Asia Trade Week 2021
Reviving trade: the way forward
February 22nd-25th 2021

asiatrade.economist.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.
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.

The Economist addresses the key topics

Our thorough research, supported by our editorial insight, means that our agenda scrutinises 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 · Asia 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 · Embracer · 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 · GSH Hong Kong · GREC Technologies · Hinchin Foundation · HSBC · International Chamber of Shipping · Invesco · Investors Hong Kong · Kingfisher · KPMG · Kreaib · L& Fung Development (China) · Ltd · Lingnan Group · Maersk-FALCOM Holdings · Marriott International · McKinsey & Company · MGF Sourcing Far East · Mirae Asset Global Investments(HK) · Mufiak · Norges Bank Investment Management · OECD · PepsiCo · Phillip Morris International · Polygroup · Portwood Capital · Professional Property Services · PWI · Redwolf Aircraft Specialist · Retail ROI · Robeco HK · Roseville Group of Companies · Royal Spirit Group · Sandler, Travis & Rosenberg · Savantis Policy Institute · Securities and Futures Commission · SGInvestment · Sime Darby Plantation Bhd · St. Paul’s Hospital · Starbucks Coffee Asia Pacific · Stora Enso · Taipei Economic and Cultural Office · Taiwan Semiconductor Manufacturing · TCI 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 · Wells Fargo Bank · Hong Kong Branch · World Customs Organization · World Trade Organization ·

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

2021 EVENT PROSPECTUS | ASIA TRADE WEEK

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<table>
<thead>
<tr>
<th>DAY / TIME (HKT/SGT)</th>
<th>DAY 1 Monday, February 22nd</th>
<th>DAY 2 Tuesday, February 23rd</th>
<th>DAY 3 Wednesday, February 24th</th>
<th>DAY 4 Thursday, February 25th</th>
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<tbody>
<tr>
<td>9:40am - 10am</td>
<td>Ministerial keynote interview</td>
<td>In conversation</td>
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<td>Time for a new trade system?</td>
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<td>Trade talks from Singapore</td>
<td>Trade talks from Australia</td>
<td>Recorded in Shanghai</td>
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<td>10:00am - 11:30pm</td>
<td>Scene-setting: A review of trade (1hr)</td>
<td>The case for sustainable trade</td>
<td>Managing trade in a crisis</td>
<td>A panel examining the role of the WTO in global trade and the effects of long-desired reforms on Asia.</td>
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<td>A conversation with the trade and globalisation editor of <em>The Economist</em>, followed by a panel discussion with international speakers to set the scene.</td>
<td>Live from Singapore</td>
<td>Live from Tokyo</td>
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<td>12:00pm - 1:30pm</td>
<td>Setting a course for new growth <em>Live from Hong Kong</em></td>
<td>A panel on how sustainable trade could help economic recovery in the long run.</td>
<td>Illicit trade in times of covid</td>
<td>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.</td>
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<td>2:30pm - 3:30pm</td>
<td>Reviving trade: Preparing for the return of peak growth (40mins)</td>
<td>A panel discussion on the role of digitisation in helping trade revive.</td>
<td>Jab economics: Distribution and vaccine equity</td>
<td>A panel discussing how vaccine trade value chains will adapt to large-scale immunisation programmes and how to reach vaccine equity</td>
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<td>4:10pm - 4:30pm</td>
<td>In conversation</td>
<td>Trade in emerging markets.</td>
<td>In conversation: A new chapter for US-Asia trade relations?</td>
<td>The Economist debates: This house believes that globalisation has peaked</td>
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<td>4:30pm - 5:30pm</td>
<td>The emergence of Asia-centric trade systems <em>Live from Hong Kong</em></td>
<td>A panel analysing Asia’s impact on global trade.</td>
<td>Country spotlights: New frontiers (1hr)</td>
<td>A conversation on pros and cons of the new industrial hubs.</td>
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<td>A discussion with business leaders about trade policies and their impact.</td>
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<td>Digital imperatives</td>
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**Asia Trade Week 2021 Programme Overview**
Confirmed speakers at Asia Trade Week 2021

Edward Yau 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

Industry:
- 20% Manufacturing
- 17% Financial Services
- 15% Government, NGO & Local Authorities
- 12% Professional Services
- 8% Transport & Logistics
- 7% Academia & Education
- 6% Information Technology
- 5% Retail
- 3% Media

Countries:
- 19% Hong Kong
- 16% Singapore
- 12% India
- 4% Malaysia
- 4% Australia
- 4% Bangladesh
- 4% USA
- 3% Thailand
- 3% Japan
- 3% Philippines
- 3% China
- 3% United Kingdom
- 2% Indonesia
- 2% Vietnam
- 2% Taiwan
- 2% Myanmar
- 2% Sri Lanka
- 2% Pakistan
- 1% Canada
- 1% Cambodia
- 1% United Arab Emirates
- 1% Republic of Korea
- 1% Netherlands
- 1% Nepal
- 1% Mongolia
- 1% Italy
- 1% Rest of the world

Job Titles:
- 24% CEO, Chairman, Managing Partner
- 23% Managers, Consultants, Associate
- 19% Executives, Other
- 18% Directors, Dept. Heads, Partner
- 12% Senior Directors, VPs, Company Secretary, Senior Partner
- 9% CFO, CDO, CMO, CIO, Member of the Board

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

Accredited by
Bringing the global trade community together...
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
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

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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.

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Register your free place today!