



KW GROUP ASIA: FDI, Trade, Economic Development & Market Access
Consulting, Intelligence, Events

WWW.KWCONFEX.COM



Atlantic Chamber
of Commerce

Representing business since 1896

Chambre de commerce
de l'Atlantique

Représentant les affaires depuis 1896

Asia Market
Development Program



Gouvernement
du Canada

Service des
délégués commerciaux

Government
of Canada

Trade Commissioner
Service



OCO GLOBAL

dentsu
TRACKING





INTRODUCTION

WHY ASIA: By 2030 65% of the world's middle-class consumers will be found in Asia and it is forecast that ASEAN will become the world's fourth-largest economy with a roughly \$4 trillion USD consumer market.

"ASEAN is poised to become a dramatic consumption opportunity, driven by four mega-forces: strong demographic trends; rising income levels; geopolitical shifts increasing foreign investment; and digital advances opening new consumer markets."

Covid 19 has increased the pace of a rapid digital transformation across the public & private sectors in Asia, driven by rising consumer classes, a strong start-up sector, cheap and accessible devices, and youthful (60% of SE Asia's population is under 35), educated, tech loving populations who have embraced e-commerce and social media.

At this critical time for access to The Asia Pacific region regulators, donors, governments and business leaders need a partner with credibility, networks and relationships to assure them of growth and we are grateful to work with some of the world's top organisations to support access to Asia.



ANDREW KEABLE
MANAGING DIRECTOR

CORPORATE INTRODUCTION

Established in 2010, KW Group Consulting & Events focuses on Asia FDI, Trade, Economic Development & Market Access. We support regulators, governments, and businesses on Asia market access, FDI, trade, policy, export & market intelligence as well as supporting institutional development & alliances in heavily regulated sectors.

We have extensive government networks to support investment strategy, policy, economic development, trade & export through lobbying, government affairs & partnerships. on a project and long-term basis through consulting & events.

www.kwconfex.com

KW GROUP CORE COMPETENCIES

- Extensive experience in market access, business development, representation, strategic planning, trade promotion, and foreign direct investment attraction.
- Extensive experience developing and managing client and stakeholder relationships and in providing business service support to small and large government and private clients.
- Extensive project management and major event management skills.
- Strategic advice, briefings, and written reports to executive leadership/management and clients on international business issues, market access and advisory.
- Senior regional networks across the Asia Pacific region.
- Multicultural business management across the whole of Asia Pacific.



Bilateral Meeting between S.Korea Ministry Trade & UAE Ministry of Economy organised & facilitated by KW Group



ANDREW KEABLE

MANAGING DIRECTOR, HEAD OF COMMERCIAL DEVELOPMENT & ALLIANCES

Annually we support over 100+ governments & companies with inbound and outbound Asia-Pacific FDI, trade, market access & Tradetech projects on a full-time & project basis.

I have been living in Asia since 2005, working with regulators, donors, governments & businesses to support Asia trade & investment, FDI, market access, research, policy & trade technology. Extensive start-up/scale-up experience & networks with investors, government, multipliers, and businesses.



MICHELLE WONG

CEO, HEAD OF RESEARCH & INTELLIGENCE

Michelle leads the intelligence and research side of KW Group working directly with global and regional thought leaders around complex fdi, trade & investment projects. She has extensive networks of industry stakeholders and strategic relationships & alliances with international organisations across the private and public sector.

Michelle has worked extensively with donors including organisation of capacity development and technical projects for Islamic Development Bank (Arab Ministers Meetings 2017, 2018), Asian Development Bank, World Bank, Interpol, UNCTAD and International Trade Center as well as managing teams in Asia, Middle East and Africa.

