

400

Participants

60

Nations

90

Speakers

An **unmissable** event

GLOBAL FREE  
TRADE & SPECIAL  
ECONOMIC  
ZONES SUMMIT

GLOBAL TRADE  
FINANCE & INDUSTRIAL  
DEVELOPMENT  
SUMMIT

GLOBAL  
CORPORATE REAL  
ESTATE LEADER'S  
SUMMIT

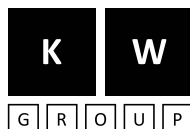
# GLOBAL TRADE DEVELOPMENT WEEK 2014

[www.kwglobaltrade.com](http://www.kwglobaltrade.com)

## OFFICIAL PROGRAMME

APAC EDITION | 31 March – 2 April 2014 | Hilton, Kuala Lumpur, MALAYSIA

ORGANIZED BY:



Email: [globaltrade@kwg.com.sg](mailto:globaltrade@kwg.com.sg) | Online: [www.kwglobaltrade.com](http://www.kwglobaltrade.com) | Tel: +603 76626888 | Fax: +603 76626889

# SUMMIT PROGRAMME

## DAY 1, MONDAY, 31ST MARCH 2014 PLENARY SESSIONS

0830	Registration Starts
0830	Morning Ice Breaking Reception
0945	Cultural performance by Jentayu Dancers of Inspiration Studio
0945	Organiser's Welcome Remarks ANDREW KEABLE, Managing Partner, KW GROUP
1000	Chairperson's Opening Remarks
1015	Keynote Plenary Multilateral and Ministerial Address
1030	Keynote Plenary Address JOSÉ MANUEL SALAZAR-XIRINACHS, Assistant Director-General for Policy, INTERNATIONAL LABOUR ORGANIZATION (ILO)
1045	Corporate Presentation by Platinum Sponsor DANIEL HUBERT, Director, DIGITAL CODING & TRACKING ASSOCIATION (DCTA)
1100	Morning Refreshments & Networking
1130	Keynote Plenary Address The impact of fluctuating economic growth on global trade – The relations between GDP and trade DR. MARC AUBOIN, Economic Counsellor, WORLD TRADE ORGANISATION (WTO)
1145	Keynote Plenary Address LEE TATT BOON, Chairman, INTERNATIONAL CHAMBER OF COMMERCE (ICC) MALAYSIA <i>(Delivering speech on behalf of Mr Jean-Guy Carrier, Secretary General, International Chamber of Commerce)</i>
1200	Keynote Plenary Address H.E AHMED BUTTI AHMED, Executive Chairman, PORTS, CUSTOMS AND FREE ZONE CORPORATION (PCFC), Director General, DUBAI CUSTOMS, UAE
1215	Corporate Presentation by H.E. PROF DR KAMEL O. MAHADIN, Chief Commissioner, AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA), JORDAN
1230	Networking Lunch Hosted by AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA), JORDAN

## DAY 1, MONDAY, 31ST MARCH 2014 AFTERNOON CONCURRENT SUMMITS

 <b>4th GLOBAL FREE TRADE &amp; SPECIAL ECONOMIC ZONES SUMMIT</b>	 <b>GLOBAL TRADE FINANCE &amp; INDUSTRIAL DEVELOPMENT SUMMIT</b>	 <b>GLOBAL CORPORATE REAL ESTATE LEADERS SUMMIT</b>
<b>INTERACTIVE PANEL DISCUSSION 1</b> Towards ASEAN Economic Community 2015: The Role of Free Trade & Special Economic Zones	<b>INTERACTIVE PANEL DISCUSSION 1</b> Assessing the environment for trade and Trade Finance in the South-East Asian region - ASEAN trade integration, trans-pacific partnership, role of development agencies	<b>INTERACTIVE PANEL DISCUSSION 1</b> Global Corporate Real Estate Outlook and Trends – Convergence of Leadership, Sustainability, Innovation and Technology
<b>Corporate Presentation by PETER FORT,</b> Chief Executive Officer, RAS AL KHAIMAH FREE TRADE ZONE AUTHORITY (RAK FTZ), UAE	<b>Afternoon Refreshments &amp; Networking</b>	<b>Afternoon Refreshments &amp; Networking</b>
<b>Afternoon Refreshments &amp; Networking</b> Hosted by RAS AL KHAIMAH FREE TRADE ZONE (RAK FTZ)		
<b>INTERACTIVE PANEL DISCUSSION 2</b> The Role of Customs in Enhancing Competitiveness, Trade Facilitation and Trade Security	<b>INTERACTIVE PANEL DISCUSSION 2</b> Islamic Trade Finance- Providing new opportunities and overcoming challenges to become the preferred choice for emerging markets	<b>CASE STUDY PRESENTATIONS</b> Expanding and investing in emerging markets hotspots – Part One (Case Studies from: China, India, Malaysia, Indonesia and Philippines)
<b>Chairperson's Closing Remarks</b>	<b>Chairperson's Closing Remarks</b>	<b>Chairperson's Closing Remarks</b>
<b>Cocktail Reception Hosted by Platinum Sponsor, DIGITAL CODING AND TRACKING ASSOCIATION (DCTA)</b>		

