis

by John Mauldin and Jonathan Tepper  
Code Red exposes the truth behind Central banks in the US, UK, Europe and Japan and how investor and saver are losing out due to these banks’ monetary policies and fluctuating currency values. This book breaks it down for its readers outlining how to survive and thrive during these times.



#### The Energy of Nations

by Jeremy Leggett  
“Systemic global risks of oil supply, climate shock and financial collapse threaten tomorrow’s economies and mean businesses and policy makers’ face huge challenges in fuelling tomorrow’s world.”

Jeremy Leggett gives a personal testimony of the dangers often ignored and incompletely understood - a journey through the human mind, the institutionalisation of denial, and the reasons civilisations fail. It is also an account of tantalising hope, because mobilising renewables and redeploying energy funding can soften the crash of modern capitalism and set us on a road to renaissance.”



## BENJAMIN MEE



### Author of "We Bought a Zoo"

BENJAMIN'S EMOTIVE STORY IS ONE OF courage, resilience and enterprise. When he and his family learned that Dartmoor Zoo would be closed down if a buyer could not be found, he fought against all odds and bought it. He then found himself with an uphill battle juggling the complexities of managing a zoo and getting it ready for opening while facing the consequences of his wife's terminal illness and caring for two young children.

Benjamin has unwavering passion for transforming lives through knowledge, collaboration and partnership and

encouraging sustainability through shared practice in the context of conservation. Despite a turbulent relationship with the education system in his youth, Benjamin went on to study Psychology at UCL and completed a MSc in Science Journalism at Imperial College.

Benjamin has a relaxed and informal speaking style. Eloquent, entertaining and human, Benjamin tailors his speeches for each individual client. He has an array of inspiring and uplifting themes where he strives to apply his enthusiasm, commitment and passion to every audience he addresses.

In an engaging and amusing way Benjamin draws on his experiences of buying a zoo, overcoming obstacles and having his story made into a film, highlighting key themes for his clients.

### TOPICS

- Motivation
- Teamwork
- Teambuilding
- Achieving Goals
- Overcoming Obstacles



## ANDREW KAKABADSE

### Leading expert on teams, boardroom effectiveness and governance



ANDREW KAKABADSE IS PROFESSOR OF Governance at Henley Business School. He was recently ranked as one of the top 50 thinkers in the world by Thinkers50, a global list ranking thinkers and the relevance of their ideas today.

Andrew is one of the world's leading experts on top teams, boardroom effectiveness and governance practice. Andrew is currently conducting a major world study of boardroom effectiveness and governance practice. A number of governments are participating in this study, including British Ministers of State. He was awarded a £2 million research grant to examine Governance and Leadership in the private sector and with governments.

### TOPICS

- Leadership
- Governance
- Management
- Boardroom Performance
- Organizational behaviour

## THE VENERABLE TENZIN PRIYADARSHI



### Innovative thinker, philosopher, philanthropist, polymath and MONK?

TENZIN PRIYADARSHI IS THE FOUNDING Director of the Dalai Lama Centre for Ethics and Transformation Values at the Massachusetts Institute of Technology.

Tenzin's unusual background encompasses entering a Buddhist monastery at the age of 10 to receiving a graduate education at Harvard with degrees ranging from Philosophy to Physics to International Relations.

Following the catastrophic disaster caused by the tsunami in 2005, Tenzin founded the Prajnopaya Foundation to develop innovative and sustainable ways to alleviate suffering in developing countries. He assembled a team of designers and architects from MIT, Harvard and Cambridge University to develop Tsunami Safe Houses, low-cost high-resistant homes, for families in Sri Lanka. The foundation has been active in health care and education endeavours including systematic methods to curtail tuberculosis and bring health care to rural areas.

### TOPICS

- Transformative Leadership
- Enlightened Leadership
- Value-based leadership: A guide for individuals and organizations

## REGISTER NOW

**THE BUSINESS OF INNOVATION** is one of the most powerful conferences available for leaders in Malaysia this year. Delegates attending will come away with an understanding of the role of innovation and leadership in their daily lives.

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- A clearer understanding of how to meet the rapidly changing needs of employers, employees, and stakeholders;
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**3 April 2014**

The Majestic Hotel, Kuala Lumpur

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### FEATURING



**CHARLES LEADBEATER** is a leading authority on innovation and creativity. He has advised companies, cities and governments around the world on innovation strategy. In 2005 Charles was ranked by Accenture, the management consultancy, as one of the top management thinkers in the world. A past winner of the prestigious David Watt prize for journalism, Charles was profiled by the New York Times in 2004 for generating one of the best ideas of the year.

Charles has worked extensively as a senior adviser to governments, advising the 10 Downing Street policy unit, the Department for Trade and Industry and the European Commission on the rise of the knowledge driven economy and the Internet, as well as the government of Shanghai. He also advises a wide range of organisations on innovation including the BBC, Vodafone, Microsoft, Ericsson, the Royal Shakespeare Company, and many more. Charles is a highly-acclaimed author of best-selling books on innovation and technology.

**PIERLUIGI COLLINA** is an Italian former football referee. He is widely considered the best referee of his generation, named FIFA's "Best Referee of the Year" six consecutive times. One of the most recognised celebrities on the planet, he is uniquely respected by players, managers and fans where his calm authority and sense of fair play under great pressure made him the best in the world's most popular sport.

He refereed the 1999 UEFA Champions League Final between Bayern Munich and Manchester United. This Final is regarded as the most exciting Final in the UEFA Champions League history for the thrilling end, with two goals scored by Manchester United during stoppage time that gave them the trophy.

After having worked as a financial consultant, today Collina is very well-known speaker, giving corporate speeches on "decision making", "leadership" and "how to be successful".



Four-time Grammy winner **CHRISTIAN GANSCH**, highly regarded internationally as a conductor, producer and consultant, was born in Austria in 1960. From 1981 to 1990 Christian was leader of the Munich Philharmonic Orchestra. He then moved into the music industry and produced over 190 CDs worldwide. During his time as a conductor Christian worked with the English BBC Orchestra, the City of Birmingham Symphony Orchestra, the German Symphony Orchestra Berlin, the Russian National Orchestra, the Orchestre Philharmonique de Radio France in Paris and the NHK Symphony Orchestra Tokyo.

With two distinct perspectives of the musical world, as a musician and as a manager, he has been able to create a unique coaching concept, which demonstrates the similarities between orchestras and company structures.

**SAHAR HASHEMI** is one of world's most inspirational female entrepreneurs and a powerful speaker on innovation and the entrepreneurial mindset, sharing with the audience her captivating personal stories of building two famous brands. Coffee Republic, UK's first coffee bar chain, which she and her brother grew to 110 stores and £30m turnover and exited in 2001, and Skinny Candy, the guilt free confectionery brand which she sold to Glisten Plc in 2007.

She is a bestselling author – her book 'Anyone Can Do It-building Coffee Republic from our Kitchen Table' is UK's second highest selling book on entrepreneurship and has been translated into 6 languages. In 2011 Sahar Hashemi was nominated by Director magazine as one of the Top 10 Original Thinkers, taking her place alongside individuals such as Sir Tim Berners-Lee and Jonathan Ive. Sahar currently is on the Secretary of State's Entrepreneurs Forum, advising the government on enterprise policies and also the Business Support Consumer Panel advising the Department of Business, Innovation and Skills on business support.