ACHIEVEMENTS

UAE Ministry of Economy MOU
UAE Customs Authority MOU
APMEN China MOU
PDI Vietnam MOU
UAE Trade Missions: China, Malaysia, Singapore
Saudi Customs: China Trade Mission & UAE GTDW Mission
Qatar Free Trade Zone: Trade Missions Malaysia & Singapore (Manateq & Ministry of Petroleum)
Oman Trade Mission – GTDW Halal Trade & Logistics
Nigeria EPZA Trade Mission China 2019
Indonesia – Trade Mission to UAE 2016
Korean Free Economic Zone Authority – Trade Mission UAE 2016
Namibia – Trade Mission by Minister Trade to UAE 2017

BILATERAL MEETINGS

UAE Ministry of Economy
South Korea Ministry Trade
Korea Free Economic Zones Authority
Namibia Ministry Trade
Malaysia – PM, Minister Trade, Head Sovereign Wealth Fund
Singapore – PM, Head Customs, Head Minister Trade
Indonesia – Minister Economy & BKPM
UNCTAD – Director General (Multiple)
International Trade Centre – Executive Director (Multiple)
World Customs Organisation – Deputy DG
Islamic Development Bank – Arab Ministers Meetings 2016-2018
UAE-Huawei
UAE-Ericsson

CAPACITY BUILDING PROGRAMS

Islamic Development Bank Arab Ministers meeting 2018, 2017, 2016
Asian Development Bank Project Finance Workshops 2015, 2016, 2017
China Customs International Workshop (Shanghai Customs College) 2019
USAID – Arab Region Trade Facilitation Workshops Dubai 2017, 2018
UNODC – Container Control Program Dubai 2017
World Bank – Pakistan FBR
AUSAID - Fiji Strategic Development Investment Promotion

Government Networks

"Implementation of The Regional Comprehensive Economic Partnership (RCEP) will create a free trade zone covering about 30 percent of the world's gross domestic product, trade and population driven by ASEAN making the Asia Pacific region an essential part of any policy or strategy for growth."

We work with regional governments across:

Ministries of Trade & Industry | Ministries of Finance | Ministries of Health | Tax Administrations | Customs Administrations | Statistics Agencies | Investment Promotion Agencies | Export Agencies | Central Banks | Intellectual Property | Law Enforcement

ASEAN Secretariat | APEC | EU-ASEAN Business Council – Member | Singapore Business Federation | Vietnam Chamber | Federation of Malaysian Manufacturers | Vistage Malaysia & Singapore | British Chambers | Central Banks | Sovereign Wealth Funds | United Nations Economic & Social Commission for Asia Pacific (UNESCAP) | International Trade Center | International Chambers of Commerce | UNCTAD | IATA | DCSA | World Bank | Interpol | Asian Development Bank | World Bank | Islamic Development Bank | Shanghai Foreign Investment Association | UOB Bank FDI | Embassies & Commercial Counsellors | UNODC

Key Relationships & Multipliers

SAMPLE TRADE SUPPORT PROJECTS

We support fdi, trade, export and investment across all sectors in Asia Pacific & Middle East regions through our networks.

TECHNOLOGY (CHINA): Technology Company – UAE Introduction MOE & Customs – Led to major development of EMEA Distribution Centre in Dubai

TECHNOLOGY (CHINA): UAE & Saudi – Led to procurement of major tech contracts \$4 Million USD+

TELECOMS (EU): MOU with UAE Government for EMEA distribution centre

GOVERNMENT SUPPLY CHAIN TECHNOLOGY (EU): UAE & China introductions – Led to new projects in Middle East & Asia

FINTECH (Middle East Government): SE Asia & ANZ Market analysis for investors and multipliers, introductions and recruitment of investors

AGTECH (Middle East Government): SE Asia & ANZ Market analysis for investors and multipliers, introductions and recruitment of investors

LOGISTICS (ASIA): Project Logistics & Shipping (Malaysia) introduction UAE – Established new logistics network

GOVERNMENT SUPPLY CHAIN DIGITALISATION (EU): Dentsu Tracking (Switzerland) – APAC market entry strategy, implementation & representation