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For enquiries and registration:

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Unit B-6-10, Block B, Phileo Damansara 1, Jalan 16/11, 46350 Petaling Jaya, Selangor, Malaysia

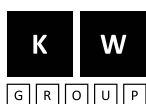
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# SUMMIT PROGRAMME

DAY 2, TUESDAY, 1st APRIL 2014

 <b>4th GLOBAL FREE TRADE &amp; SPECIAL ECONOMIC ZONES SUMMIT</b>	 <b>GLOBAL TRADE FINANCE &amp; INDUSTRIAL DEVELOPMENT SUMMIT</b>	 <b>GLOBAL CORPORATE REAL ESTATE LEADERS SUMMIT</b>
Registration	Registration	Registration
Chairperson's Opening Remarks	Chairperson's Opening Remarks	Chairperson's Opening Remarks
<b>INTERACTIVE PANEL DISCUSSION 1</b> Strategic Site Selection for Business Expansion, Growth and Success – Investor/Tenant's Perspective	<b>INTERACTIVE PANEL DISCUSSION 1</b> Overcoming the challenges to Trade Finance to sustain region wide economic growth, greater regional integration allowing for freer flow of trade and investment across the region	<b>CASE STUDY PRESENTATIONS</b> Expanding and investing in emerging markets hotspots – Part Two (Case Studies from: Thailand, Vietnam, Cambodia, Myanmar, South Africa)
Morning Refreshments & Networking	<b>Corporate Presentation by DAUD AHMAD,</b> Group CEO and Co-Founder, CYPARK RESOURCES BERHAD, MALAYSIA	Morning Refreshments & Networking
	Morning Refreshments & Networking	
<b>INTERACTIVE PANEL DISCUSSION 2</b> The Role of Trade Finance in Facilitating Economic Integration and Global Trade	<b>INTERACTIVE PANEL DISCUSSION 2</b> Innovating and differentiating the forms and technology of supplying Trade Finance to enable corporate and banks to maintain sustainable competitiveness	<b>INTERACTIVE PANEL DISCUSSION 2</b> Overcoming the challenges of land acquisition, negotiating and structuring of leasing deals to drive a favorable and productive real estate portfolio
Networking Lunch	Networking Lunch	Networking Lunch
<b>INTERACTIVE PANEL DISCUSSION 3</b> Attracting, Allocating and Investing In Human Capital to Ensure Sustainable Competitiveness	<b>INTERACTIVE PANEL DISCUSSION 3</b> Risk Management - Fortifying risk management framework through utilising Trade Credit Insurance against both commercial and political risks	<b>INTERACTIVE PANEL DISCUSSION 3</b> Transforming the Corporate Real Estate strategy through the use of innovative technologies to gain and sustain competitiveness, optimize efficiencies and lower operating costs
	<b>Corporate Presentation by Victor Jiang,</b> CEO ASEAN, EULER HERMES	
Afternoon Refreshments & Networking	Afternoon Refreshments & Networking	Afternoon Refreshments & Networking
<b>INTERACTIVE PANEL DISCUSSION 4</b> Moving Towards a Knowledge Based Economy through FDI and Technology Transfer	<b>INTERACTIVE PANEL DISCUSSION 4</b> Bridging the gaps in existing Trade Finance to address and support strong links between Trade Finance, business expansion, job creation and competitiveness	<b>INTERACTIVE PANEL DISCUSSION 4</b> Driving the growth of Corporate Real Estate through innovation and differentiation to stay relevant, profitable and competitive during the current economic climate
Chairperson's Closing Remarks	Chairperson's Closing Remarks	Chairperson's Closing Remarks

