

31st Asia Business Conference



Connecting Leaders Creating Opportunities

February 11-12th & 18-19th 2022

Special Thanks to



BBA COUNCIL

2

TABLE OF CONTENT

ABOUT US	3
RAFFLE	4
2022 CONFERENCE	5
SPONSORS	6-12
SCHEDULE	13
KEYNOTE SPEAKERS	14-17
THE ROLE OF ASEAN IN THE FUTURE AND INTERACTION WITH INTERNATIONAL MARKETS	18-19
CHALLENGES AND OPPORTUNITIES OF BUSINESS IN CHINA	20-21
INDIA'S EVOLVING CUSTOMER SENTIMENTS	22-23
TRANSITIONS AND ANTICIPATIONS FOR THE FUTURE IN JAPAN	24-25
TRANSFORMATION AND EVOLUTION OF INDUSTRIES UNDER RAPID CHANGES IN KOREA	26-27
BREAKING INTO CONSULTING: ADVICE FROM EXPERIENCED PROFESSIONALS	28-30
INVESTMENT OUTLOOKS AMIDST 2022 MARKET UNCERTAINTIES	32-33
THE INTERSECTION OF TECHNOLOGY AND BUSINESS: HOW AI HAS TRANSFORMED BUSINESS	34-35
MODERATORS	36-39
SPECIAL THANKS	40
NOTES	41-43

ABOUT US

The Ross Asia Business Conference is the longest-running student-organized conference held at the University of Michigan in Ann Arbor. Every year, the conference connects business executives and thought leaders with aspiring students and local professionals to generate discourse on changing business landscapes in Asia.

CONFERENCE STAFF

Cynthia Zhang	DongJun Kim (Jun)	Raymond Chen
Daniel Haw Rong Chen	JinHyun Lim	Patorn Hanchaikul
Pattichon	Michael Lim	Eric Kumara
Pongprapapant	Benjamin Simon	Suki Jiang
Eric Jiang	Pinrada Than	Megan Dixon
April Tsai	Ke Qing (Scarlet) Wong	Jessica Guo
Kerry Lee	Nivedhita Nagarajan	Vincent Weng
Luca Valadares	Front Wongnonthawitthaya	Shosei Yamane
Puncharat	Calvin Chou	Anisha Nahta
Chaichanawanich	Wenhao Fan	Anna Ho
Napin Tanpairoj	Mu Chen Lin	Fay Piyathassrikul
Alinda Li	Churui Liu	Pearl Thianthai
Peixian Song	Ke Zhang	Zongyu (Kelly) Xu
Julia Li	Tom Sukboontip	Vasin Shnatepaporn
Peter Zhao	Haoxuan (Hana) Yu	Kelly Mondong
Jahnavi Nalamolu	Ru Zhen Tsai (Lucia)	Andy Lin
Rithik Rajgopal	Ashley Lu	Ji Yeon Lee
Hussain Kapasi	Anthony Ho	Alvin (Zhi Xiang) Chen
Trevor Mitchell	Chris Tuangsitthisombat	
Michael Delphia	Archita Agrawal	
Ragini Chaudhari	Corey Zhou	

3

For more information, please visit: Website: www.abcross.org
 Facebook: @rossabc
 LinkedIn: Asia Business Conference
 Instagram: @asia_buisness_conference

ABC RAFFLE

ENTER BY...

1. ATTEND PANEL SESSIONS

Enter by attending panel sessions

2. SCAN THE QR CODE AT THE END

Scan the QR code displayed after every panel session for an extra chance to win

PRIZE: AIRPODS PRO

2022 Conference

Asia's Navigation Through Uncertainties

In the era of a global pandemic and escalating economic competition, Asian countries are overcoming obstacles and striving to improve technologically, economically, and socially. As these changes lead us into a new stage of globalization, Asia's future in this uncertain time is yet to be unveiled.

4

5

OUR SPONSORS

Asia Business Conference Board would like to thank the following individuals and institutions for their generous support and making the 31st Asia Business Conference possible!

PLATINUM

Mitsui Life

Mitsui Life Financial Research Center

The Center functions as an active community of faculty, students, and visiting research scholars. Since its inception in 1990 with generous gifts from Mitsui Life Insurance Company, the Center has rapidly expanded its influence and reputation in the support and dissemination of academic research in financial economics. In 1994 a gift from Nippon Telegraph and Telephone (NTT) allowed us to offer even greater research support to our faculty.

The Center holds annual symposiums in Ann Arbor, Michigan, as well as in Tokyo, Japan, and provides research support for faculty and doctoral students through our sponsored Mitsui Finance Seminars, NTT Fellowships, Mitsui Distinguished Visiting Scholar program, weekly finance reading groups, and data acquisitions.

Center for Southeast Asian Studies



Founded In 1961, the Center for Southeast Asian Studies (CSEAS) at the International Institute is one of the oldest centers in the U.S. devoted to the Southeast Asian region. CSEAS seeks to promote a broader and deeper understanding of Southeast Asia, its people, histories, practices, and languages. The center is committed to creating a supportive environment where scholars, educators, students and community members have the opportunity to engage in dialogue related to Southeast Asia. As a designated National Resource Center by the U.S. Department of Education, CSEAS supports the teaching on several languages designated as areas of national need, and are of increasing importance in today's work force.

Global MBA

M | MICHIGAN ROSS

The Global MBA Program at Ross was established for the unique purpose of nurturing cutting edge knowledge and leadership development for those whose education is sponsored by their employer. Since its inception in 1992, over 1,000 elite managers have taken advantage of this great learning opportunity.

