



KW Group Asia-Pacific Advisory

Your partner for Asia-Pacific growth, strategic economic development, FDI facilitation, and market success



Department for International Trade



World Association of Investment Promotion Agencies



JobsOhio Network Partner



Atlantic Chamber of Commerce
Representing business since 1896

Chambre de commerce de l'Atlantique
Représentant les affaires depuis 1896



Gouvernement du Canada
Service des délégués commerciaux

Government of Canada
Trade Commissioner Service



INVEST INDIA
NATIONAL INVESTMENT PROMOTION AND FACILITATION AGENCY



WORLD GOLD COUNCIL



UNITED NATIONS
ESCAP

Economic and Social Commission for Asia and the Pacific



上海市外商投資協會
SHANGHAI FOREIGN INVESTMENT ASSOCIATION



Atlantic Chamber of Commerce





ASIA PACIFIC INTELLIGENCE

KW Group is a prominent independent Asia Pacific-focused technical development advisory firm based in Malaysia since 2010 that specializes in Asia-Pacific economic development, trade, investment, and market access where we are trusted long-term advisors to regional development institutions, governments, and business leaders delivering tangible outcomes.

As recognized Asia Pacific technical experts, we are regular speakers on foreign direct investment (FDI), investment promotion, trade, economic development, and organizational development, which extends to our role as consultants on trade, investment, and innovation with the United Nations ESCAP and as senior advisors, Asia Pacific for the World Association of Investment Promotion Agencies (WAIPA). We work with regional development programs, donor agencies, governments, and the private sector on advisory, capacity building, strategic organizational transformation, and program development tailored to the unique needs of the Asia Pacific region.

Our impact is wide-reaching, with established networks across Asia Pacific development institutions, donors, governments, investor communities, and business leaders at the most senior Minister and boardroom levels.

A handwritten signature in blue ink, reading "Andrew Keable".

ANDREW KEABLE
MANAGING PARTNER

Your Trusted Partner in the Asia-Pacific

Established in 2010 KW Group is an Asia-Pacific-focused technical advisory specializing in economic development, foreign direct investment (FDI), trade facilitation, investment strategies, research, and market access. We support development institutions, governments, business leaders, investors, and investment promotion communities providing strategic insights, conducting assessments, and assisting clients in navigating complex issues from our headquarters in Malaysia, strategically positioned at the heart of Asia. Our technical advisory expertise spans a diverse range of areas, including;

- **Economic Transformation:** Strategic advisory, assessment, planning, and implementation.
- **Investment Promotion:** Advising and facilitating FDI and strategic investments for the public and private sector.
- **Trade and Policy:** Unlocking new market opportunities and navigating regulatory landscapes.
- **Research, Strategy, and Intelligence:** In-depth technical analysis to support market access and development in the Asia Pacific region.
- **Capacity Building:** Government, private sector, development institutions, and donor program design, development, and implementation
- **Market Access:** Research, analysis and advisory to pave the way for the public and private sectors to enter Asia-Pacific markets.
- **Qualified Sales Pipelines:** Experts in market sales support, and qualified sales pipelines for the public and private sector.
- **Partner Identification:** Local, regional, and international identification of qualified partners and investors to help scale business operations
- **Representation:** In-market Asia-Pacific representation for governments, associations, investors, and business entities from start-up through to team and strategic development.



"We delivered over \$26M USD in ASEAN export sales for a US State Government client in 2021-2022 in a new region."



ANDREW KEABLE

MANAGING PARTNER, COMMERCIAL DEVELOPMENT & ALLIANCES

Andrew has 26-years experience as a trusted advisor on business development, FDI, economic development, trade, and investment across Europe, the Middle East, and the Asia-Pacific region. For the past 18 years, immersed in the dynamic Asia-Pacific market, developing extensive networks and deep insights into the economic landscape, with a particular focus on the ASEAN region.