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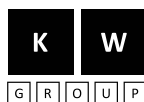
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# SUMMIT PROGRAMME

**DAY 3, WEDNESDAY, 2ND APRIL 2014**  
**WORKSHOPS**

 <b>4th GLOBAL FREE TRADE &amp; SPECIAL ECONOMIC ZONES SUMMIT</b>	 <b>GLOBAL TRADE FINANCE &amp; INDUSTRIAL DEVELOPMENT SUMMIT</b>	 <b>GLOBAL CORPORATE REAL ESTATE LEADERS SUMMIT</b>
<p><b>WORKSHOP</b> <b>INCREASING YOUR INVESTMENT REALIZATION RATE: THE ROLE OF INVESTMENT FACILITATION</b></p> <p><u>Facilitator:</u> <b>MARC PROKSCH</b>, Chief, Business and Development, Trade and Investment Division, <b>UNITED NATIONS ECONOMIC AND SOCIAL COMMISSION FOR ASIA AND THE PACIFIC (UN ESCAP)</b></p>	<p><b>WORKSHOP</b> <b>RISK MANAGEMENT IN TRADE FINANCE (PART 1)</b></p> <p><u>Facilitator:</u> <b>AW TAI CHANG</b>, Ex- Head of Trade Services Operations, <b>STANDARD CHARTERED BANK MALAYSIA BERHAD</b></p>	<p><b>WORKSHOP</b> <b>MANAGING GLOBAL REAL ESTATE REAL ESTATE PORTFOLIO AND STRATEGIC INVESTMENTS (PART 1)</b></p> <p><u>Facilitator:</u> <b>DAN HOFFMAN</b>, Principal, <b>DAN HOFFMAN AND ASSOCIATES</b></p>
<p><b>CORPORATE INVESTMENT AND LOCATION DECISION MAKING: THE ROLE OF INCENTIVES AND SEZs. HOW TO MAKE A DIFFERENCE IN TODAY'S REGIONAL ECONOMY?</b></p> <p><u>Facilitator:</u> <b>MATTHIJS WEEINK</b>, President APAC, <b>INVESTMENT CONSULTING ASSOCIATES (ICA)</b></p>		
<p><b>NETWORKING LUNCH</b></p>	<p><b>NETWORKING LUNCH</b></p>	<p><b>NETWORKING LUNCH</b></p>
<p><b>GETTING TRADE MOVING - LINKING BORDER AUTHORITIES AND PRIVATE ECONOMIC OPERATORS</b></p> <p><u>Facilitators:</u> <b>EVDOKIA MOISE</b>, Senior Trade Policy Analyst, Development Division, Trade Directorate, <b>ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)</b></p> <p><b>STEVEN POPE</b>, Vice President Customs &amp; Regulatory Affairs, <b>DHL EXPRESS (Tentative Confirmation)</b></p> <p><b>JONATHAN KOH</b>, Director, Trade Facilitation Centre of Excellence, <b>CRIMSONLOGIC</b></p>	<p><b>RISK MANAGEMENT IN TRADE FINANCE (PART 2)</b></p> <p><u>Facilitator:</u> <b>AW TAI CHANG</b>, Ex- Head of Trade Services Operations, <b>STANDARD CHARTERED BANK MALAYSIA BERHAD</b></p>	<p><b>MANAGING GLOBAL REAL ESTATE REAL ESTATE PORTFOLIO AND STRATEGIC INVESTMENTS (PART 2)</b></p> <p><u>Facilitator:</u> <b>DAN HOFFMAN</b>, Principal, <b>DAN HOFFMAN AND ASSOCIATES</b></p>