The Ross Global MBA is a full-time cohort-based MBA that provides an immersive MBA experience in just 16 months by eliminating the internship typically offered to those who are pursuing an MBA with the intent to change companies or industries. For those who have careers to return to after their studies, the Ross Global MBA is exactly what's needed. Participants in our program have an average of 7-8 years of work experience before joining, placing us between an Executive MBA and a traditional 2-year MBA.

Participants develop valuable new contacts, interact with global business leaders, and enhance their leadership skills. The Ross Global MBA features a rigorous curriculum, taught by world-class faculty, which incorporates action-based learning and culminates in the Michigan Ross MBA degree that's valued and admired around the world.

BBA Council



As the BBA student government we serve to further the mission of the Stephen M. Ross School of Business by representing the needs and interests of undergraduate business school students, promoting undergraduate student involvement in the school, providing a liaison between the student body and the Ross administration, and driving positive change through learning and evolving to meet the needs of our core constituents while also serving the

GOLD

10

Paton Accounting Center

M | MICHIGAN ROSS
PATON ACCOUNTING CENTER

The Paton Accounting Center at the University of Michigan, Stephen M. Ross School of Business honors the legacy of U-M Professor William A. Paton, a giant in the history of U.S. accounting education, by inspiring and supporting future generations of accountants to continue to transform the field through innovative work and research.

Michigan Ross China Initiatives

M | MICHIGAN ROSS
CHINA INITIATIVES

Established in 2015, Michigan Ross China Initiatives facilitates transformative student experiences, empowers breakthrough faculty research, and promotes successful partnerships with leading Chinese research institutions, companies, and alumni. Ross China Initiatives promotes greater learning within the student and scholarly community about this important region and economy, builds networks and partnerships between the University of Michigan community and Chinese organizations and fosters greater global impact with Michigan Ross' partners in China. In addition to supporting global immersion experiences in China, Ross China Initiatives help to facilitate partnerships for student internships, Ross Executive Education, and student-led projects that connect business leaders with aspiring students and local professionals to generate discourse on the business landscape in Asia. With Michigan Ross' continued commitment to China through Ross China Initiatives, the school has become a strong platform for prominent business leaders to share their knowledge with the world in the form of conferences and talks.

Nam Center for Korean Studies

M | LSA NAM CENTER
FOR KOREAN STUDIES
UNIVERSITY OF MICHIGAN

The Nam Center for Korean Studies at the University of Michigan International Institute encourages social, political, cultural, and economic understanding of Korea in the U-M community and beyond. Through its students, faculty, and ambitious public programming, the center seeks to increase the depth and breadth of resources devoted to Korean studies.

Center for Japanese Studies

M | CENTER FOR JAPANESE STUDIES

The U-M Center for Japanese Studies (CJS) serves as a home to students, faculty from a variety of disciplines and professional schools, visiting artists and scholars, and community organizations pursuing Japan-related interests and activities. Founded in 1947, CJS is the oldest interdisciplinary center in North America devoted exclusively to Japanese Studies.

11

SILVER



STATISTICS

UNIVERSITY OF MICHIGAN

12

SCHEDULE

13

WEEK 1 - DAY 1

Friday, February 11, 2022

- 7:00 – 8:00 PM EST **KEYNOTE SPEECH** <https://umich.zoom.us/j/94727573358>
Opening Remarks: Dean Francine Lafontaine
Michigan Ross School of Business
Dr. Derek Scissors,
American Enterprise Institute
- 8:10 – 9:40 PM EST **FINANCE PANEL** <https://umich.zoom.us/j/91792938110>

WEEK 1 - DAY 2

Saturday, February 12, 2022

- 6:00 – 7:30 PM EST **JAPAN PANEL** <https://umich.zoom.us/j/98908541018>
- 8:00 – 9:30 PM EST **CONSULTING PANEL** <https://umich.zoom.us/j/95349659239>
- 9:00 – 10:30 PM EST **INDIA PANEL** <https://umich.zoom.us/j/99219808134>

WEEK 2 - DAY 1

Friday, February 18, 2022

- 6:00 – 7:00 PM EST **KEYNOTE SPEECH** <https://umich.zoom.us/j/98559830587>
Opening Remarks: Associate Dean Norman Bishara
Michigan Ross School of Business
Marcos Troyjo,
New Development Bank
- 7:00 – 8:30 PM EST **KOREA PANEL** <https://umich.zoom.us/j/97204752280>
- 8:30 – 10:00 PM EST **ASEAN PANEL** <https://umich.zoom.us/j/97975706070>

WEEK 2 - DAY 2

Saturday, February 19, 2022

- 7:00 – 8:30 PM EST **CHINA PANEL** <https://umich.zoom.us/j/97769841803>
- 8:30 – 10:00 PM EST **TECHNOLOGY PANEL** <https://umich.zoom.us/j/92064493025>

OPENING REMARKS



Francine Lafontaine

Interim Dean

Stephen M. Ross School of Business

Dean Lafontaine is a distinguished scholar and educator with extensive experience as a faculty member, researcher, and administrator. She has a long and prestigious record of service to the university and to the business and economic community.

Following an appointment at Carnegie Mellon University, Dean Lafontaine joined the Michigan Ross faculty as an assistant professor in 1991. She was promoted to associate professor in 1995 and to professor in 2000. She held the Jack D. Sparks – Whirlpool Corporation Research Professor of Business Administration chair from 2005-2007, and has held the William Davidson Professor of Business Administration chair since 2010. From 2016-2020, she served as the senior associate dean for faculty and research. In 2020, she was appointed the associate dean for Business+Impact.

