



KW GROUP ASIA: FDI, Trade Innovation & Digitalisation
Consulting, Events, Intelligence

WWW.KWCONFEX.COM



INTRODUCTION

WHY ASIA: By 2030 65% of the world's middle-class consumers will be found in Asia and it is forecast that ASEAN will become the world's fourth-largest economy with a roughly \$4 trillion USD consumer market.

"ASEAN is poised to become a dramatic consumption opportunity, driven by four mega-forces: strong demographic trends; rising income levels; geopolitical shifts increasing foreign investment; and digital advances opening new consumer markets."

Covid 19 has increased the pace of a rapid digital transformation across the public & private sectors in Asia, driven by rising consumer classes, a strong start-up sector, cheap and accessible devices, and youthful (60% of SE Asia's population is under 35), educated, tech loving populations who have embraced e-commerce and social media.

At this critical time for access to The Asia Pacific region donors, governments and business leaders need a partner with credibility, networks and relationships to assure them of growth and we are grateful to work with some of the world's top organisations to support access to Asia.



ANDREW KEABLE
MANAGING DIRECTOR

CORPORATE INTRODUCTION

Established in 2010, KW Group Consulting & Events focus on Asia FDI, Trade Innovation & Digitalisation.

We work closely with Donors, Governments, Associations & Enterprise clients across the region on FDI, trade & economic development, trade facilitation, customs & supply chain digitalisation projects through consulting & events.

We support trade modernization, intelligence, economic development, capacity building. import, market access & export strategy.

www.kwconfex.com

KW GROUP CORE COMPETENCIES

- Extensive experience in market access, business development, representation, strategic planning, trade promotion and foreign direct investment attraction.
- Extensive experience developing and managing client and stakeholder relationships and in providing business service support to small and large government and private clients.
- Extensive project management and major event management skills.
- Experience in providing strategic advice, briefings, and written reports to executive leadership/management and clients on international business issues, market access and advisory.
- Senior regional networks across the Asia Pacific region.
- Multicultural business management across the whole of Asia Pacific.



Bilateral Meeting between S.Korea Ministry Trade & UAE Ministry of Economy organised & facilitated by KW Group



MICHELLE WONG

CEO, HEAD OF RESEARCH & INTELLIGENCE

Michelle leads the intelligence and research side of KW Group working directly with global and regional thought leaders around complex fdi, trade & investment projects. She has extensive networks of industry stakeholders and strategic relationships & alliances with international organisations across the private and public sector.

Michelle has worked extensively with donors including organisation of capacity development and technical projects for Islamic Development Bank (Arab Ministers Meetings 2017, 2018), Asian Development Bank, World Bank, Interpol, UNCTAD and International Trade Center.

Michelle has lived and worked in Kuala Lumpur, Johannesburg and Singapore with extensive experience managing technical projects across Asia Pacific, Middle East & Africa. She is a Malaysian National fluent in Mandarin, Cantonese, Hainanese, English, Malay & Business Japanese.



ANDREW KEABLE

MANAGING DIRECTOR & HEAD OF COMMERCIAL DEVELOPMENT

Senior Business & Start-up leader living in Asia for the last 15 years with 22 years experience in technical consulting, intelligence, publishing & events in Europe, Middle East & Asia with UBM, Informa, McCann, GSK Bio & Entrepreneur.

Extensive Donor, Government, Association and Business Networks across Asia & The Middle East. I support key clients (OCO Global | Dentsu Tracking | Trade Data Monitor) with Asia & MENA market access, representation & business development. We support Asia export, market access and investment on a private basis for governments and private projects.

I work extensively with Ministries of Trade, Finance, Health as well as Customs & Tax Administrations, Investment Promotion Agencies, Export & Trade Development Agencies.

Multicultural team management (80 staff across APAC) & technical project management with 360 degree leadership skills across international MNC businesses & start-ups: Business strategy & planning, regional staff sourcing & development, operations, P&L, sales, marketing, investor relations & strategic alliances.

ACHIEVEMENTS

UAE Ministry of Economy MOU
UAE Customs Authority MOU
APMEN China MOU
PDI Vietnam MOU
UAE Trade Missions: China, Malaysia, Singapore
Saudi Customs: China Trade Mission & UAE GTDW Mission
Qatar Free Trade Zone: Trade Missions Malaysia & Singapore (Manateq & Ministry of Petroleum)
Oman Trade Mission – GTDW Halal Trade & Logistics
Nigeria EPZA Trade Mission China 2019
Indonesia – Trade Mission to UAE 2016
Korean Free Economic Zone Authority – Trade Mission UAE 2016
Namibia – Trade Mission by Minister Trade to UAE 2017