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# KEYNOTE SPEAKERS

**JOSÉ MANUEL SALAZAR-XIRINACHS**  
Assistant Director-General for Policy,  
INTERNATIONAL LABOUR ORGANIZATION (ILO)

**DR. MARC AUBOIN**  
Economic Counsellor,  
WORLD TRADE ORGANISATION (WTO)

**LEE TATT BOON,**  
Chairman, INTERNATIONAL CHAMBER OF COMMERCE (ICC) MALAYSIA

**H.E AHMED BUTTI AHMED**  
Executive Chairman,  
PORTS, CUSTOMS AND FREE ZONE CORPORATION PCFC)  
Director General,  
DUBAI CUSTOMS, UAE

# CONFIRMED SPEAKERS & PANELISTS

**DR. ADELHELM MERU**  
Director General,  
EXPORT PROCESSING ZONES AUTHORITY,  
TANZANIA

**ADMUND LEE,**  
Director-Real Estate-APAC,  
PENTAIR

**A PADMAN**  
Vice President,  
JONES LANG WOOTTON

**ARSH CHAUDHRY**  
Executive Managing Director – South East Asia,  
CUSHMAN & WAKEFIELD

**BARBARA NJAU**  
Editor - Africa, Asia and Middle East' at fDi Magazine,  
FINANCIAL TIMES

**BILL JONES**  
Managing Director-ASEAN,  
ROYAL INSITUTE OF CHARTERED SURVEYORS (RICS)

**CATHERINE AUBERT**  
Managing Director, Head of Trade Credit & Political Risk Insurance,  
SOCIETE GENERALE

**CHUA MING LEE**  
Global Real Estate Director (Strategy and Planning),  
SEAA | Employee Services | Enterprise & Technology Solutions,  
UNILEVER

**CHULAPONG YUKATE**  
Chairman,  
DAWEI SEZ DEVELOPMENT CO, MYANMAR,  
Assistant Chief Policy Advisor to the Prime Minister,  
THAILAND

**CLAIRE SAEKI**  
Publisher & Managing Director,  
RFP MAGAZINE

**DAN HOFFMAN**  
Principal,  
DAN HOFFMAN AND ASSOCIATES

**DANIEL SON**  
Senior Vice-President, Head of Trade, Asia Pacific,  
WELLS FARGO

**DANIEL HUBERT**  
Director,  
DIGITAL CODING & TRACKING ASSOCIATION (DCTA)

**DAUD AHMAD**  
Group CEO and Co-Founder,  
CYPARK RESOURCES BERHAD, MALAYSIA

**DAVID BUSAM**  
Director of Customs and Trade for the Alliance,  
RENAULT-NISSAN, JAPAN

**DAVID HENNAH**  
Head of Trade,  
MISYS

**DENNIS MESEROLL**  
Executive Director,  
TRACTUS ASIA

**EVDOKIA MOISE**  
Senior Trade Policy Analyst, Development Division, Trade Directorate,  
ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)

**FERNANDA MONTANI**  
Global Customs Director,  
HONEYWELL

**FRANCK DE PRAETERE**  
Head of Payments and Trade,  
SWIFT ASIA PACIFIC

**DR. FREDERICO GIL SANDER**  
Senior Economist for Malaysia,  
WORLD BANK

**DR. FUKUNARI KIMURA**  
Chief Economist,  
ECONOMIC RESEARCH INSTITUTE FOR ASEAN AND EAST ASIA (ERIA)

**HELEN CLARK**  
Executive Director, Head of Trade Credit, Political Risks & Surety,  
AON TRADE CREDIT SINGAPORE

**HEONG ROGER**  
APAC Real Estate Manager,  
WEATHERFORD

**HIROAKI MAKINO**  
General Manager of Asian Investment Banking Division  
Head of Investment Banking for Asia and Oceania,  
BANK OF TOKYO-MITSUBISHI UFJ

**DATUK ISMAIL IBRAHIM**  
Chief Executive,  
ISKANDAR REGIONAL DEVELOPMENT AUTHORITY (IRDA), MALAYSIA

**JAMES FOO**  
Vice President Global Real Estate and Workplace Enablement, JAPA (Japan, Asia Pacific, Australia),  
AMERICAN EXPRESS

**JAYANT MENON**  
Lead Economist (Trade and Regional Cooperation),  
ASIAN DEVELOPMENT BANK (ADB)

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Credit Director - Asia,  
INTEL

