

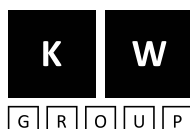
GLOBAL TRADE DEVELOPMENT WEEK 2014

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OFFICIAL POST EVENT REPORT

APAC EDITION | 31 March – 2 April 2014 | Hilton, Kuala Lumpur, MALAYSIA

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TRADE and EXPORT



BANKING
The Monthly Magazine on Islamic Banking & Finance

THE ASIAN BANKER
STRATEGIC BUSINESS INTELLIGENCE FOR THE FINANCIAL SERVICES COMMUNITY



Al Huda
Center of Islamic Banking and Economics



EVENT SUMMARY

Malaysia welcomed over 400 representatives of 60 nations for the APAC edition of 'Global Trade Development Week', from March 31st – April 2nd at Hilton Kuala Lumpur. The 3 day programme in Kuala Lumpur hosted 80 leading speakers across the Ministers & Trade Leaders Plenary, 3 trade summits & 5 workshops. Speakers represented leading trade multilaterals, trade finance, Corporate Real Estate, Governments, Economic Zone leaders & Trade locations.

The Opening Ministers & Trade Leaders Plenary was chaired by Asian Development Bank with keynote addresses by The World Trade Organisation (WTO), International Labour Organisation (ILO), Aqaba Special Economic Zones Authority (ASEZA), Jordan & International Chambers Of Commerce (ICC).

The trade exhibition showcased the leading Industrial Locations, IPA's, Customs solutions, trade finance & trade suppliers allowing participants to discuss the latest opportunities for developing in to new regions & locations. The opening day's cocktail reception was sponsored by The Digital Coding & Tracking Association (DCTA).

"Global Trade Development Week has grown to become a world class leaders event & expo for trade development & trade facilitation. Joining Governments, Multilaterals & Private Sector business leaders through focussed interactive programmes on trade development it was wonderful to welcome so many international friends and new partners through the APAC edition in Malaysia this year."

As we continue to grow with the EMEA Edition in October 2014 Under the Patronage of H.E. Al Mansouri, Minister of Economy, UAE the GTDW profile will expand to 4 Major trade Summits. We are already committed to return to Malaysia in 2015 to host the APAC edition at Hilton Kuala Lumpur from 30th march – 1st April and we look forward to meet many of our friends & colleagues at the upcoming editions."

Andrew Keable

Group Managing Partner & Founder, KW Group

The March 2014 APAC Programme Included:

- Ministers & Trade Leaders Plenary
- 4th Global Free Trade & Special Economic Zones Summit
- Global Trade Finance & Industrial Development Summit
- Global Corporate Real Estate Leaders Summit

Sincere thanks go to all of the speakers and panellists for devoting their time to participate at the summit as well as our lead sponsors, exhibitors, endorsers, media & trade partners who have contributed to the success of this year's edition. Above all we thank you personally for attending and contributing to the success of this year's event in Malaysia.

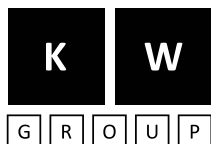
The next editions of Global Trade Development Week take place in October 2014 in Dubai and returning to Malaysia in March 2015:

- Global Trade Development Week EMEA, Jumeirah Emirates Towers, Dubai, UAE, 27-29 October 2014
- Global Trade Development Week APAC, Hilton Kuala Lumpur, Malaysia, 30th March – 1st April 2015

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Kind Regards

Andrew Keable
Group Managing Partner
KW Group





OFFICIAL IMAGES





GLOBAL TRADE DEVELOPMENT WEEK MINISTERS & TRADE LEADERS OPENING PLENARY

DR. JAYANT MENON
Lead Economist (Trade and Regional Cooperation),
ASIAN DEVELOPMENT BANK (ADB)

JOSÉ MANUEL SALAZAR-XIRINACHS
Assistant Director-General for Policy,
INTERNATIONAL LABOUR ORGANIZATION (ILO)

DR. MARC AUBOIN
Economic Counsellor,
WORLD TRADE ORGANISATION (WTO)

LEE TATT BOON,
Chairman, **INTERNATIONAL CHAMBER OF COMMERCE (ICC) MALAYSIA**

H.E AHMED BUTTI AHMED
Executive Chairman,
PORTS, CUSTOMS AND FREE ZONE CORPORATION (PCFC)
Director General,
DUBAI CUSTOMS, UAE

CONFIRMED SPEAKERS & PANELISTS

DR. ADELHELM MERU
Director General,
EXPORT PROCESSING ZONES AUTHORITY (EPZA), TANZANIA

ADMUND LEE
Director-Real Estate-APAC,
PENTAIR

H.E AHMED BUTTI AHMED
Executive Chairman,
PORTS, CUSTOMS AND FREE ZONE CORPORATION (PCFC)
Director General,
DUBAI CUSTOMS, UAE

A PADMAN
Vice President,
JONES LANG WOOTTON

ARSH CHAUDHRY
Executive Managing Director – South East Asia,
CUSHMAN & WAKEFIELD

AW TAI CHANG
Ex-Head of Trade Services Operations,
STANDARD CHARTERED BANK MALAYSIA BERHAD

BARBARA NJAU
Editor - Africa, Asia and Middle East' at fDi Magazine,
FINANCIAL TIMES

BILL JONES
Managing Director-ASEAN,
ROYAL INSTITUTE OF CHARTERED SURVEYORS (RICS)

CATHERINE AUBERT
Managing Director, Head of Trade Credit & Political Risk Insurance,
SOCIETE GENERALE

CHUA MING LEE
Global Real Estate Director (Strategy and Planning),
SEAA | Employee Services | Enterprise & Technology Solutions, UNILEVER

CLAIRE SAEKI
Publisher & Managing Director,
RFP MAGAZINE

DAN HOFFMAN
Principal,
DAN HOFFMAN AND ASSOCIATES

DANIEL HUBERT
Director,
DIGITAL CODING & TRACKING ASSOCIATION (DCTA)

DANIEL SON
Senior Vice-President, Head of Trade, Asia Pacific,
WELLS FARGO

DATO' DAUD AHMAD
Group CEO and Co-Founder,
CYPARK RESOURCES BERHAD, MALAYSIA

DAVID BUSAM
Director of Customs and Trade for the Alliance,
RENAULT-NISSAN, JAPAN

DAVID HENNAH
Head of Trade,
MISYS

DENNIS MESEROLL
Executive Director,
TRACTUS ASIA

EVDOKIA MOISE
Senior Trade Policy Analyst, Development Division, Trade Directorate,
ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)

FERNANDA MONTANI
International Trade & Customs Senior Lawyer, Former Global Customs Director,
HONEYWELL
Former Senior Associate Lawyer,
KPMG

FRANCK DE PRAETERE
Head of Payments and Trade,
SWIFT ASIA PACIFIC

DR. FREDERICO GIL SANDER
Senior Economist for Malaysia,
THE WORLD BANK

DR. FUKUNARI KIMURA
Chief Economist,
ECONOMIC RESEARCH INSTITUTE FOR ASEAN AND EAST ASIA (ERIA)

GREG CLARKE
Director, International Leasing,
HORIZON GROUP PROPERTIES

HELEN CLARK
Executive Director, Head of Trade Credit, Political Risks & Surety,
AON TRADE CREDIT SINGAPORE

HEONG ROGER
APAC Real Estate Manager,
WEATHERFORD

HIROAKI MAKINO
General Manager of Asian Investment Banking Division Head of Investment Banking for Asia and Oceania,
BANK OF TOKYO-MITSUBISHI UFJ

DATUK ISMAIL IBRAHIM
Chief Executive,
ISKANDAR REGIONAL DEVELOPMENT AUTHORITY (IRDA), MALAYSIA

JAMES FOO
Vice President Global Real Estate and Workplace Enablement, JAPA (Japan, Asia Pacific, Australia),
AMERICAN EXPRESS

DR. JAYANT MENON
Lead Economist (Trade and Regional Cooperation),
ASIAN DEVELOPMENT BANK (ADB)

JEFFREY PHUA
Credit Director - Asia,
INTEL

JOHN WONG
Managing Director, Global Head of Transaction Banking,
MAYBANK

JONATHAN KOH
Director, Trade Facilitation Centre of Excellence,
CRIMSONLOGIC

JOSÉ MANUEL SALAZAR-XIRINACHS
Assistant Director-General for Policy,
INTERNATIONAL LABOUR ORGANIZATION (ILO)

JOSHUA BROWN
Consultant and Chief Country Representative – Myanmar,
TRACTUS ASIA

JULIAN CLARKE
Senior Trade Economist,
THE WORLD BANK

KAH CHYE TAN
Managing Director and Global Head of Trade Finance Securitization,
JP MORGAN
Chairman, **BANKING COMMISSION, INTERNATIONAL CHAMBER OF COMMERCE (ICC)**

H.E. PROF DR KAMEL O. MAHADIN
Chief Commissioner,
AQABA SPECIAL ECONOMIC ZONE AUTHORITY (ASEZA), JORDAN

KENNETH HETH
Group Head, Global Facilities Management Asia Pacific and Japan,
SAP

LARRY YEAP
Director, Corporate Real Estate and Workplace Services APAC,
JUNIPER NETWORKS



CONFIRMED SPEAKERS & PANELISTS

LAURENT MARTINEZ
Head of Traditional Trade
Finance APAC,
BNP PARIBAS

LEE TATT BOON,
Chairman, **INTERNATIONAL
CHAMBER OF COMMERCE
(ICC) MALAYSIA**

MADHAV RAGAM
Vice President - Solutions
Global Government,
IBM

**MAHES
BALAKRISHNAN**
Real Estate Director - South
East Asia & Oceania,
ERICSSON

**PROF. EM. MARCEL DE
MEIRLEIR**
Chief Executive Officer,
**BUSINESS LOCATION
INTERNATIONAL (BLI),
BELGIUM**

DR. MARC AUBOIN
Economic Counsellor,
**WORLD TRADE
ORGANIZATION (WTO)**

MARC PROKSCH
Chief, Business and
Development Section, Trade
and Investment Division,
**UNITED NATIONS
ECONOMIC & SOCIAL
COMMISSION FOR ASIA &
THE PACIFIC (UN ESCAP)**

MARK ATKINS
Director, Deputy Head,
Credit Risk Management,
EMEA,
HUAWEI TECHNOLOGIES

MASAHIRO GODA
Head of Trade Finance-Asia,
MIZUHO BANK LIMITED

MATTHIJS WEEINK
President APAC,
**INVESTMENT CONSULTING
ASSOCIATES (ICA),
NETHERLANDS**

**MOHAMAD SAFRI
SHAHUL HAMID**
Deputy CEO,
CIMB ISLAMIC

NASSER M. AL-THEKAIR
Assistant GM, Head of
MENA Region, Corporate &
Structured Finance
**INTERNATIONAL ISLAMIC
TRADE FINANCE
CORPORATION (ITFC)**

NADIA HASSAN
Presenter,
BFM 89.9, MALAYSIA

**NOR SHAHRIZAN
SULAIMAN**
Head of Product
Management,
MAYBANK ISLAMIC

**OUDET
SOUVANNAVONG**
Secretary General,
**SECRETARIAT OF GREATER
MEKONG SUB REGION
BUSINESS FORUM (GMS-BF)**

DR. PARK JONGKOO
Chairman/CEO,
KOREA POLYTECHNICS,
Former Vice Minister,
**MINISTRY OF EDUCATION,
SCIENCE & TECHNOLOGY,**
Former Vice Minister,
**PRIME MINISTER'S OFFICE,
SOUTH KOREA**

PARVAIZ DALAL
Managing Director, Head of
Structured Trade Asean,
Commodity Financing &
Asset Distribution Asia,
CITIBANK

PETER ANDREW
Director, Workplace
Strategies Asia,
CBRE

PETER FORT
Chief Executive Officer,
**RAS AL KHAIMAH FREE
TRADE ZONE AUTHORITY
(RAK FTZ), UAE**

RICHARD BURTON,
CEO Asia Pacific,
COFACE

SAMEER SAWHNEY
Managing Director, Global
Head of Transaction
Banking,
ANZ

SAMUEL ANG
Global Credit Lead LNG,
Head Credit & Trade
Finance East,
SHELL

SAMUEL MATHEW
Managing Director, Global
Head - Solutions Structuring,
Transaction Banking,
**STANDARD CHARTERED
BANK**

SAXEN VANCOLLER,
Chief Executive Officer,
**DUBE TRADEPORT, SOUTH
AFRICA**

SCOTT STEVENSON
Senior Manager, Trade and
Supply Chain Solutions,
**INTERNATIONAL FINANCE
CORPORATION (IFC)**

**SRINIVASAN VENKITA
PADMANABHAN**
Senior Vice President,
Global Finance Head &
Head of Corporate Planning
Department,
OLAM INTERNATIONAL

STEVEN BECK
Head of Trade Finance,
**ASIAN DEVELOPMENT
BANK (ADB)**

STEVEN POPE
Vice President Customs &
Regulatory Affairs Europe,
DHL EXPRESS

SURABHI RAMAN
Principal Consultant, APAC,
Global Work Place
Solutions,
JOHNSON CONTROLS

TRUDY WITBREUK
Head of the Development
Division of Trade and
Agriculture Directorate,
**ORGANISATION FOR
ECONOMIC CO-OPERATION
AND DEVELOPMENT (OECD)**

DR. VALERY TSEPKALO
Ambassador & Head,
BELARUS HI-TECH PARK

VICTOR JIANG
Chief Executive Officer,
ASEAN,
EULER HERMES

VIKEY HOGAN
Senior Workplace Strategist-
Planning and Projects,
SYMANTEC ASIA PACIFIC

CAPT. VINOD RAJAN
Head of Real Estate and
Workplace India,
YAHOO

WADE CRUICKSHANKS
Managing Director,
Corporate Real Estate,
Asia Pacific,
CITI

WILSON CHITLA
Regional Head of
Operations, Security &
Workplace Resources, India,
Middle East, Africa,
NOKIA

XAVIER GIBERT
Head of Real Estate Asia
Pacific,
ADIDAS GROUP

**DATUK ZAINAL ABIDIN
HJ MOHAMED**
General Manager of
Business Relationship CIB,
Business Banking, SME &
ICBU,
AMISLAMIC BANK



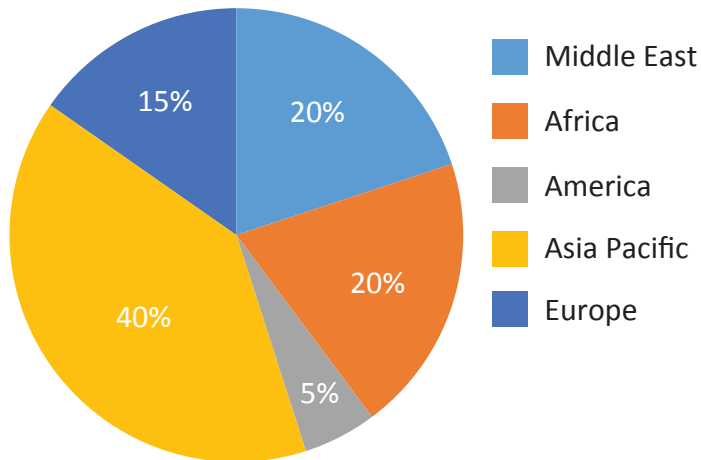


INTERNATIONAL MEDIA COVERAGE

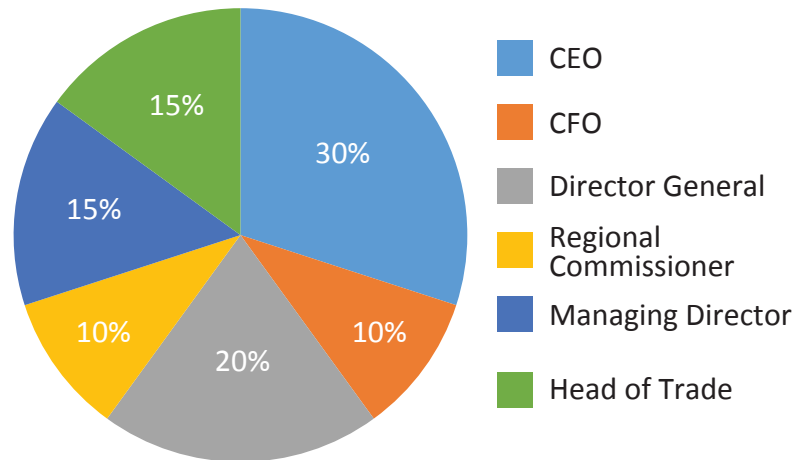




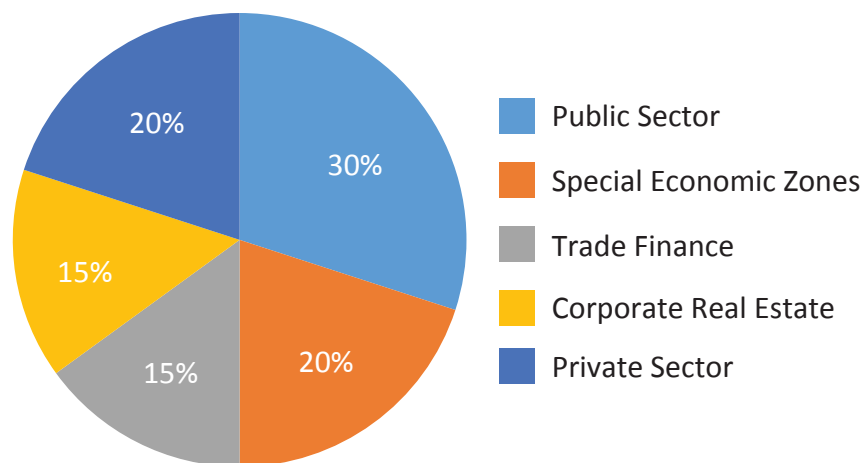
GEOGRAPHIC BREAKDOWN OF PARTICIPANTS



JOB TITLE BREAKDOWN OF PARTICIPANTS



SECTOR BREAKDOWN OF PARTICIPANTS



LIST OF COUNTRIES WHO ATTENDED

Afghanistan
Argentina
Austria
Belarus
Belgium
Botswana
Brunei
Burkina Faso
Cambodia
China
Egypt
Fiji
France
Germany
Ghana

Guam
Hong Kong
India
Indonesia
Iran
Jordan
Kuwait
Kyrgyzstan
Lao PDR
Latvia
Lesotho
Lithuania
Luxembourg
Malaysia
Morocco

Myanmar
Namibia
Netherlands
Nigeria
Oman
Pakistan
Papua New Guinea
Peru
Philippines
Qatar
Saudi Arabia
Senegal
Singapore
South Africa
South Korea

South Sudan
Sri Lanka
Sudan
Sweden
Switzerland
Syria
Tanzania
Thailand
Togo
Turkey
U.A.E
United Kingdom
Uruguay
USA
Vietnam



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Adidas
Advance Synergy Capital Sdn Bhd (ASCAP)
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Appraisal Property Management Sdn Bhd (APM)
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Asian Development Bank (ADB)
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Bank of America
Bank of Tokyo-Mitsubishi UFJ
Belarus Hi-Tech Park
BFM
Blue Hill Asset Management
BNP Paribas
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Business Location International (BLI)
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CBRE
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Dan Hoffman Associates
Dezan Shira & Associates
DHL Express
Digital Coding & Tracking Association (DCTA)
DTZ
Dube Trade Port
Economic Research Institute for ASEAN and East Asia (ERIA)
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Embassy of Peru
Embassy of Sweden
Embassy of The Federal Republic of Germany Malaysia
Embassy of the Hashemite Kingdom of Jordan
EMIT (Electric) PVT. LTD.
Ericsson
EtheKwini

Euler Hermes
Exim Bank Malaysia
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Financial Times (FT)
Gapima
Ghana Free Zone Board
Ghana High Commission
Habib Group
Harrisons Holdings
Hartanah Consultants (Estate Agency)
Henry Butcher
Herman Miller
High Commission of Lesotho
High-5 Conglomerate
Holiday Villa
Honeywell (Former)
Horizon Group Properties (HGP)
Huawei
Human Resources Development Fund (HRDF)
Human Scale
Humanscale
Ibdar Bank Bsc
IBM Singapore Pte Ltd
ICC Malaysia
IJM Corporation
Intel Technology Asia Pte Ltd
International Business Council
International Finance Corporation
International Group (Guam Chamber of Commerce)
International Islamic Trade Finance Corporation
International Labour Organization
Investment Consulting Associates
ISG Asia
Iskandar Regional Development
J.P. Morgan
Johar Port Bhd
Johnson Controls
Johor Port Authority
Jones Lang Wootton
Juniper Networks
Khazanah Nasional
Kigoma Special Economic Zone
Knight Frank
Korea Polytechnics
Kumpulan Powernet BHD
Labuan IBFC
Lao National Chamber of Commerce and Industry
Leo Logistics
Lesotho National Development Corporation (LNDC)



PARTICIPATING ORGANISATION

Liepaja Special Economic Zone Authority
 Lithuania Malaysia Business Council
 Malaysia Belgium-Luxembourg Business Council
 Malaysian National Agency
 Malaysian Reserve
 MANATEQ Economic Zone Company
 Mashreq Bank
 Matrix Streams
 Maybank
 Maybank Islamic
 Middle East Investment Bank LTD (MEIB)
 Mindwave Solutions
 Ministry of Commerce and Industries Islamic Republic of Afghanistan
 Ministry of Commerce The Republic of The Union of Myanmar
 Ministry of Foreign Affairs Malaysia
 Ministry of Industry, Mine & Trade Iran Small Industries & Industrial Parks Org.
 Ministry of Science, Technology and Innovation (MOSTI)
 Ministry of Trade, Commerce & Industry
 Ministry of Trade, Investment and Innovations
 MISYS
 Mizuho
 Mizuho Bank
 MMoser Associates
 Nanyang Siang Pau Sdn Bhd
 New Straits Times
 Nokia
 Northern Corridor Implementation Authority
 OLAM International Limited
 Organisation for Economic Co-operation and Development (OECD)
 OSK Property Holdings
 Osmania Logistics
 Palm Oil Industrial Cluster (POIC)
 PENTAIR
 Peregrine
 Philip Morris Asia Limited
 Port Klang Authority
 Prasarana Integrated Development
 PT Bank Negara Indonesia Tbk.
 PT Asuransi Ekspor Indonesia (ASEI)
 PT Bank Ekonomi Raharja Tbk
 PT Bank UOB Indonesia
 Public Establishment for Industrial Estates (PEIE)
 Ras Al Khaimah Free Trade Zone (RAK FTZ)
 Regional Administration and Local Government
 Regional Administration and Local Government The United Republic of Tanzania Prime Minister's Office
 Renault Nissan
 Royal Institution of Chartered Surveyors (RICS)

Royal Malaysian Customs Department
 SAP
 Senai Hi-Tech Park
 Shearn Delamore
 Shell Int'l Eastern Trading Co (SIETCO)
 SICPA
 SICPA Product Security
 SICPA Security Solutions Arabia Africa
 Silhouette Info
 Singapore International Arbitration Centre
 SJ Securities Sdn Bhd
 Skrine
 Société Générale
 SOHAR Port Free Zone
 Space Matrix
 SSIC Berhad
 Standard Chartered Bank
 Standard Chartered Bank (Former)
 Strategic Public Relations Group (SPRG)
 Surabaya Chamber of Commerce and Industry
 SWIFT
 Symantec Asia Pacific
 Synergy Property Development Services
 Tenon Property Services Lanka Limited
 Tenon Property Services Pvt. Ltd.
 The Embassy of The Argentine Republic
 The Embassy of The Republic Indonesia
 The Embassy of The Syrian Arab Republic
 The New Straits Times Press (NSTP)
 The World Bank
 Tractus
 Tradewinds Corporation Berhad
 Turkish Embassy
 Unified Communications
 Unilever Asia Private Limited
 United Nations Economic and Social Commission for Asia and The Pacific
 Universal Kuntile Associates (UKA)
 Universiti Pendidikan Sultan Idris
 Weatherford Solutions
 Wells Fargo
 Westpac Banking Corporation
 World Trade Organisation (WTO)
 Xin Hwa Trading & Transport Sdn. Bhd.
 YY Property Solutions
 Zurich Insurance Company Ltd



TESTIMONIALS

This event was well organised, and wish you well and you have a bright future.

- *Regional Administration Secretary of Regional Commissioner Office Tanzania*

Great event and good opportunity to network.

- *Director Appraisal Malaysia (APM)*

It was a pleasure attending this event, KW Group has managed to bring together several top notch industry leaders and professionals, this allowed for great networking. I would have no hesitation in recommending KW Group for organising similar events in the future.

- *Region Manager of Synergy Property (Dev. Services), Malaysia*

Very good conference. Covered a few important facets of trade. Good Pre-conference information and public relations.

- *Director Hartanah Consultants, Malaysia*

The organization of this seminar was of the best I have attended internationally. I will recommend it to other regulatory managers of Global free trade & special economic zones summit.

- *Head of Administration of Ghana Free Zone Board, Ghana*

Very good topics and speakers as well as networking opportunities

- *Deputy Head of Ethekwini, South Africa*

I really like the event, which gave me an opportunity to meet the great leaders and learn more about Global Trade Facilitation.

- *Economic Counsellor of Sotopla-Ceva, Togo*

KW Group did a wonderful task to organise this event.

- *Head Finance of LNDC, Lesotho*

Good mix of delegates at the conference.

- *VP of American Express, Singapore*

Very well facilitated, good choice of topics and speakers, well managed; all in all it is among the best events I have ever attended. Please keep it up!

- *Director General of Export Processing Zones Authority The United Republic of Tanzania*

It is my first time attending this event and have been very impressed with the professionalism involved in organizing this conference. Indeed an international and world class conference. Well done!

- *Director Investment Promotion of EPZA Tanzania*

KW Group has great initiative and it's your 3rd year. I personally like the way workshops and hospitality was handled. Great Job! Guys. Hope to attend more in the future.

- *LEAD – Client Solutions of Space Matrix, Malaysia*

Lively and full of composure and content are very relevant to the topic.

- *Head Shariah Management of Exim Bank Malaysia*

A good overview and refresher for risk management in trade finance.

- *Head of GTRF and PCM of PT Bank Ekonomi Raharja Tbk, Indonesia*





UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



الإمارات العربية المتحدة
وزارة الاقتصاد

Under the Patronage of H.E. Sultan bin Saeed Al Mansouri,
Minister of Economy, United Arab Emirates

500

Participants

60

Nations

100

Speakers

1

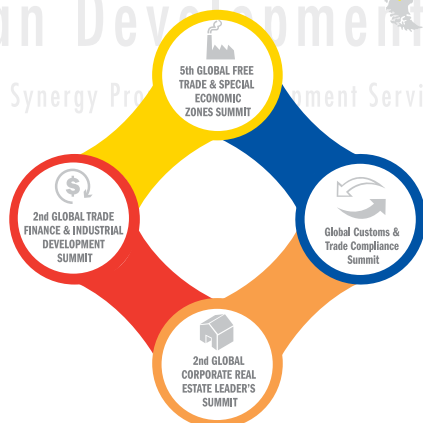
Trade Expo

An **unmissable** event

GLOBAL TRADE DEVELOPMENT WEEK

27 – 29 October 2014 | Emirates Tower, Dubai, UAE | EMEA edition

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