Dean Lafontaine served as the director at the Bureau of Economics for the U.S. Federal Trade Commission in 2014-2015. She was a faculty research fellow at the National Bureau of Economic Research from 1993-2002, and she has been a research fellow at the Centre for Economic Policy Research in London since 2017. She has served as a co-editor of the *Journal of Economic and Management Strategy* since 1997, and as a co-editor of the *Journal of Law, Economics and Organization* from 2006-2012.

KEYNOTE SPEAKER

Major Economic Events in Asia in 2022



Derek Scissors

Senior Fellow

American Enterprise Institute

Derek Scissors is a senior fellow at the American Enterprise Institute (AEI), where he focuses on the Chinese and Indian economies and on US economic relations with Asia. He is concurrently serving on the US-China Economic and Security Review Commission and as the chief economist of the China Beige Book. Dr. Scissors is the author of the China Global Investment Tracker. Since 2008, in a series of papers, he has been chronicling the end of pro-market reforms in China and the resulting slide toward economic stagnation. He has also written multiple papers on the best course for Indian economic development. Before joining AEI, Dr. Scissors was a senior research fellow in the Asian Studies Center at the Heritage Foundation and an adjunct professor of economics at George Washington University. He has worked for London-based Intelligence Research Ltd., taught economics at Lingnan University in Hong Kong, and served as an action officer in international economics and energy for the US Department of Defense. Dr. Scissors has a bachelor's degree from the University of Michigan, a master's degree from the University of Chicago, and a doctorate from Stanford University.

OPENING REMARKS



Norman Bishara

Associate Dean for Undergraduate Programs
Stephen M. Ross School of Business

Professor Bishara is a staff editor in the American Business Law Journal and a recent past president of the Employment Law Section of the Academy of Legal Studies in Business. He has also previously taught Business Enterprises at Michigan State University College of Law and worked with the United Nations Development Programme-RBEC. While in private practice in New York State he represented a diverse group of corporate and individual clients in corporate, insurance, and commercial litigation matters. He is a past chairperson of the Alumni Board of the Gerald R. Ford School of Public Policy at the University of Michigan and a former Social Enterprise Research Fellow with the William Davidson Institute. During the 2016-17 academic year he was a Visiting Professor at IESE Business School in Barcelona, Spain.

Professor Bishara's work has recently appeared in or is forthcoming in the Vanderbilt Law Review, Indiana Law Journal, the American Business Law Journal, the Journal of Law and Economics, the Journal of Law, Economics, and Organization, the NYU Journal of Law & Business, the University of Pennsylvania Journal of Business Law, the Berkeley Journal of Employment & Labor Law, and the Journal of Business Ethics, as well as in compilation volumes on business law, human rights, and corruption topics. His professional recognitions include the ALSB Early Career Faculty Award, an Outstanding Proceedings Award, the Mauer Award for Best Submitted Ethics Paper and Distinguished Proceedings Paper Awards, as well as Holmes-Cardozo Award Competition finalist awards, from the Academy of Legal Studies in Business.

KEYNOTE SPEAKER

The Next Chapter of Globalization in Asia



Marcos Troyjo

President
New Development Bank

Prior to his appointment as President of the NDB, Mr. Marcos Troyjo pursued a successful multi-layered career in government, business, academia and the public debate on economic development. He recently served as Brazil's Deputy Economy Minister and Special Secretary for Foreign Trade and International Affairs and represented the Brazilian Government on the boards of multilateral development institutions. Mr. Troyjo was also Chairman of Brazil's Commission on External Financing and its National Investment Committee. He co-founded and served as Director of the BRICLab at Columbia University, where he taught international and public affairs, and lectured extensively at universities and research centers around the world. Mr. Troyjo is a member of the World Economic Forum (WEF) Global Future Council on Responsive Financial Systems. He was Director of the Intelligent Tech & Trade Initiative (ITTI). An economist, political scientist and diplomat, he holds a Master's degree and a PhD in sociology of international relations from the University of São Paulo and pursued postdoctoral studies at Columbia University. He is an alumnus of the Rio Branco Institute, the diplomatic academy of Brazil's Ministry of Foreign Affairs. Mr. Troyjo authors books on development, technology and global affairs.

The Role of ASEAN in the Future and Interaction with International Markets



Olivia Limpe-aw
President

Destileria Limtuaco & Co

OLIVIA LIMPE-AW President and CEO of Destileria Limtuaco & Co., Inc., the oldest distillery in the Philippines established in 1852 with a 170-year heritage and tradition, and quality leader in the Philippine liquor industry. She is fifth generation master blender/distiller. She is an Economics cum laude graduate of the UP School of Economics. A hands-on executive with a wealth of experience in management, from finance, HR & Admin, R&D, production to sales and marketing and IT and a strong advocate of export development. Olivia is also a Publisher of books and magazines under Foresight Book Publishing and Distributing Co. and the trading business with Philippine Archipelago International Trading Corp. To help in the Philippines' Covid pandemic response, she swiftly repurposed the distillery to produce Consumer Protect 70% sanitizer alcohol and went into drug distribution of Lianhua Qingwen Capsule, an approved Covid-19 drug in China. She also upcycled by-products to produce "Si" anti-bacterial liquid hand soap.