As a leading regional expert he has a long track record of successfully facilitating economic development, trade, investment and market access initiatives combined with regional understanding of business cultures, trade and investment policies, advocacy, networks, and ecosystems.



MICHELLE WONG

MANAGING PARTNER, 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.

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."

Key Relationships & Multipliers

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-AEAN 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

SAMPLE FDI & TRADE DEVELOPMENT PROJECTS

We support fdi, trade, export and investment across all sectors in Asia Pacific 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

RADAR DEFENCE SYSTEM (US): Due Diligence & Partnership Sourcing ASEAN, secured \$10M USD deal in year 1 of project.

SAMPLE CAPACITY DEVELOPMENT PROJECTS 2023-2024

- **United Nations ESCAP**, Strategic review, advisory and organizational development, Pakistan
- **United Nations ESCAP**, Strategic review, advisory and organizational development, Ministry of Planning & Investment, Laos
- **United Nations ESCAP**, Strategic review, advisory, and organizational development, Ministry of Planning & Investment, Vietnam
- **United Nations ESCAP - ASEAN SECRETARIAT**, Lead trainer and advisor, Digital Technology and innovation training on market access and international growth
- **WAIPA, World Investment Conference**, Lead moderator and advisor on capacity development for Indian Sub-National Investment Promotion Agencies, New Delhi, India
- **United Nations ESCAP**, Lead trainer and advisor, Digital Technology and Innovation FDI Strategic Planning, Malaysia
- **United Nations ESCAP**, Lead trainer & and advisor, Crafting Investable Projects and Institutional Investment – IPA training for 20 APAC & Latin American IPAs
- **United Nations ESCAP**, Lead Expert, Sri Lanka Digital Investment Program, June 2023- November 2023
- **United Nations ESCAP**, Lead Expert, Digital FDI Program, January 2023 onwards
- **United Nations ESCAP**, Expert, Investable Projects Program, March 2023 onwards
- **United Nations ESCAP**, Lead Expert, Healthcare FDI Program, January 2023 onwards
- **ASEAN Investment Forum 2023, ASEAN Secretariat**, Moderator, Healthcare FDI Panel Discussion, Jakarta, Indonesia
- **WAIPA - United Nations ESCAP**, Regional Lead, Asia Pacific, July 2022 – Present
- **WAIPA - UNESCAP, ASEAN Secretariat**, Expert capacity development program, ASEAN region 2023-2025
- **WAIPA - UNESCAP**, World Economic Forum, Lead Expert Asia Pacific, Digital FDI Forum, Xiamen, China
- **WAIPA - UNESCAP** Digital Innovation Program, 2023-2028, Asia Pacific
- **WAIPA - UNESCAP**, Ministry of Commerce, China, China government sponsored Digital FDI Program (capacity development) 2023-2026
- **United Nations Industrial Development Organization (UNIDO)**, Investment Promotion for Industrial Parks Asia Pacific - Donor program 2023-2025
- **Team NEO**, January 2023 – Present, ASEAN Partner, FDI Development

KW Group are appointed consultants supporting the Trade, Investment, and Innovation Division of the United Nations ESCAP, where we contribute to capacity-building initiatives, training, and strategic organizational development programs throughout 60 countries across the Asia Pacific region. Our role involves the development, coordination, and implementation of technical capacity-building programs tailored for both governments and private sector stakeholders including program development, organizational transformation, training leadership, implementation, monitoring, and evaluation.

Our engagement covers a diverse range of focus areas, including investment promotion, investor attraction, value propositions, digitalization and digital foreign direct investment (FDI), climate investment, gender inclusivity, globalization, export development, institutional investment, investable project pipelines, and broader economic development initiatives. We engage directly with governments and business leaders, on strategic development and organizational transformation for ministries and agencies dedicated to trade and investment.





WAIPA began its journey with the aim to service its member countries and assist them in every possible way in their growth journey. It becoming a family of 125+ member IPAs today, couldn't have been possible without the team that makes WAIPA.