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MAYBANK

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CRIMSONLOGIC

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Director, Trade Finance,  
AB VOLVO

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UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD)

**JOSHUA BROWN**  
Consultant and Chief Country Representative – Myanmar,  
TRACTUS ASIA

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Managing Director and Global Head of Trade Finance Securitization, JP MORGAN, Chairman, BANKING COMMISSION, INTERNATIONAL CHAMBER OF COMMERCE (ICC)

**H.E. PROF DR KAMEL O. MAHADIN**  
Chief Commissioner, AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA), JORDAN

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Group Head, Global Facilities Management Asia Pacific and Japan,  
SAP

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Director General, Free Economic Zone Planning Office,  
MINISTRY OF TRADE, INDUSTRY AND ENERGY (MOTIE), SOUTH KOREA

**LARRY YEAP**  
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JUNIPER NETWORKS

**MADHAV RAGAM**  
Vice President - Solutions Global Government,  
IBM

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Real Estate Director - South East Asia & Oceania, ERICSSON

**MANASVI SRIVASTAVA**  
Director Trade, India, South and South East Asia, MICROSOFT

**PROF EM. MARCEL DE MEIRLEIR**  
Chief Executive Officer, BUSINESS LOCATION INTERNATIONAL (BLI), BELGIUM

**MARC PROKSCH**  
Chief, Business and Development Section, Trade and Investment Division, UNITED NATIONS ECONOMIC & SOCIAL COMMISSION FOR ASIA & THE PACIFIC (UN ESCAP)

**MASASHIRO GODA**  
Head of Trade Finance-Asia, MIZUHO BANK LIMITED

**MARK ATKINS**  
Director, Deputy Head, Credit Risk Management, EMEA, HUAWEI TECHNOLOGIES

**MATTHIJS WEEINK**  
President APAC, INVESTMENT CONSULTING ASSOCIATES (ICA), NETHERLANDS

**MOHAMAD SAFRI SHAHUL HAMID**  
Deputy CEO, CIMB ISLAMIC

**NADIA HASSAN**  
Presenter, BFM 89.9, MALAYSIA

**NASSER M. AL-THEKAIR**  
Assistant GM, Head of MENA Region, Corporate & Structured Finance, INTERNATIONAL ISLAMIC TRADE FINANCE CORPORATION (ITFC)

**NOR SHAHRIZAN SULAIMAN**  
Head of Product Management, MAYBANK ISLAMIC

**OUDET SOUVANNAVONG**  
Secretary General, SECRETARIAT OF GREATER MEKONG SUB REGION BUSINESS FORUM (GMS-BF)

**PARK JONGKOO**  
Chairman/CEO, KOREA POLYTECHNICS, Former Vice Minister, MINISTRY OF EDUCATION, SCIENCE & TECHNOLOGY, Former Vice Minister, PRIME MINISTERS OFFICE, SOUTH KOREA

**PARVAIZ DALAL**  
Managing Director, Head of Structured Trade Asean, Commodity Financing & Asset Distribution Asia, CITIBANK

**PETER ANDREW**  
Director, Workplace Strategies Asia, CBRE

**PETER FORT**  
Chief Executive Officer, RAS AL KHAIMAH FREE TRADE ZONE AUTHORITY (RAK FTZ), UAE

**RICHARD BURTON,**  
CEO Asia Pacific, COFACE

**RICHARD RECORD**  
Senior Trade Economist, THE WORLD BANK

**SAMEER SAWHNEY**  
Managing Director, Global Head of Transaction Banking, ANZ

**SAMUEL ANG**  
Global Credit Lead LNG, Head Credit & Trade Finance East, SHELL

**SAXEN VANCOLLER,**  
Chief Executive Officer, DUBE TRADEPORT, SOUTH AFRICA

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Senior Manager, Trade and Supply Chain Solutions, INTERNATIONAL FINANCE CORPORATION (IFC)

**SRINIVASAN VENKITA PADMANABHAN**  
Senior Vice President, Global Finance Head & Head of Corporate Planning Department, OLAM INTERNATIONAL