Ben Charoenwong
Head Of Research & Co-Founder

Chicago Global Wealth

Ben is the Head of Research at Chicago Global – a global quantitative fund – and an assistant professor of finance at the National University of Singapore (NUS). He joined NUS at the age of 25 and teaches International Finance and Economics at the masters and undergraduate level. He also teaches data science in the NUS Business School Summer Finance boot camp for undergraduate students. He has worked at Citadel Investment Group, a high-frequency hedge fund, teaching research skills and financial econometrics to new quantitative researchers and developers, and has also advised LEK Consulting on applying machine learning techniques to capital budgeting. He completed a Ph.D. in Finance and MBA at the University of Chicago Booth School of Business and a bachelor's of science in Honors Economics, Honors Statistics, and Financial Mathematics with Highest Distinction from the University of Michigan – Ann Arbor.



Pocholo Reyes
President & CEO

NTT Data Philippines

Poch Reyes is the President & CEO of NTT DATA Philippines (formerly Wizardsgroup Inc.). Poch has been with the Company for over 20 years and has taken on various roles within the company. He joined back in 2001 as a Junior Business Intelligence Consultant helping build the practice of the Company. On January 2003 he was appointed as Consulting Manager responsible for delivery of consulting projects. He helped the Company expand its services from Applications development and Analytics to Productivity solutions, Infrastructure consulting, ERP, and Managed Service. He then was appointed Operations Director on January 2006 taking on more responsibilities which included Marketing and Training Services.



Ragde Falcis
Founder/CEO/
Technopreneur

ChatGenie.PH

Ragde Falcis is the CEO, CTO, and Co-founder of ChatGenie, a Forbes 100 To Watch company backed by Accelerating Asia among others. While running his software development company, Gorated Innovation Labs Inc, he co-founded ChatGenie, an end-to-end eCommerce platform that lets you sell inside the world's biggest apps. With over 10 years of experience in the tech industry, he has spearheaded the development of app startups such as Dentasked and Tripkada and created projects for the Presidential Communication Group, the DTI, McDonald's Philippines, and more.

Challenges and Opportunities of Business in China



Ning Kang
Managing Director

IDG Capital

Currently Manager Director at IDG Capital, a global leading Venture Capital and Private Equity investment institution. Prior to IDG, worked in senior positions in world-leading financial firms including KKR, Goldman Sachs and JPMorgan for years with experiences in investment management, business development and client relationship management etc. both in public and private market.



Ronnie Ho
CEO

Pinerion Asset Management

Ronnie is the CEO of Pinerion Asset Management, an investment management firm specialized in managing volatility as an asset class. Its flagship fund, Pinerion Managed Volatility Fund, was nominated as the best Asia ex-Japan hedge fund in 2019 by Eurekahedge. Ronnie has 20+ years of experience in the asset management and financial markets industry. He started his career with the Equity Derivatives Desk of Merrill Lynch in Hong Kong, where he was one of the founding members of Asian focus Guaranteed Funds, managing over US\$ 1.5 billion of assets globally. He was later based in the US covering Asian clients on derivatives and hedging solutions. In 2007, he joined Société General Asset Management to lead the Sales and Business Development of the Multi-Asset products for South East Asia, where he developed the 1st Shariah Structured Note in Singapore. After that, he served as the Head of Sales at Eastspring Investments, overseeing an AUM of US\$850 million of Equity and Fixed Income Funds. Away from finance, Ronnie has a strong commitment to the local community. He serves as the Judging Panel of various entrepreneurship and incubation programs, including the Hong Kong United Youth Association. Mr. Ho holds a Bachelor of Business Administration, majoring in Finance and Accounting from the Ross School of Business, University of Michigan, Ann Arbor.



Paul Zhou
Group CEO

The Illuminera Group

Paul has worked in marketing consulting for over 25 years. He founded Illuminera in Shanghai in 2007 and has grown the company into a multinational consulting group with presences in China, Australia and Singapore. Illuminera is at the forefront of data-driven marketing revolution and has invested strategically in unique data assets, algorithms and automation apps. It is Paul's vision to help shaping the future of marketing in which much of marketing decisions will be carried out without little human intervention based on big data and algorithms. Paul earned a MBA from Ross in 2002.



Edward Lau
CFO

New World Development Company Limited

Mr. Fu Keung (Edward) Lau has 20 years of experience in corporate management, investment banking, consulting and accounting. Edward is Chief Financial Officer of New World Development Co. Ltd. (HKSE:17) leading Group's various functions including Finance, Accounting, Treasury, Tax, Mergers & Acquisitions and Investor Relations. In recognition of his outstanding achievements, Edward was awarded "Best CFO – Buyside" in both 2020 and 2021 All-Asia Executive Team Leaders survey organized by Institutional Investor (II). Edward held various senior banking positions with global investment banks eg Deutsche Bank and Barclays Capital prior to his CFO career. Edward received his BBA in Finance (with Distinction) and Master of Accounting (with Distinction) from the Ross School of Business at the University of Michigan-Ann Arbor in 2001 and 2002 respectively. He is a U.S. (Delaware) Certified Public Accountant Certificate holder. Edward served as a member of the Greater Bay Area Working Group under the Mainland Opportunities Committee of Financial Services Development Council (FSDC), HKSAR Government.

India's Evolving Customer Sentiments



Niranjani C.
CFO

Hershey India

Niranjani C is the CFO of Hershey India. An MBA and CFA rank holder, Niranjani has had an illustrious career spanning 20+ years in the FMCG and Mobile Communications space with Unilever, Nokia, Proctor & Gamble and now, Hershey India. Over these years, Niranjani has lived in 5 cities, 2 countries and led cross cultural teams across business verticals. At Hershey, her responsibilities include accelerating sustainable business growth and spearheading digital transformation and innovation. An engaging communicator, her passion is to develop people, processes, and systems. She believes in inculcating diversity as a way of working across organizations and teams. Niranjani has served on the Boards of P&G India and is currently on the board of Hershey India. She was recently recognized as the 'Best CFO FMCG (Female)'.