BILATERAL MEETINGS

UAE Ministry of Economy
South Korea Ministry Trade
Korea Free Economic Zones Authority
Namibia Ministry Trade
Malaysia – PM, Minister Trade, Head Sovereign Wealth Fund
Singapore – PM, Head Customs, Head Minister Trade
Indonesia – Minister Economy & BKPM
UNCTAD – Director General (Multiple)
International Trade Centre – Executive Director (Multiple)
World Customs Organisation – Deputy DG
Islamic Development Bank – Arab Ministers Meetings 2016-2018
UAE-Huawei
UAE-Ericsson

CAPACITY BUILDING PROGRAMS

Islamic Development Bank Arab Ministers meeting 2018, 2017, 2016
Asian Development Bank Project Finance Workshops 2015, 2016, 2017
China Customs International Workshop (Shanghai Customs College) 2019
USAID – Arab Region Trade Facilitation Workshops Dubai 2017, 2018
UNODC – Container Control Program Dubai 2017
World Bank – Pakistan FBR
AUSAID - Fiji Strategic Development Investment Promotion

Key Government Networks

"Implementation of The Regional Comprehensive Economic Partnership (RCEP) will create a free trade zone covering about 30 percent of the world's gross domestic product, trade and population driven by ASEAN making the Asia Pacific region an essential part of any policy or strategy for growth."

Key Regional Relationships & Multipliers

We work with regional governments across:

Ministries of Trade & Industry | Ministries of Finance | Ministries of Health | Tax Administrations | Customs Administrations | Statistics Agencies | Investment Promotion Agencies | Export Agencies | Central Banks | Intellectual Property | Law Enforcement

ASEAN Secretariat | APEC | EU-ASEAN Business Council – Member | Singapore Business Federation | Vietnam Chamber | Federation of Malaysian Manufacturers | Vistage Malaysia & Singapore | British Chambers | Central Banks | Sovereign Wealth Funds | United Nations Economic & Social Commission for Asia Pacific (UNESCAP) | International Trade Center | International Chambers of Commerce | UNCTAD | IATA | DCSA | World Bank | Interpol | Asian Development Bank | World Bank | Islamic Development Bank | Shanghai Foreign Investment Association | UOB Bank FDI

SAMPLE TRADE SUPPORT PROJECTS

We support export and investment across all sectors in to the Asia Pacific & Middle East regions through our networks. From our HQ In Malaysia we support enquiries in English, Cantonese, Mandarin, Bahasa Malaysia, Bahasa Indonesia, Vietnamese, Thai & other Mekong languages.

TECHNOLOGY (CHINA): Technology Company – UAE Introduction MOE & Customs – Led to major development of EMEA Distribution Centre in Dubai

TECHNOLOGY (CHINA): UAE & Saudi – Led to procurement of major tech contracts \$4 Million USD+

TELECOMS (EU): MOU with UAE Government for EMEA distribution centre

GOVERNMENT SUPPLY CHAIN TECHNOLOGY (EU): UAE & China introductions – Led to new projects in Middle East & Asia

LOGISTICS (ASIA): Project Logistics & Shipping (Malaysia) introduction UAE – Established new logistics network

GOVERNMENT SUPPLY CHAIN DIGITALISATION (EU): Dentsu Tracking (Switzerland) – APAC market entry & representation

TECHNOLOGY (USA): Trade Data Monitor – APAC market entry & representation

SERVICES (EU): OCO Global - ASEAN & ANZ market entry & representation

CLEAN ENERGY (CHINA): Australia Market Access & Investment \$2Million USD

MINING (EU): Poland Mining Supplies – ASEAN Market Access & Distributor Shortlist - Introduced major new distributor in Indonesia

HEALTHCARE TECH (US): Due diligence on major health tech distributors, connection and introductions

O&G EQUIPMENT (US): Due diligence on shortlisted partners. Recommendation to reject and sourcing of new partners

AEROSPACE (US): ASEAN Market access report, partner and association shortlisting and recommendations

FOOD & BEVERAGES (EU): Market access strategy, sourcing distributors & partners

BIOTECH (ASIA): EU market entry and representation

HALAL INGREDIENTS (Middle East): Sourcing distributors across Asia for halal bakery products

dentsu TRACKING

KW Group are the Regional Development Partner & Representative of Dentsu Tracking Since 2020.

Dentsu Tracking is a world-leading expert in supply chain regulation and transformation. Our solutions and services provide end-to-end visibility across the supply chain, from the factory through to distributor and logistic providers, down to retail outlets. A brand of Dentsu Aegis Network.

Core solutions are used by governments to reduce the availability of illicit trade with tools for data-driven enforcement. On 21 December 2018, the European Commission appointed Dentsu Tracking as the sole provider to operate the central platform of an EU-wide traceability system. Our corporate product line helps protect brands and citizens with solutions for the Grey Market, Retail Insights, and Digital Warranties (IoT, Blockchain).

