



Asia Matters is a forum that brings together corporate leaders, government officials and experts for in-depth discussions on key issues shaping business and society in the region.

Date June 25, 2019

Venue Straits Clan, 31 Bukit Pasoh Rd, Singapore 089845

Programme

1630 Registration and reception

1700 SCMP's Opening Remarks

The Asian Voice

Gary Liu, Chief Executive Officer, South China Morning Post

1715 Panel Discussion:
Navigating the complexities of the Asian consumer market

While Asia still struggles with many barriers to market access - disparate languages, fragmented geography, complex politics - there is immense potential in the region's diversity. At present, Asia is a \$23 trillion economy, ahead of the EU and USA, and its future is promising - by 2030, two-thirds of the world's middle-class will be from Asia.

This panel will look into case studies of companies who have successfully expanded in Asia. Leading corporate executives will share insights into how they established a business footprint in the region, and how we can leverage on the rise of the Asian century.

Moderated by
Gary Liu, Chief Executive Officer, South China Morning Post

1800 A Fireside Chat with Zuraidah Ibrahim,
Deputy Executive Editor, South China Morning Post

SCMP's Asia ambition

Hosted by Strategic Partner:
Marketing Singapore

1820 Cocktail

About SCMP

With a mission to lead the global conversation about China, SCMP is quickly establishing itself as a leading media organization with teams working across Hong Kong, mainland China, Southeast Asia, and North America. With the launch of the new Asia edition on our flagship website SCMP.com, we aim to provide in-depth reporting and analysis on the diverse conversation in Asia, from politics, economy to society.