Kaushik Mitra
CFO & VP

PepsiCo India

Kaushik Mitra is the Vice President & CFO at PepsiCo India. With over 28 years of experience, he was in multiple roles across several industries and companies such as Tata group, GE, Reckitt Benckiser, and PepsiCo. At PepsiCo, Kaushik is responsible for overseeing financials for PepsiCo's Foods, Beverages and Nutrition business in India. He has been associated with PepsiCo for past 19 years and donning many hats since then. He was actively involved across PepsiCo's foods and beverages operating businesses in India, Planning and Strategy in Asia-Middle East-Africa sector based in Dubai. Adding on to his roles and responsibilities, he has also served as CFO at Suntory PepsiCo JV, Vietnam and Vice President & CFO at PepsiCo Asia Pacific Region, Hongkong. Kaushik has been a strong supporter of the D&I agenda in PepsiCo increasing women representation in his roles in South East Asia and now in the India Finance Leadership team and as a speaker on the Break Ceiling touch the sky forum.



Madhav Kalyan
CEO

JP Morgan India

Mr. Madhav Kalyan is the Senior Country Officer for the J.P. Morgan franchise in India. Mr. Kalyan has been serving as the CEO of J.P. Morgan Chase Bank, India, since Nov 2009. J.P. Morgan Chase Bank in India is focused on solutions for financial institutions, large Indian companies with international needs and multinational corporations operating in India. Mr. Kalyan is a member of the Managing Committee of the Indian Banks' Association (IBA), and most recently was the Deputy Chairman of the IBA for FY 2020-21. He is a member of Confederation of Indian Industry's (CII) National Committee on Banking and CII's National Committee on MNCs. Mr. Kalyan currently serves as a member of Reserve Bank of India's Financial Markets Consultative Committee. Mr. Kalyan has over 26 years of experience in the banking and financial services industry and has held responsibilities for businesses and operations in India, North America, Asia and the Middle East over his career. Mr. Kalyan is a Mechanical Engineer from National Institute of Technology Karnataka, Surathkal, India and an MBA from XLRI Xavier Institute of Management, Jamshedpur, India.

Transitions and Anticipations for the Future In Japan



**Miyu
Nishikawa**

CIBO/Founder/CEO

Morgenrot/IntoFree

Miyu is the founder and CEO of IntoFree. This Tokyo-based startup is supporting companies in VR/AR/MR industries to expand their business worldwide. Miyu worked for an IT/M&A consulting firm (ABeam Consulting), Square Enix Holdings, AMD and HTC and acquired the knowledge and experience in IT, M&A, Gaming, PC Hardware and VR in the past 15 years. In HTC, she made the business size of VIVE in Japan more than twice by expanding sales channel and collaborating with local content partners (e.g. Bandai Namco). Miyu also works as Chief International Business Officer at Morgenrot Inc, which provides cloud-based GPU computing service all over the world.



**Masayasu
Heishi**

Senior Director, Sales
Japan

Paypal

Joined JCB in 1996 and spent 20+ years as Sales, Marketing and HR. Based in Singapore for 4 years to develop JCB international business in SEA. Before joining PayPal, led JCB International's EC merchant business and partnership strategy with Amex and Discover. Since joined PayPal, led Enterprise Sales and served as Country Manager until March 2021. After Tokyo office expansion, supporting new Head of Japan to expand PayPal's business in the market, including acquisition of Paidy, Japanese BNPL company.



**Chisato
(Christy)
Matsumoto**

Head of Japan

BlueStacks

Christy is a passionate leader in media and entertainment with demonstrated skills in business development and partnerships. She started her career at Sumitomo Corporation in 2007 where she took part as a young leader in exciting projects such as exporting Japanese contents to overseas and leading broadcasting business at one of the important subsidiaries JCOM, the largest cable TV operator in Japan. In 2015, she was dispatched to Silicon Valley as an expat to take part in Sumitomo's corporate venture capital. In 2017, she joined a Silicon Valley based startup BlueStacks as the only Japanese member and has been heading the business in Japan till now.



**Christoph
Penkhues**

Managing Director

Artsana Group

Christoph is the Managing Director of Artsana in Osaka with a demonstrated history of working in the child safety and automotive industry. Christoph graduated from Philipps University, Marburg with a Master of Business Administration. He then went on to work as the Project Manager at Deutsche Bank, Tokyo and Frankfurt. Before joining Artsana, he worked for 5 years at Recaro as Managing Director where he utilized his skills in Business Process Improvement, Strategy, and Change Management.

Transformation and Evolution of Industries Under Rapid Changes in Korea



Jung Choi
Head of Operations

Bungalow

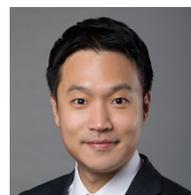
Jung is the Head of Property Operations at Bungalow, an online marketplace for real estate based out of San Francisco. He manages multiple aspects of Bungalow's operations to ultimately help the company scale and provide an excellent customer experience. His technical expertise includes financial modeling and data analysis, but his passion is growing and scaling world-class operation teams. Prior to Bungalow, Jung worked in operations at Amazon in the Pathways Operations Program. At Amazon, Jung learned the importance of servant leadership to his team, moving fast, and thinking big. Jung is an alumni from University of Michigan, with a Master in Business Administration. Also, Jung attended Cornell University with a major in Hotel Administration.