KW GROUP RESULTS

- Asia Pacific business development strategy, launch and representation
- Membership of EU-ASEAN Secretariat to lobby regional governments on major EU track & trace references and capacity development
- Sourcing of Tenders in Asia Pacific
- Bid Development & Management
- Donor Project Development
- Government Alliances & Partnerships
- Industry Partnerships
- Brand Protection Business Development
- Capacity Building Workshops for APAC Governments - Ministries of Health, Tax, Customs, Finance & NGOs
- Client Development:

Ministries of Health, Finance, Tax & Customs Administrations, Brand Owners, NGO's

<https://dentsutracking.com/>

OCO GLOBAL

KW Group are the Regional Associate Partner & Representative of OCO Global for Asia Since 2020.

Supporting Inward and Outbound FDI, Trade & Investment in Asia and The Pacific, Australia & New Zealand. Services include:

- Investment Lead Generation and Outreach (Region, Country, Sector)
- In Market Representation
- Company Trade Advisory (Market Assessment, Sourcing Regional Partners & Distributors etc)
- FDI Consultancy, Marketing & Communications Strategy
- FDI Training Academy (We train all UK DIT Domestic & International Officers)
- Trade Intelligence (Official monthly trade statistics on commodity imports & exports)
- Government, Association & Enterprise Alliances & Networks

KW GROUP RESULTS

- ASEAN & ANZ business development strategy, launch and representation
- Sourcing of Tenders in Asia Pacific
- Bid Development & Management
- Donor Project Development
- Government Alliances & Partnerships
- Industry Partnerships
- Capacity Building Workshops for APAC Investment Promotion Agencies

<https://www.ocoglobal.com/>



KW Group are the Regional Development Partner & Representative of Trade Data Monitor Since 2020.

TDM is the world's top supplier of trade statistics to governments, corporations, manufacturers, law firms, trade associations and international organizations on six continents.

TDM collects monthly import and export statistics from customs agencies, statistics institutes and other sources in over 110 countries, then uses proprietary software to assemble, organize, and publish the data in user-friendly charts.

TDM offers unrivaled market intelligence in real-time in a dozen languages, and all currencies, months and sometimes years before the competition.

KW GROUP RESULTS

- Asia Pacific business development strategy, launch and representation
- Bid Development & Management
- Client Development:

Government Agencies

Statistics Offices

Commodities Companies

Associations

Chambers of Commerce

Central Banks

Trade Agencies

Customs Administrations

Ministries Trade

Export Agencies

Investment Promotion Agencies

Shipping Companies

<https://tradedatamonitor.com/>

UAE - MALAYSIA TRADE MISSION

Organised by KW Group in 2018 as the first major trade & investment mission in ASEAN by the UAE Government the mission was led by His Excellency Sultan Bin Saeed Al Mansoori, Minister of Economy, UAE to facilitate bilateral trade, meetings and investment promotion activities.

Key Sectors:

- Halal Trade & Logistics
- Manufacturing & Services
- Islamic Banking & Finance
- Clean & Renewable Energy
- Real Estate Investment
- Franchising & Retail
- Technology & Innovation - Agtech, Fintech & Advanced Manufacturing
- Infrastructure – Ports, Zones & Transport

KW Group as the primary consultant were responsible for the program, marketing, operations, logistics, partnerships, government liaison and event management. We worked extensively with key local trade organisations, chambers of commerce and related associations connected to the key sectors.

Deliverables

- 400 Attendees
- Business Matchmaking - Over 600 Pre-Planned Meetings
- Signing of 6 new MOUs between Malaysia and UAE
- Bilateral meetings included sovereign wealth funds (Khazanah & Temasek), Ministers, Prime Minister of Malaysia and meetings with heads of key industry associations
- Exhibition & Pitch Sessions





MOU Between UAE Ministry of
Economy and KW Group



UAE Ministry of Economy & KW Group
hosting Dr Mukhisa Kituyi, Director
General UNCTAD



Trade Facilitation Capacity
Development Program hosted at
Shanghai Customs College



Press Conference KW Group with UAE
Ministry of Economy & Federal
Customs Authority



KW Group organised COFACE Middle
East Country Risk Conference for 400
Trade Finance Professionals



Islamic Development Bank, Arab
Ministers Meeting hosted by UAE
Ministry of Economy & KW Group



MOU Signing between APMEN, China
& KW Group



Ministers & Trade Leaders attending
GTDW Middle East



Bilateral Trade Ministers meeting
between UAE & Malaysia organised by
KW Group



KW Group Team



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