A team that functions tirelessly at the back to service our member countries and a team at the forefront to tell the story of our IPAs to the world, like it was never told before.

Enhancing Investment Promotion Communities Across Asia

WAIPA APPOINTS KW GROUP AS SENIOR REGIONAL ADVISOR, ASIA PACIFIC

The World Association of Investment Promotion Agencies (WAIPA) appointed Malaysia-based KW Group as Senior Regional Advisors, Asia Pacific to support WAIPA Asia Pacific members and related WAIPA capacity development activities in support of the region's investment promotion agencies (IPAs).

"WAIPA is delighted to appoint KW Group as Regional Advisors for Asia Pacific to support our global objective to promote and develop understanding and cooperation amongst the world's investment promotion agencies and to advocate government support for the work of IPAs and recognition of their role in stimulating economic development.

KW Group is based in Malaysia and their Asia focus of networks and experience in supporting inbound and outbound FDI, Trade & Investment will be a huge support for WAIPA to allow us to serve the region's investment promotion agencies through a dedicated regional partnership allowing us to accelerate WAIPA global initiatives and to stimulate economic development."

**Ismail Ersahin, Executive Director,
World Association of Investment
Promotion Agencies**



ASEAN Secretariat Coordinating Committee on Investment

KW Group, and UNESCAP have collaborated with ASEAN Secretariat to develop a regional capacity development program. This donor-led initiative encompasses a range of vital areas, including Investable Projects, Institutional Investment, Gender Equality, Digitalization and Investor Development Strategies in Regional Economic Development Organizations (EDOs), Attracting Climate FDI, Agri-Food FDI, and Attracting Tourism Investment.

This transformative program aims to drive sustainable growth and empower ASEAN IPAs to attract and grow strategic investments.



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/>



Gouvernement
du Canada

Service des
délégués commerciaux

Government
of Canada

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/>



Missouri Government

KW Group are the appointed Regional ASEAN Representative Office of The State of Missouri and Missouri Department of Economic Development since 2020.

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/>





Advisory

Lead
GenerationManaged
ServicesMarketing
Services

Trade

Business
Intelligence

KW Group were the Regional Associate Partner & Representative of OCO Global for ASEAN from 2020-2023.

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/>

OCO GLOBAL



UK Department For International Trade

KW Group supports ASEAN FDI Lead Generation for UK DIT.

Key sectors include cleantech, R&D, Life Sciences & Biopharma, and Mega Projects

We Support:

- Market development strategy & investment outreach
- Lead generation based on key investment sectors across ASEAN
- Research on key investment sectors and identification of investors
- Outreach to target investors
- Development of key sector networks across ASEAN countries
- Marketing of UK DIT with UK Commercial Offices, Associations, and Business Councils
- Development of Sector Networks
- Trade Missions
- Regional Trade Shows





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 since 2020.

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 were Regional Development Partner & Representative of Dentsu Tracking from 2020-2022.

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



UAE DELEGATION TO MALAYSIA 2018



MOU Between WAIPA & UNESCAP
Organised by KW Group



UNESCAP-WAIPA APAC IPAs
Conference Organised by KW Group



ASEAN Investment Forum, Co-organised by UNESCAP, WAIPA, Bloomberg and KW Group



UNESCAP ASEAN & Latin American
(South-South) IPAs Training
Supported by KW Group



UNESCAP APAC IPAs Investable
Projects Training Led by KW Group



Private Sector Digital Investment
Training and trade mission, Colombo,
Sri Lanka



Moderator Digiecon Sri Lanka
Technology Investment Summit,
Colombo



China International Fair for
Investment and Trade (CIFIT) Keynote
Speaker, KW Group, Xiamen, China



UN ESCAP Digital FDI Conference, hosted
by China Investment Promotion Authority
(CIPA), Xiamen, China



UNESCAP, MDEC and KW Group
participation at The 27th WAIPA World
Investment Conference, New Delhi, India



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, organised by KW Group



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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