Moritz Winkler
Partner

Yulchon LLC

Mr. Moritz Winkler is a partner-level foreign attorney admitted as a "Rechtsanwalt" in Germany. Prior to joining Yulchon in 2006, he was in-house counsel of a German "Mittelstand" company and a legal research fellow at Hanyang University, College of Law in Seoul. Moritz received his German J.D. equivalent from LMU Munich, Faculty of Law in 2003 and was a trainee lawyer at Munich Regional Court from 2003-2005. He practices primarily in the areas of corporate/M&A, joint venture structuring, labor & employment as well as international trade. He has been handling many notable cross-border projects in industry areas encompassing automotive, pharmaceuticals, and energy & environment. Moritz has published extensively on Korean law related topics. He is an arbitrator with the Korean Commercial Arbitration Board (KCAB) since 2012 and currently serves as vice-president of the German-Korean Law Association (DKJG) and Korean-German Association (KDG).



Seo Lee
Director

SV investment

Mr. Seo Lee is Director at SV Investment. SV Investment is an investment group headquartered in South Korea; it provides strategic value to its clients through private equity and venture capital. He particularly has been responsible for bridging the cross-border gap between the U.S. and Asia as a venture capitalist at SV Investment since March 2020. His expertise focuses on life science and healthcare industries. Prior to joining SV Investment, he spent 12 years in the Corporate Strategy and Planning Division at SK Telecom. As Manager, he had been responsible for the firm's M&A and Deal execution. Prior to his career at SK Telecom, he worked as Research Assistant at Bain & Company and Samsung Electronics. He earned his MBA degree from Harvard Business School and earned his BBA degree from Yonsei University.

Breaking into Consulting: Advice from Experienced Professionals



Seung-Yen Park
Partner

BCG

Seung-Yen Park is a Partner in the Philadelphia office of BCG. Seung-Yen's work at BCG has primarily spanned across BCG TURN, Consumer Goods, and People & Organization topics. Her experiences have encompassed large-scale transformations, operating model and organization design, end-to-end process optimization, zero-based budgeting, and supply chain/operations deep dives for organizations in North America, Europe, and Asia. Seung-Yen earned her Bachelor's degree in Public Policy Studies and Economics at Duke University with a certificate in Markets and Management Studies.



Bernhard Kotanko
Senior Partner

McKinsey Hong Kong

Bernhard Kotanko is a Senior Partner at McKinsey & Company, based in Hong Kong, and one of the leaders in the Insurance Practice. Over the past 22 years Bernhard has been advising insurance clients globally across the full spectrum of strategy, organization, operations, capital and risk management. 7 years living in Asia he advises the leading international insurers on their value growth agenda in the region. He is co-author of various articles on the broader insurance agenda, product innovation, customer experience and distribution as well as a regular speaker at insurance industry and company conferences. Prior to joining McKinsey, Bernhard was a Partner at Oliver Wyman where he led the EMEA Insurance Practice and then the Asia-Pacific Region. He graduated from Harvard Business School and the Vienna School of Business Administration.



Priyanka Aggarwal

Managing Director

BCG

Priyanka is a Managing Director & Partner based in the Delhi office of BCG. She has 20 years of consulting experience and serves clients in Healthcare sector. She also leads Women@BCG across Asia-Pacific, and is passionate about topic of diversity in leadership. Across her consulting career, Priyanka has served clients across the healthcare spectrum – pharmaceutical companies, hospitals and medtech companies – on topics ranging from business strategy, operations transformation, procurement, sales and marketing and organisational effectiveness. Within industrial goods – she focuses on supply chain and data-driven analytics based performance improvement opportunities. Priyanka has worked across multiple geographies including India, US and SE Asia. She is known for her passion for client impact, pushing the performance trajectory of her clients – and challenging the status-quo.



Sharad Apte
Partner and Chairman of Bain Thailand

Bain & Company

Sharad Apte is a Senior Partner with Bain & Co. based in Asia for more than 25 years and founded Bain's Bangkok office. Sharad works with clients on issues of strategy, market analysis, organizational design and capability development. Over his career, he has led a number of large-scale transformations with clients across Asia-Pacific in the natural resource, energy, airlines, food and beverage, retail and industrial products areas. He has also been involved in hundreds of commercial due diligences as well as large-scale post-merger integrations. While his primary focus is on serving clients, internally Sharad oversees Bain's Asia-Pacific recruiting function where he helps identify, screen and onboard the next generation of consultants. Mr. Apte has a Master's Degree in Theological Studies from Harvard University and a Bachelor of Arts from Oberlin College in the USA.



Warrick Cleine

Chairman and Chief
Executive Officer

KPMG Vietnam and
Cambodia

Warrick is the Managing Partner of Deals, Tax and Legal, and Chairman and CEO of KPMG in Vietnam and Cambodia. He has been a Tax advisor in Vietnam for over 20 years, and is recognised as one of Vietnam's leading tax professionals. He began his tax advisory career upon graduation in 1992 and moved to Vietnam 1998. He has extensive knowledge and experience in Vietnam of taxation advisory and compliance, tax dispute resolution, corporate governance and structuring issues, and has advised on numerous corporate transactions in Vietnam and Cambodia. His clients include major international corporations operating in Vietnam from Europe, Asia and the United States, in the financial services, manufacturing, natural resources, technology and consumer goods industries. Warrick is well known and respected by the corporate community in Vietnam, and has extensive experience working with the authorities at all levels of the Government. He is a frequent commentator in the Vietnamese media on tax and business issues.