TECHNOLOGY (USA): Trade Data Monitor – APAC market entry & representation

SERVICES (EU): OCO Global - ASEAN & ANZ market entry & representation

CLEAN ENERGY (CHINA): Australia Market Access & Investment \$2Million USD

MINING (EU): Poland Mining Supplies – ASEAN Market Access & Distributor Shortlist - Introduced major new distributor in Indonesia

HEALTHCARE TECH (US): Due diligence on major health tech distributors, connection and introductions

O&G EQUIPMENT (US): Due diligence on shortlisted partners. Recommendation to reject and sourcing of new partners

AEROSPACE (US): ASEAN Market access report, partner and association shortlisting and recommendations

FOOD & BEVERAGES (EU): Market access strategy, sourcing distributors & partners

BIOTECH (ASIA): EU market entry and representation

HALAL INGREDIENTS (Middle East): Sourcing distributors across Asia



The World Gold Council is the market development organisation for the gold industry. It works across all parts of the industry, from gold mining to investment, and their aim is to stimulate and sustain demand for gold. KW Group support:

- Policy Development Research and Analysis
- Supply Chain & Anti Illicit Trade Market Assessment & Recommendations
- Strategic Advisory
- Trade & Commodities Intelligence
- Capacity Building & Institutional Relations
- Government Advisory

<https://www.gold.org/>



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Trade Commissioner
Service

KW Group are a Regional FDI Lead Generation supplier for The Canadian Trade Commissioner Service.

- Market development strategy
- FDI lead generation on key investment sectors
- Investment Marketing of TCS related services
- Development of Sector Networks

<https://www.tradecommissioner.gc.ca/>



KW Group are the Regional Associate Partner & Representative of OCO Global for Asia Since 2020.

Supporting Inward and Outbound FDI, Trade & Investment in Asia and The Pacific, Australia & New Zealand. Services include:

- Investment Lead Generation and Outreach (Region, Country, Sector)
- In Market Representation
- Company Trade Advisory (Market Assessment, Sourcing Regional Partners & Distributors etc)
- FDI Consultancy, Marketing & Communications Strategy
- FDI Training Academy (We train all UK DIT Domestic & International Officers)
- Trade Intelligence (Official monthly trade statistics on commodity imports & exports)
- Government, Association & Enterprise Alliances & Networks

KW GROUP RESULTS

- Secured Missouri Government ASEAN Representation
- Secured Atlantic Canada AMDP Representation
- Secured MIDA Australia, New Zealand, Singapore & USA FDI Lead Generation
- ASEAN & ANZ business development strategy, launch and representation
- Sourcing of Tenders in Asia Pacific
- Bid Development & Management
- Donor Project Development
- Government Alliances & Partnerships
- Industry Partnerships
- Capacity Building for APAC Investment Promotion Agencies

<https://www.ocoglobal.com/>





Missouri Government

KW Group are the appointed Regional ASEAN Representative Office of The State of Missouri and Missouri Department of Economic Development

We support export and market access for Missouri based companies looking to establish across the ASEAN region as well as supporting the development of FDI from ASEAN in to Missouri State.

We are responsible for:

- Market access strategy
- Export development programs
- Sourcing distributors and partners
- Supporting development of key sector networks in the region
- Marketing of Missouri State in the region with US Government Commercial Offices, Associations and Business Councils
- Development of Sector Networks
- Trade Missions
- Regional Trade Shows
- FDI leads in to Missouri - Investment lead generation

<https://ded.mo.gov/>





Atlantic Canada Chamber of Commerce

Connecting Atlantic Canadian Exporters to New Asian Markets

KW Group are the appointed Regional ASEAN Partner for Atlantic Canada Chamber of Commerce to support the Asia Market Development Program.

