

Swiss-Asian Chamber of Commerce



THE NEW ABNORMAL

Charting and creating new opportunities in the Asia - Europe nexus

Dear Members and Friends of the Swiss-Asian Chamber of Commerce,

The **Swiss-Asian Chamber of Commerce**, in cooperation with **Asian Strategy & Leadership Institute**, founder of the **World Chinese Economic Summit**, is pleased to invite you to an event "The New Abnormal" which examines the re-positioning of China in its key relationship with ASEAN and towards Europe.

Date: **Wednesday, 11 January 2017**

Time: 11:30hrs to 14:15hrs

Venue: **Zunfthaus zur Meisen**, Münsterhof 20, 8001 Zurich

SACC is honoured to have a thought leader from Asia, Dr. Michael Yeoh, co-founder and CEO of Asian Strategy & Leadership Institute ("ASLI") to share his views on the evolving state of affairs today with a focus on business and investment opportunities unfolding between China, ASEAN and Europe. Other key issues that will be covered are ASEAN integration, security issues and the impact of US elections. Offering an ASEAN as well as overseas Chinese perspective, and drawing on his meetings and discussions with world leaders, present and past, Dr. Yeoh offers a rare insight into the thinking that will play out in years to come and reshape our world.

We welcome you to this key event which will be conducted under Chatham House rules. Early registration is highly recommended.

Program

11:30 **Registration**

12:00 **Welcome Remarks**

Dr. Urs Lustenberger, President, Swiss-Asian Chamber of Commerce

Introduction

Tuck Seng Low, Special Adviser & Executive Board Member, Swiss-Asian Chamber of Commerce

12:05 **Keynote Speech** Charting and creating new opportunities in the Asia - Europe nexus

Dr Michael Yeoh, Director and CEO, Asian Strategy & Leadership Institute

12:20 **Discussion / Q & A**

Tuck Seng Low, Moderator

TBA, Co-Moderator

13:00 **Lunch**

14:15 **End**



Dr. Michael Yeoh is a public intellectual, social entrepreneur and thought leader with over 30 years of boardroom, corporate management and international experience. He is Co-founder, Director and Chief Executive Officer of ASLI, and the Centre for Public Policy Studies (CPPS) globally ranked as one of the top Think Tanks in the Asia-Pacific region.

Dr. Yeoh had served on the boards of public-listed companies involved in property development, food manufacturing, banking and financial services, education and healthcare. Dr. Yeoh is also President of the Invest Asia Foundation which promotes closer links between US, Europe and Asia and investments into social enterprises in Asia to help achieve the UN SDGs. He is also Group Adviser to the Aladdin Group, the world's fastest growing e-commerce company valued today at USD400 million.

His international and regional experience includes: Member of the 10-member ASEAN High Level Task Force on Connectivity; Chairman of ASEAN Leadership Forum, World Chinese Economic Forum and Secretary General of the World Muslim Leadership Forum and ASEAN Business Forum. He has spoken at the World Economic Forum and is a Fellow of the UK Institute of Directors and Member of the International Institute of Strategic Studies (IISS), London.

Asian Strategy & Leadership Institute / World Chinese Economic Summit

The Asian Strategy & Leadership Institute is an independent, private and non-for-profit Think Tank headquartered in Kuala Lumpur, Malaysia. ASLI is committed to create a better society and to help organisations enhance competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, Business Councils and CEO peer groups. With over 20 years' experience, ASLI is the super-connector between Government, Business and Civil Society, having managed high-level business partnerships in Singapore, Indonesia, Philippines, Vietnam, Thailand, Cambodia, Laos, Myanmar, Japan, China, Australia, USA, Canada, Britain, Germany and South Africa.

The World Chinese Economic Summit (WCES) is a premier international event which started off as the World Chinese Economic Forum (WCEF) eight years ago. It is a flagship event created by ASLI to enhance connectivity and business linkages between China and Southeast Asia and China and Europe in line with the Chinese leadership's Belt and Road initiatives. Over the past 7 years, the WCES had been held in Malaysia, China, Australia and Britain. WCES is an internationally recognized high-level platform for business, trade facilitation and investment to build new partnerships.

We are looking forward to personally welcome you at the Zunfthaus zur Meisen in Zurich.

Supported by:



Registration Form

Registration: Please register by returning the form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041/620 88 03 or emailing sacc@sacc.ch, by Friday, **6 January 2017 at the latest**. The cost of the event, which includes apéro and lunch, is CHF 140.00 for SACC Members and CHF 160.00 for non-members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until **Monday, 9 January 2017, 10.00 a.m.:** - otherwise a full no-show charge applies.

Last Name: First Name:

Position: Company:

Full Address:

Phone: Fax: E-mail:

Date: Signature: