

2021 EVENT PROSPECTUS

Asia Trade Week 2021

Reviving trade: the way forward

February 22nd-25th 2021

asiatrade.economist.com

[#EconAsiaTrade](https://twitter.com/EconAsiaTrade)

Featuring
events from
Hong Kong,
Singapore, Tokyo
and Shanghai.



Hybrid, APAC-wide and truly regional

The Economist's **Asia Trade Week 2021** will bring you a global audience and world-class speaker faculty via a series of webinars and events from **Hong Kong, Singapore, Tokyo** and **Shanghai**.

Join 850+ policymakers, trade negotiators and business leaders for a week of vigorous discussion and debate on the most pressing issues in relation to trade in Asia and beyond at this free to attend event.



Hong Kong

Singapore

Tokyo



Shanghai

The Economist delivers the best speakers

Our commitment to quality, and our unique ability to reach C-suite executives mean that we are able to attract the most important, qualified influencers to speak at our events.



Edward Yau Tang-wah
Secretary for commerce and economic development
Hong Kong Special Administrative Region



Patricia Scotland, QC
Secretary general
The Commonwealth



Stuart Tait
Chief executive
Commercial banking
Asia-Pacific, HSBC



Masamichi Kono
Deputy secretary-general
OECD



Yi Xiaozhun
Deputy director-general
World Trade Organization



Deborah Elms
Executive director
Asian Trade Centre



Helena König
Deputy director general
European Commission



Torbjørn Røe Isaksen
Minister
Trade and Industry
Norway



Chan Chun Sing
Minister
trade and industry
Singapore

Contact ankurchaudhary@economist.com to speak on our 2021 programme.

The Economist addresses the key topics

Our thorough research, supported by our editorial insight, means that our agendas scrutinise the key topics of the day. We provide actionable outcomes and helpful, strategic insights to our audience.

The Week's programme is developed through in-house editorial expertise and in-depth research interviews with industry experts. We bring the key players together and take a deep dive into the key issues for the trade community.

Some of the issues that we will look at in 2021 will include:

- How can we revive global trade?
- How can trade contribute to global economic recovery, and what role will Asia play?
- What economic and political challenges does international commerce face?
- How are businesses building resilience to deal with the shocks and tremors?
- How are companies likely to change and rethink their manufacturing bases, supply chains and customer focus over the medium to long term?
- And as the world becomes more dependent on Asia, how will unforeseen events such as covid-19 affect global value chains?
- How is Asian trade building resilience?
- How are Asian businesses responding to economic and political challenges?
- How has covid-19 changed the region's position in the global value chain?
- What is its role in building international legal frameworks for free trade?
- How will technology shape Asian trade in the long run?

The Economist attracts the right audience

We bring together the people that make decisions and the organisations that matter. Our audiences convene to solve problems and to do business.

ABN AMRO · Akin Gump Strauss Hauer & Feld · ANZ · APM Terminals · Asia Business Trade Association · Asian Development Bank · Asian Trade Centre · BASF East Asia · BNY Mellon Investment · British Consulate-General · Business Council of Canada · Century Distribution Systems · Chatham House · CIMB Bank, HK Branch · CITIC Pacific · Credit Agricole Asia Shipfinance · DP World · Dragon General Aviation Group · DZ BANK · Embraer · Emerson Electric · Enright, Scott & Associates · Esquel Group · European Commission · Eversheds Sutherland · FiMax Technology · Franklin Templeton · Fung Group · Galton Voysey · Gilead Sciences · Global Trade Professionals Alliance · GS1 Hong Kong · HERE Technologies · Hinrich Foundation · HSBC · International chamber of shipping · Invesco · Invest Hong Kong · Kingfisher · KPMG · Kreab · Li & Fung Development (China) Ltd · Lingnan Group · Maestro&FALCOM Holdings · Marriott International · McKinsey & Company · MGF Sourcing Far East · Mirae Asset Global Investments(HK) · Multek · Norges Bank Investment Management · OECD · PepsiCo · Phillip Morris International · Polygroup · Portwood Capital · Professional Property Services · PVH · Redwolf Airsoft Specialist · Retail ROI · Robeco HK · Roseville Group of Companies · Royal Spirit Group · Sandler, Travis & Rosenberg · Savantas Policy Institute · Securities and Futures Commission · SGInnovate · Sime Darby Plantation Berhad · St. Paul's Hospital · Starbucks Coffee Asia Pacific · Stora Enso · Taipei Economic and Cultural Office · Taiwan Semiconductor Manufacturing · TCL Electronics Holdings · The Better Hong Kong Foundation · The British Chamber of Commerce in Hong Kong · The Canadian Chamber of Commerce in Hong Kong · The Commonwealth · The Lion Rock Institute · Topline Corp · Toronto Region Board of Trade · US Consulate General Hong Kong & Macau · Veolia · Vietnam Trade Office in Hong Kong · WellsFargo Bank, Hong Kong Branch · World Customs Organization · World Trade Organization ·

DAY / TIME (HKT/SGT)	DAY 1 Monday, February 22nd	DAY 2 Tuesday, February 23rd	DAY 3 Wednesday, February 24th	DAY 4 Thursday, February 25th
9:40am - 10am	Ministerial keynote interview	In conversation Trade talks from Singapore	In conversation Trade talks from Australia	
10:00am - 11:30pm	Scene-setting: A review of trade (1hr) A conversation with the trade and globalisation editor of <i>The Economist</i> , followed by a panel discussion with international speakers to set the scene.	The case for sustainable trade <i>Live from Singapore</i> A panel on how sustainable trade could help economic recovery in the long run.	Managing trade in a crisis <i>Live from Tokyo</i> A panel discussion with C-suite executives on best practice in responding to crises.	Time for a new trade system? <i>Recorded in Shanghai</i> A panel examining the role of the WTO in global trade and the effects of long-desired reforms on Asia.
12:00pm - 1:30pm	Setting a course for new growth <i>Live from Hong Kong</i> A panel discussing opportunities and challenges facing Asian shipping industry		Illicit trade in times of covid (12.30pm - 1.30pm) A panel discussing new patterns of illicit trade with the sectors at the highest risk and how can countries in Asia work together to tackle cross-border illicit trade.	
2:30pm - 3:30pm	Reviving trade: Preparing for the return of peak growth (40mins) A discussion with business leaders about trade policies and their impact.	Digital imperatives A panel discussion on the role of digitisation in helping trade revive.	Jab economics: Distribution and vaccine equity A conversation on how vaccine trade value chains will adapt to large-scale immunisation programmes and how to reach vaccine equity	Technology in Asian trade by 2030: What if... (1hr) We set out bold hypotheses to explore how technology will shape the future of Asian trade.
4:10pm - 4:30pm		In conversation Trade in emerging markets.		
4:30pm - 5:30pm	The emergence of Asia-centric trade systems (1.5hr) <i>Live from Hong Kong</i> A panel analysing Asia's impact on global trade.	Country spotlights: New frontiers (1hr) A conversation on the pros and cons of the new industrial hubs.	In conversation: A new chapter for US-Asia trade relations? A discussion on US-Asia trade relations under the new US administration.	The Economist debates: This house believes that globalisation has peaked

Confirmed speakers at Asia Trade Week 2021



Edward You Tang-wah
Secretary for commerce
and economic
development
**Hong Kong Special
Administrative Region**



Vandita Pant
Chief commercial officer
BHP



Ditlev Blicher,
Regional managing
director, Asia Pacific,
Maersk



Marion Jansen
Director, Trade and
agriculture
OECD



Nabil Habayeb
President and chief
executive
GE international markets



Barbara Ramos
Chief of research and
strategies for exports
International Trade Centre



Carola Richter
President, Southeast Asia,
ASEAN, Australia and New
Zealand
BASF



Dan Tehan
Minister for trade, tourism
and investment
Australia



Charlene Barshefsky
Senior international partner
WilmerHale



Sansern Samalapa
Vice minister for commerce
Thailand



Susanne Bieller
General secretary
**International Federation of
Robotics**



Yonov Frederick Agah
Deputy director-general,
World Trade Organisation

Asia Trade Week 2021 Current Audience Profile



Testimonials from 2019 event

“ [I appreciated the] frank discussions and a willingness to feature dissenting opinions. The debate was particularly interesting ”

Director, agricultural trade office
American Consulate General Hong Kong

“ Interesting group of attendees - qualified audience, diversified backgrounds. Good time keeping hence many networking opportunities ”

Director of public affairs, Hinrich Foundation



Gold sponsors



Supporter



Silver sponsor



Supporting organisations



Policy Innovation and Co-ordination Office
The Government of the Hong Kong Special Administrative Region



Meetings & Experiences
Hong Kong



Accredited by



Bringing the global trade community together...

2GO Group Inc. • ACC • Air Liquide • aleo solar • Alfa Laval OLMI s.p.a. • Allianz Technology • Alveo Land • APEC Secretariat • apl logistics • Apple • Asian Development Bank • Asiatique Yacht Supplies Pte Ltd • AT&T • Australian Chamber of Commerce and Industry • AVFSolutions (M) Sdn Bhd • Bajaj Industries PVT LTD • Bayer Holding (Thailand) Co., Ltd • Bev Ceylon (Pvt)Ltd • Boeing • Boevx • Bolaven Farms • Bosa-impex • Brazil China Chamber of Commerce • Cata Electodomesticos S.L. • CCL Products (India) Limited • Century Distribution • CHC Helicopters Australia • Chiron Machine Tools • Circuworld BV • Cochlear • Consulate General of Switzerland in Hong Kong • Corning • Crag Co • Dalda Foods Limited • Danfoss A/s • Deloitte • deltad • Department for International Trade • Deutsche Bank • DHL Express India Pvt. Lts • Dimerco Express Group • Diversey • Dornier Technology • Dow Chemical (Australia) Pty Ltd • Dow Jones • DTDC Express Ltd • Eaton Investment China • Economic Institute for ASEAN & East Asia • Ensenada Economic Development Corporation • Epson • Ernst & Young • Eternal energy • European Chamber of Commerce of the Philippines • European Union • FedEx • Fuji Electric HK Co Ltd • Fujifilm (Thailand) Ltd. • GlaxoSmithKline • Golden Harvest Group • Handknots Nepal • Hayleys Advanis Pvt Ltd • HID Global • Hong Kong Economic and Trade Office • Hong Kong Trade Development Council • HSBC • Huawei • Hutchison Ports • Hyosung Heavy Industries Corporation • IBM • Intel • Invest Hong Kong • Invest in Turkey • J.M BAXI GROUP • JCI • John Deere Asia Singapore • Johnson Controls • Joo Lee Import & Export Co.Sdn.Bhd • JSC Automotive • Just polymer solutions • Kirby International • KPMG • Lenovo • Li & Fung Development (China) Ltd • Mahindra • Manulife Financial • Maritime Silk Road Society • Meat and Livestock Australia • Merck • Methanex Asia Pacific Limited • Method Machine Works • Michelin (China) Investment Co.,Ltd • Milo's Knitwear International Ltd • Ministry of Infrastructure • Ministry of Oceans and Fisheries • Mitsubishi Autoleasing Corporation • Newtimes Development Ltd • Nitta Corporation of America • nooii • Novartis • Philips Singapore • Polestar international shipping LLC • Port of Longview • Port of Los Angeles • Pos Malaysia • Pragmatic Technologies • PricewaterhouseCoopers LLP • Principle Power • PT Bukit Muria Jaya • PT. Friedrich Meyers Sohn Indonesia • Quintessence Fragrances Ltd • Ralph Lauren Asia Pacific • RCL Feeder Pte Ltd • Rexnord Industries (Shanghai) Co., Ltd. • Robert Bosch • Rolls-Royce Singapore Pte Ltd • Salli Hong Kong and Shenzhen Ltd • Schneider Electric • SE • Shell Eastern Trading Pte Ltd • simaks • Singapore Tourism Board • SMH Rail Sdn Bhd • Soyuzopttorg Caucasus • Stamm International Inc. • Standard Chartered Bank • Starbucks Coffee Asia Pacific • Swiss-Asian Chamber of Commerce • Tata Consumer Products Limited • Tegeta Motors • TEHO International Inc Ltd • The Commonwealth • The Hongkong Electric Co., Ltd. • Toll Group • Top Form International Ltd • Trans Asia Shipping Services PVT LTD • TRIGO • Trio Engineering Co., Ltd • TSRC Corp • UNESCAP • Unilever • United Nations Environment Programme • United Parcel Service • UPS • Venture Asia • VetAgro Australia Pty Ltd • Viatris • Volvo

How does our virtual platform work?

Integrated registration system with unique login details

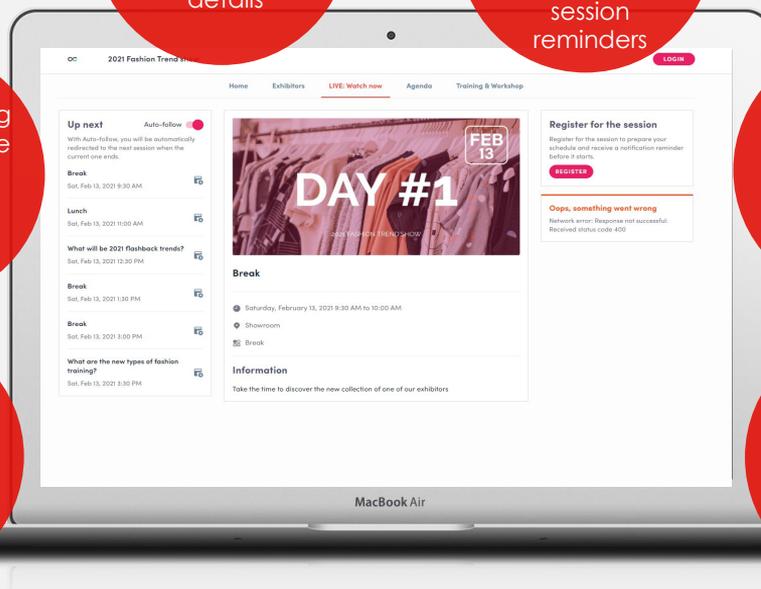
Create your personal agenda and sync with your calendar for session reminders

Easy networking with one-to-one meetings - video calling function available

Engage with sessions via chat, Q&A and live polling features

Visit the virtual exhibition booths for information from event sponsors

Access on-demand content after the virtual week



The design above is for illustration purposes only

Find what matters to you

Exhibitors

- All exhibitors (companies) are included in this list

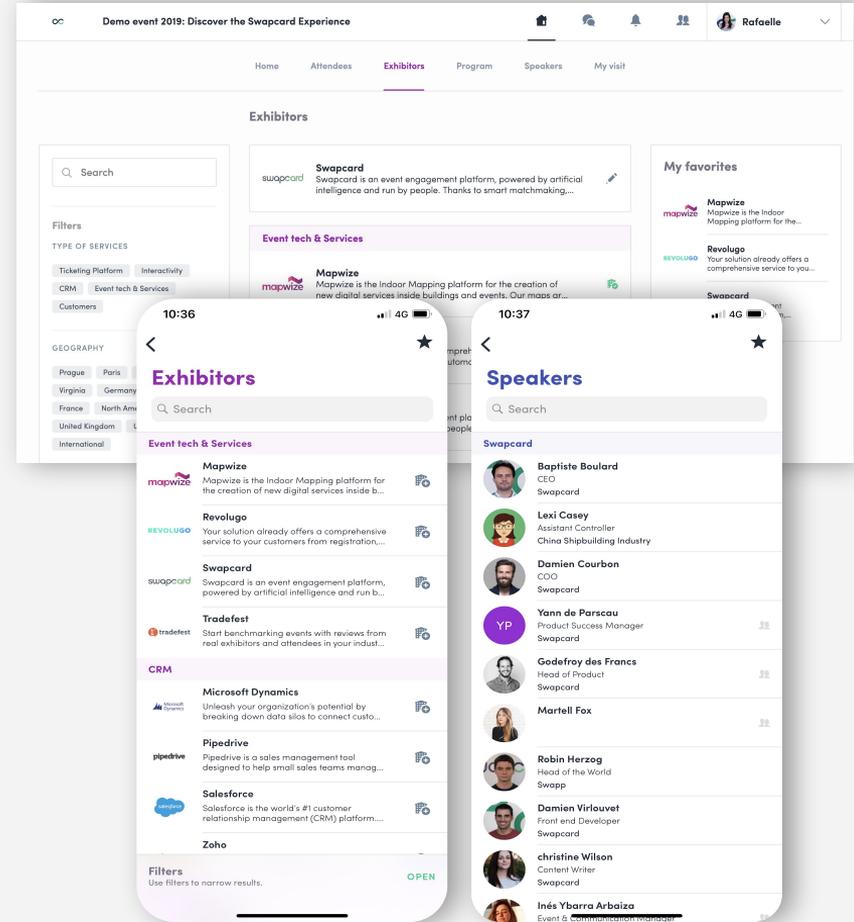
Speakers

- You can find all speakers (including their photos and bios) in this list and get in touch with them
- In addition to the general information available on their file, you will also find the list of the sessions they run

Programme

- All sessions are located in the "Programme" section. You may bookmark the sessions that interest you to create your personalised agenda
- By clicking on a session, visualise who is leading it and which sponsors are attached to it

The design above is for illustration purposes only



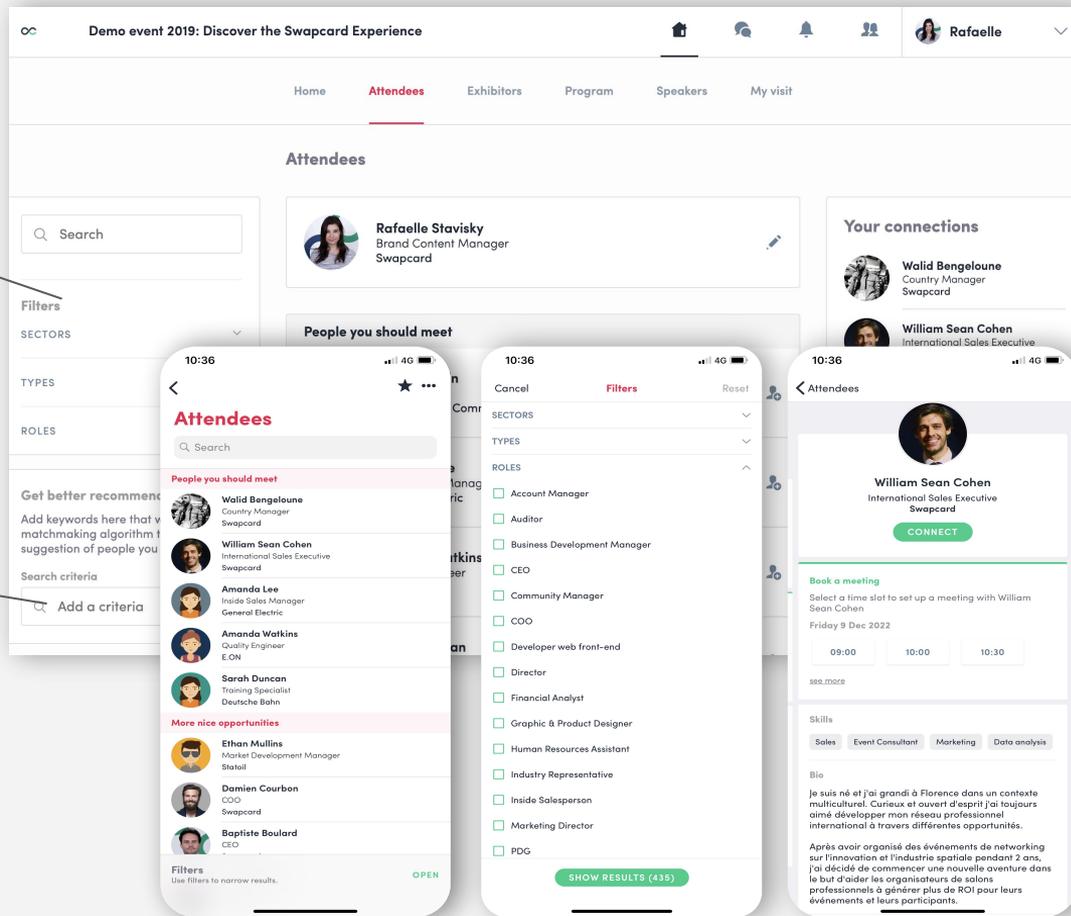
Networking is easy

Find out who to meet

- Sort attendees to see the most relevant results for your business
- Click on a participant to view their information
- Connect with qualified profiles

AI and Matchmaking

- Fill in your profile information
- Enter your search criteria
- Add the profiles that interest you



The design above is for illustration purposes only

Secure the meetings your business needs

1 Select a slot

- By clicking on a participant, you can view the appointment slots for which he or she is available.