The Asia Market Development Program (AMDP) is a powerful advisory and consultation program that is helping Atlantic Canada exporters expand their presence and grow sales in new industry sectors and countries in Asia. The program provides exporters with in-market expertise and networks to quickly identify opportunity and connect with qualified customers. Each company works with a professional trade development consultant, based in Asia, to design a market-entry or market expansion strategy specifically tailored to each company's requirements.

In a matter of months, you can go from wondering where to begin developing sales in Asia, to meeting with potential customers or sales agents. If you have considered exploring new sales to Japan, South Korea, or any of the 10 ASEAN nations, the AMDP will leverage your resources with market information and strategies for establishing new business relationships in the identified Asian countries.

We are responsible for:

- Market access strategy and consulting for AMDP exporters
- Sourcing distributors, partners & business development strategy
- Supporting development of key sector networks in the region
- Marketing of AMDP in the ASEAN region with Government Commercial Offices, Associations and Business Councils
- Development of Sector Networks

<https://www.atlanticchamber.ca/asia-export-ready>





Malaysian Investment Development Authority

KW Group are the appointed Regional FDI Lead Generation supplier for The Malaysian Investment Development Authority (MIDA) supporting Australia, New Zealand and Singapore FDI development in to Malaysia.

We are responsible for:

- Market development strategy
- Lead generation based on key investment sectors across Australia, New Zealand and Singapore
- Sourcing distributors and partners
- Development of key sector networks across the countries
- Marketing of MIDA with Malaysian Government Commercial Offices, Associations and Business Councils
- Development of Sector Networks
- Trade Missions
- Regional Trade Shows

<https://www.mida.gov.my/>





Investment Fiji

5 Year Strategic Planning

As part of our partnership with OCO Global we successfully tendered and won the 5 Year Strategic Development Planning for Investment Fiji as part of a government mandate to change the agency to a full investment promotion and export promotion focused agency - The project included:

- Policy Review
- Stakeholder Consultations
- Stakeholder Workshops
- Competition Benchmarking
- Recommendations and Final Report
- Post Strategy Implementation



NCER Malaysia

Dubai Expo 2020 Investor Meetings

As part of our partnership with OCO Global, UAE we successfully managed foreign investor meetings as part of Northern Corridor Economic Region's participation at Dubai Expo

- Investor Briefings
- Long List of Potential Investors
- Short List of Investors
- Outreach to Investors
- Meetings with Investors at Dubai Expo

dentsu TRACKING

KW Group are Regional Development Partner & Representative of Dentsu Tracking Since 2020.

Dentsu Tracking is a world-leading expert in supply chain regulation and transformation. Our solutions and services provide end-to-end visibility across the supply chain, from the factory through to distributor and logistic providers, down to retail outlets. A brand of Dentsu Aegis Network.

Core solutions are used by governments to reduce the availability of illicit trade with tools for data-driven enforcement. On 21 December 2018, the European Commission appointed Dentsu Tracking as the sole provider to operate the central platform of an EU-wide traceability system. Our corporate product line helps protect brands and citizens with solutions for the Grey Market, Retail Insights, and Digital Warranties (IoT, Blockchain).

KW GROUP RESULTS

- Asia Pacific business development strategy, launch and representation
- Membership of EU-ASEAN Secretariat to lobby regional governments on major EU track & trace references and capacity development
- Sourcing of Tenders & RFPs across Asia Pacific
- Bid Development & Management
- Donor Project Development
- Government Alliances & Partnerships
- Industry Partnerships
- Brand Protection Business Development
- Capacity Building Workshops for APAC Governments - Ministries of Health, Tax, Customs, Finance & NGOs
- Client Development:

Ministries of Health, Finance, Tax & Customs Administrations, Brand Owners, NGO's

<https://dentsutracking.com/>



KW Group are the Regional Development Partner & Representative of Trade Data Monitor Since 2020.

TDM is the world's top supplier of trade statistics to governments, corporations, manufacturers, law firms, trade associations and international organizations on six continents.