**STEVEN BECK**  
Head of Trade Finance, ASIAN DEVELOPMENT BANK (ADB)

**STEVEN POPE**  
Vice President Customs & Regulatory Affairs Europe, DHL EXPRESS

**SURABHI RAMAN**  
Principal Consultant, APAC, Global Work Place Solutions, JOHNSON CONTROLS

**THIERRY JOSZ**  
Global Head of Global Trade Solutions, BNP PARIBAS

**TRUDY WITBREUK**  
Head of the Development Division of Trade and Agriculture Directorate, ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)

**DR. VALERY TSEPKALO**  
Ambassador & Director, BELARUS HI-TECH PARK

**VIKEY HOGAN**  
Senior Workplace Strategist-Planning and Projects, SYMANTEC ASIA PACIFIC

**VICTOR JIANG**  
Chief Executive Officer, ASEAN, EULER HERMES

**CAPT. VINOD RAJAN**  
Head of Real Estate and Workplace India, YAHOO

**WADE CRUICKSHANKS**  
Managing Director, Corporate Real Estate, Asia Pacific, CITI

**WILSON CHITLA**  
Regional Head of Operations, Security & Workplace Resources, India, Middle East, Africa, NOKIA

**XAVIER GIBERT**  
Head of Real Estate Asia Pacific, ADIDAS GROUP

# GLOBAL TRADE DEVELOPMENT WEEK 2014

31 March – 2 April 2014 | Hilton, Kuala Lumpur | APAC Edition

## STANDARD INTERNATIONAL DELEGATE RATES 2014 (ALL RATES \$USD)

### PLENARY & CONFERENCE ONLY (Must specify conference topic)

	CONFERENCE ONLY	CONFERENCE & WORKSHOP	4TH GLOBAL FREE TRADE & SPECIAL ECONOMIC ZONES SUMMIT	GLOBAL TRADE FINANCE & INDUSTRIAL DEVELOPMENT SUMMIT	GLOBAL CORPORATE REAL ESTATE LEADERS SUMMIT
<b>EARLY BIRD until 18th October 2013</b> First Come First Served Basis, Limited Seats	995	1495			
<b>STANDARD PRICE</b> Until 28th February 2014	1495	1995			
<b>LATE BOOKING</b> 1st March Onwards	1895	2495			

## VIP ALL ACCESS INTERNATIONAL DELEGATE RATES 2014 (ALL RATES \$USD)

### INCLUDES PLENARY, SUMMIT PROGRAMMES & WORKSHOPS (Must specify primary conference topic)

		4TH GLOBAL FREE TRADE & SPECIAL ECONOMIC ZONES SUMMIT	GLOBAL TRADE FINANCE & INDUSTRIAL DEVELOPMENT SUMMIT	GLOBAL CORPORATE REAL ESTATE LEADERS SUMMIT
<b>EARLY BIRD until 18th October 2013</b> First Come First Served Basis, Limited Seats	1695			
<b>STANDARD PRICE</b> Until 28th February 2014	2195			
<b>LATE BOOKING</b> 1st March Onwards	2695			

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Email: | Tel:

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Job Title:

Email: | Tel:

Signature (Mandatory): | Mobile Phone:

### COMPANY DETAILS

Company Name:

Address:

Postcode: | Country:

Tel: | Fax:

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Hotel reservations and travel arrangements are the responsibilities of the registrant.

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**ALOFT, KUALA LUMPUR**  
5, Jalan Stesen Sentral  
50470 Kuala Lumpur  
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Tel: +603 2723 1188  
Fax: +603 2723 1588

For more details on hotel reservations please contact:  
[anne.williams@kwg.com.sg](mailto:anne.williams@kwg.com.sg)

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[mycc.event@malaysiaairlines.com](mailto:mycc.event@malaysiaairlines.com) & cc [mice.corporate@malaysiaairlines.com](mailto:mice.corporate@malaysiaairlines.com)

**Booking Period:** EFF IMM – 21 MAR 14

**Travel Period:** 17 Mar – 30 Apr 2014

**Code:** MICET4C05

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Cancellation must be received in writing at least 14 business days before the start of the event, to receive a refund less 50% processing fee per registration. No refund will be made available for cancellation notifications received less than 14 business days before the event.

KW Group reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.

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