He served as KPMG Asia Pacific Head of Tax from 2010 to 2016, and as the Global Leader of High Growth Markets for Tax thereafter. He has been a member of KPMG's International Tax Steering Group since 2010 and is also a member of KPMG's Asia Pacific Board and Global Council. KPMG has been recognised for its contribution to the financial sector by Vietnam's Ministry of Finance, and has been named the Vietnam Tax Firm of the Year, most recently for 2020, by the widely respected and independent International Tax Review. Outside of KPMG, Mr Cleine is Chairman of the New Zealand Chamber of Commerce in Vietnam, Chairman of British Corporate Advocacy Council in Vietnam, and Adjunct Industry Professor in the School of Business & Management, RMIT Vietnam University.

Investment Outlooks Amidst 2022 Market Uncertainties



Keith Yoon
Standard Chartered
Bank

Head of M&A

Keith Yoon is an investment banker that specializes in mergers & acquisitions. Keith works with leading financial sponsors and corporations to invest in or sell companies/assets. He currently heads up the M&A practice at Standard Chartered for Korea, which has grown to become one of the most active advisors in the market. He graduated from Michigan in 1999 and has worked at Andersen Business Consulting, Deutsche Bank, and JPMorgan in addition to his current role. Keith has had a chance to work in United States, Hong Kong, and Korea as well as work on projects in many other parts of the world. His role requires him to be knowledgeable in strategy, finance, negotiation, communication, project management, leadership, and team building. Keith's time at the best undergraduate business school in the world has been invaluable in helping him build those skills. Go Blue!



Steven Sun
Head of Research

HSBC

Steven Sun joined HSBC in 2006. As Head of Research, HSBC Qianhai Securities Limited, he is in charge of the build-out of the A-share research team, in addition to leading a highly ranked China equity strategy team. In Asiamoney Brokers Poll 2019, Steven was rated among the top 2 regional strategists and the team was ranked No.1 in Asia. Prior to HSBC, Steven worked as a China specialist for a private macroeconomic consultancy in Washington, DC, and as a financial analyst and then associate director for a Chinese state-owned financial institution in Beijing. He has an MBA in finance from the University of Michigan and is a CFA charter holder. He also has an undergraduate degree from Beijing University of Aeronautics and Astronautics.



Marc Lau
Managing Partner

Axiom Asia Private
Capital

Marc Lau is a Managing Partner at Axiom Asia (www.axiomasia.com) which manages over US\$7.0 billion in private equity strategies focused on funds in Asia. Marc is responsible for Axiom's investments in Japan, South East Asia and Australia. Marc has 17 years of PE experience in Asia in addition to having operational experience in China. Marc was part of the founding investment team at Axiom Asia and works on primary, secondary and co-investment transactions. Prior to Axiom Asia, Marc worked at the Government of Singapore Investment Corporation ("GIC SI") in Singapore and San Francisco where he worked on investments in funds as well as companies. After leaving GIC SI in 2004, Marc attended Harvard Business School and worked for Danaher Corporation (NYSE: DHR) where he was the Deputy General Manager of Jacobs VIE Vehicle Systems, Danaher's diesel engine brake business in China. Marc led the start-up of the manufacturing plant, managed the transition of a multi-million-dollar product line to China and successfully transitioned the business to a local team he recruited. Marc was also formerly an Analyst at Lazard Frères in New York and has served as a member of the Resource Panel for the Government Parliamentary Committee for Finance, Trade, and Industry in Singapore since 2011.

The Intersection of Technology and Business: How AI Has Transformed Business



Ashish Airon

Co-Founder

CogniTensor

Ashish Airon received his Master's degree in Computer Science from the University of Oxford and founded Congnitensor, an Artificial Intelligence company supported and funded by Shell. Ashish works as a mentor at Niti Aayog (Policy Commission of Govt. of India) and IIC, University of Chicago Trust of India, as well as the 500 Startups, a silicon valley based VC firm with over 3000+ investments globally. He was selected as Forbes 30 under 30 Asia 2020 in Enterprise Technology. He is also a member of the WHO-ITU AI Focus group for AI standardization. Ashish also founded BlitzBusiness, which is a podcast with over 10,000+ listeners where he talks to entrepreneurs and CXO about new-age business models, challenges, and opportunities.



Anna Gong

CEO and Founder

Perx Technologies

Anna is the CEO and Founder of Perx Technologies, a category-creating Lifestyle Marketing SaaS startup based out of Singapore. With over 20 years of global experience in enterprise software, Anna has held senior leadership positions across startups and global companies. Listed in Singapore Top 100 Women in Tech 2020 and winner of the Singapore Women Entrepreneur Awards 2017, Anna, a TedX speaker, was also featured in the LinkedIn CEO Power Profiles 2017. She is a frequent keynote speaker on leadership, technology, digital transformation and entrepreneurship, for large corporations and global conferences such as C2 Montreal, SaaSStock, VivaTech, InnovFest Unbound, RISE, and European Business Leaders' Convention. Anna serves as the Chairwoman of SEA Founders Organization, on the Advisory Board of Duke Corporate Education Asia, SE Asia Startup Google Accelerator Program Mentor and is a Board Member at Genius Group. Anna holds a Bachelor of Arts degree in Economics from the University of California, Los Angeles (UCLA).