TDM collects monthly import and export statistics from customs agencies, statistics institutes and other sources in over 110 countries, then uses proprietary software to assemble, organize, and publish the data in user-friendly charts.

TDM offers unrivaled market intelligence in real-time in a dozen languages, and all currencies, months and sometimes years before the competition.

KW GROUP RESULTS

- Asia Pacific business development strategy, launch and representation
- Bid Development & Management
- Client Development:

Government Agencies

Statistics Offices

Commodities Companies

Associations

Chambers of Commerce

Central Banks

Trade Agencies

Customs Administrations

Ministries Trade

Export Agencies

Investment Promotion Agencies

Shipping Companies

<https://tradedatamonitor.com/>



Event Portfolio

KW Group leadership team have over 35 years experience in managing and launching major international trade shows, conferences and trade missions for Informa PLC (Arab Health, Hospital Build Asia, Aesthetics Asia, Primary Healthcare Middle East, Cityscape Asia, Phuket Boat Show) and Marcus Evans (Tall Buildings, Green Construction, Renewable Energy, O&G Asia).

KW Group own the successful international event profile **Global Trade Development Week** delivering 18 international editions, with Government MOU partnerships for editions in Dubai and Shanghai.

- Global Trade Development Week Middle East, Dubai Exhibition & Conference
- Global Trade Development Week Asia, Shanghai Exhibition & Conference
- Halal Trade, Manufacturing & Logistics Conference & Exhibition
- Anti Illicit Trade, Brand & IPR Protection Conference & Exhibition
- Intermodal Supply Chain Security Conference
- Trade Technologies & Digitalisation Conference
- Trade Facilitation Congress
- Transport & Logistics Congress
- FDI & Investment Promotion Conference
- Free Trade & Special Economic Zones Conference (Asia & Middle East)
- Trade Finance
- Public Private Partnerships in Emerging Markets Conference
- Customs & Compliance Conference
- Biotech Partnerships & Alliances Conference

UAE - MALAYSIA TRADE MISSION

Organised by KW Group in 2018 as the first major trade & investment mission in ASEAN by the UAE Government the mission was led by His Excellency Sultan Bin Saeed Al Mansoori, Minister of Economy, UAE to facilitate bilateral trade, meetings and investment promotion activities.

Key Sectors:

- Halal Trade & Logistics
- Manufacturing & Services
- Islamic Banking & Finance
- Clean & Renewable Energy
- Real Estate Investment
- Franchising & Retail
- Technology & Innovation - Agtech, Fintech & Advanced Manufacturing
- Infrastructure – Ports, Zones & Transport

KW Group as the primary consultant were responsible for the program, marketing, operations, logistics, partnerships, government liaison and event management. We worked extensively with key local trade organisations, chambers of commerce and related associations connected to the key sectors.

Deliverables

- 400 Attendees
- Business Matchmaking - Over 600 Pre-Planned Meetings
- Signing of 6 new MOUs between Malaysia and UAE
- Bilateral meetings included sovereign wealth funds (Khazanah & Temasek), Ministers, Prime Minister of Malaysia and meetings with heads of key industry associations
- Exhibition & Pitch Sessions





MOU Between UAE Ministry of
Economy and KW Group



UAE Ministry of Economy & KW Group
hosting Dr Mukhisa Kituyi, Director
General UNCTAD



Trade Facilitation Capacity
Development Program hosted at
Shanghai Customs College



Press Conference KW Group with UAE
Ministry of Economy & Federal
Customs Authority



KW Group organised COFACE Middle
East Country Risk Conference for 400
Trade Finance Professionals



Islamic Development Bank, Arab
Ministers Meeting hosted by UAE
Ministry of Economy & KW Group



MOU Signing between APMEN, China
& KW Group



Ministers & Trade Leaders attending
GTDW Middle East



Bilateral Trade Ministers meeting
between UAE & Malaysia organised by
KW Group



KW Group Team



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