2 Select a place

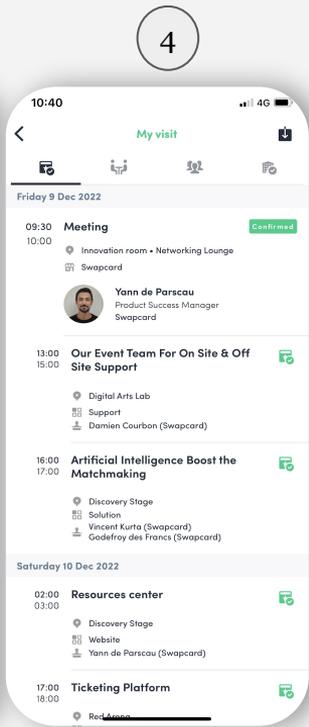
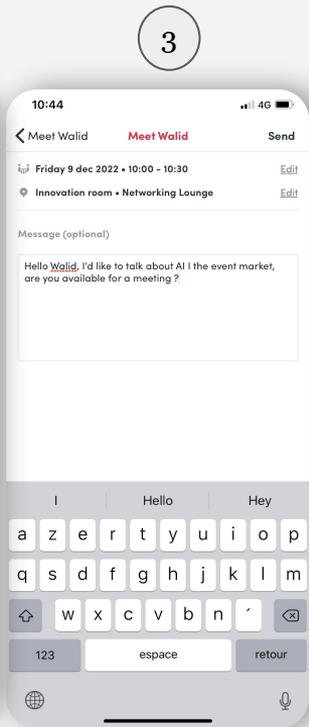
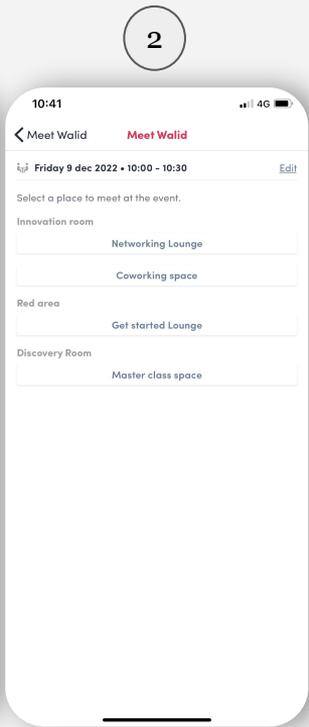
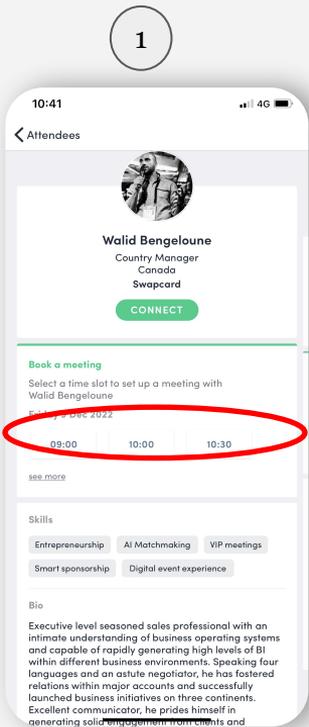
- As this is a virtual event, you will need to set up a video meeting instead of a physical location.

3 Send a message

- Send a message to the participant whom you wish to contact to schedule up the meeting.

4 Manage your meeting

- In "My Visit", you can view your appointments, cancel them and manage your availability. A meeting slot is blocked when a request is made or received, even if it is not validated.



The design above is for illustration purposes only

REGISTER TODAY FOR

Asia Trade Week 2021

Reviving trade: the way forward

February 22nd-25th 2021

asiatrade.economist.com

#EconAsiaTrade

**Register your
free place
today!**