Taveesak Saengthong

Managing Director

Oracle

As the country managing director for Oracle Thailand, Taveesak Saengthong is responsible for Oracle's business operations and growth in Thailand. With more than 30 years working experience in business consulting and technology (software, hardware, and services), enabling the digital transformation of businesses, Taveesak was previously at Compaq, Hitachi Data Systems, Amdocs and Microsoft. Most recently, he was managing director at SAS Thailand. Taveesak graduated with a Master's Degree in Industrial Engineering & Management from the AIT (Asian Institute of Technology) and a Bachelor's Degree in Electrical Engineering from Kasetsart University.



Anocha Aribarg
Ross School of Business Professor

ASEAN PANEL

Prof. Aribarg teaches Marketing Research and Analytics class at both the undergraduate and graduate levels. Her research interests involve fusing psychology and consumer behavior theories with Bayesian statistical and econometric modeling to draw unique insights that help solve current marketing problems. In her research, she attempts to understand the processes underlying how consumers make both individual and joint choice decisions, search decisions, evaluate the consumption experiences and respond to firms' product offerings and advertising. To understand such processes, she employs multi-method approaches involving conjoint choice experiments, surveys, eye tracking measurement, field experiments and observational data. Her research publications appear in premier journals. She is an associate editor at Marketing Science and International Journal of Research in Marketing and serves on the editorial boards of the Journal of Marketing Research and Journal of Marketing. She obtained a BS in Statistics from Chulalongkorn University in Thailand and a PhD in Marketing from University of Wisconsin.



Yue Maggie Zhou
Ross School of Business Professor

CHINA PANEL

Maggie's research focuses on the theory of the firm, competitive strategy, organization structure, and institutions. Her recent studies investigate the role of complexity in setting limits to firm growth, competitive strategies, and organizational design. Her work has been published in the Strategic Management Journal, Organization Science, Journal of Corporate Finance, and Advances in Strategic Management. She is an Associate Editor for the Strategic Management Journal and serves on the editorial board of Organization Science. Maggie has a B. Eng. from Shanghai Jiaotong University, an MBA from the University of Maryland, and a PhD from the University of Michigan where she also earned the Gerald and Lillian Dykstra Fellowship for teaching excellence as a doctoral student. Prior to her academic career, Maggie worked for Arthur Andersen as a financial auditor, and the International Finance Corporation of the World Bank Group as an Investment Officer on privatization transactions in Africa, Asia, and Eastern Europe.



Jagadeesh Sivadasan
Ross School of Business Professor

INDIA PANEL

Jagadeesh Sivadasan is the Buzz and Judy Newton Professor of Business Administration, and area chair of the Business Economics and Public Policy group at the Ross School of Business, and a faculty associate at the Institute of Social Research, at the University of Michigan. His recent research is focused on understanding the drivers of firm growth and productivity, and worker performance and mobility. In earlier work, he studied the link between economic reforms and manufacturing productivity in India. Jagadeesh is an alumnus of IIM Bangalore, where he completed a PGDM after a BTech at IIT Madras. He then worked as a Senior Consultant at Arthur Andersen in Mumbai, before completing PhD from the Booth School of Business at the University of Chicago.



Jordan Siegel
Ross School of Business Professor

JAPAN PANEL

Jordan Siegel is a Professor of Strategy at the University of Michigan Ross School of Business. Professor Siegel is also a Research Fellow at the William Davidson Institute and an Associate-in-Research at the Harvard Korea Institute of the Harvard Asia Center.

MODERATORS



Han Kim
Nam Center of
Korean Studies

KOREA PANEL

Han Kim has participated in various consulting projects with private and public institutions. One of his most memorable experiences occurred in January, 1998, when Korea was in the midst of financial crisis. He has served as the advisor to the Korean government's team to renegotiate its foreign debt obligations with international bankers. He also has served on a number of boards of directors, starting with Mutual Savings Bank in Michigan (1989-90), Hana Bank (2001-03), Korea Investment Company (2005-07), POSCO (2003-08), KT (Korea Telecom) (2009-14) as non-executive chair of the board, Korea Equity Fund (2010-17), and Japan Smaller Capitalization Fund (2010-21).



John Branch
Ross School of
Business Professor

CONSULTING PANEL

John D Branch currently teaches a variety of marketing and international business courses at the undergraduate, MBA, and executive levels at the Stephen M Ross School of Business at the University of Michigan, and serves as Co-Director of the Yaffe Digital Media Initiative. Previously, he was Academic Director of the School's weekend and evening MBA programmes; earlier, he was also Director of Educational Outreach at the University's William Davidson Institute. John also holds an appointment at the University's Center for Russian, East European, & Eurasian Studies.



Robert Dittmar
Ross School of
Business Professor

FINANCE PANEL

Robert (Bob) Dittmar is a professor of finance at the Ross School of Business, University of Michigan. Prior to joining the University of Michigan in 2003, Professor Dittmar taught at the Kelley School of Business, Indiana University. He received his Ph.D. from the Kenan-Flagler School of Business, University of North Carolina in 2000. Professor Dittmar's research focuses on issues in asset pricing, with emphases on the pricing of fixed income securities, understanding cross-sectional variation in expected equity returns, and the information in option prices for equity securities. Recent work examines the risk of default implicit in the prices of U.S. Treasury securities and the impact of intratemporal substitution of consumption goods on equity returns.



Justin Huang
Ross School of Business
Professor

TECHNOLOGY PANEL

Justin T. Huang is Assistant Professor of Marketing at University of Michigan Ross School of Business. His research combines tools from economics, statistics, and marketing to explore how digital platform design influences user behavior, content creation, and community growth in online environments. His findings are highly relevant to technology platforms and the difficult challenges they face in ranking and displaying content, driving organic content creation, and managing long-term growth.

