

KW group

GOVERNMENT STRATEGY
RESEARCH, INTELLIGENCE & INSIGHTS
FDI & CAPITAL INVESTMENT
EXPORT PROMOTION & MARKET ACCESS
COMMERCIAL EXECUTION.

Turning Strategy into Investment, Trade & Economic Outcomes

Malaysia Headquarters | Operating Since 2010 | ASEAN & Asia-Pacific
www.kwconfex.com

UNITED NATIONS ESCAP
Economic and Social Commission for Asia and the Pacific

Australian Government
Department of Foreign Affairs and Trade

Foreign, Commonwealth & Development Office

asean

WORLD ECONOMIC FORUM

Who We Are

KW Group is a leadership-led economic development, FDI, trade and investment advisory and delivery firm headquartered in Malaysia and operating across ASEAN and Asia-Pacific since 2010.

- We support governments to attract investment, strengthen competitiveness and expand market opportunities.
- We support companies to enter new markets, build commercial pipelines and generate revenue.
- We support investors to identify opportunities and access growth markets across Asia-Pacific.

Our senior team remains directly involved in mandates, from research and strategy through to delivery and outcomes.



How We Support Clients

Economic Development & Government Strategy
Supporting governments and institutions to strengthen competitiveness, attract investment and accelerate economic growth.

Research, Intelligence & Market Insights
Providing evidence, analysis and stakeholder intelligence to support better investment and trade decisions.

Investment Promotion & Capital Attraction
Helping agencies and zone operators develop investor pipelines, strengthen investment readiness and attract strategic capital.

Export Development & Market Access
Supporting organisations to enter markets, identify partners and generate commercial outcomes.

Commercial Engagement & Delivery
Supporting implementation through investor outreach, stakeholder engagement and market representation.



Where We Create Value

Strengthening Investment Promotion & Economic Development
Supporting governments and agencies to improve competitiveness, attract investment and strengthen investment-promotion capability.

Delivering Economic Development Programmes
Supporting development partners through research, stakeholder engagement, institutional reform and programme implementation.

Accelerating Export Growth & Market Access
Supporting trade organisations to connect businesses with opportunities, buyers, partners and new markets.

Developing Investor-Ready Opportunities
Supporting project owners to strengthen investment readiness, engage investors and advance strategic projects.

Navigating Growth Across Asia-Pacific
Supporting organisations to identify opportunities, enter markets and accelerate commercial growth.

From Insight to Impact

KW Group combines research, strategy and in-market delivery to help governments, investment agencies, trade agencies and businesses achieve measurable economic and commercial outcomes.

1

Research & Intelligence

Understanding markets, sectors, stakeholders and opportunities through evidence-based analysis and ecosystem intelligence.

2

Strategy & Programme Design

Translating insights into economic-development strategies, investment propositions, export programmes and implementation roadmaps.

3

Investment & Export Development

Building investor-ready opportunities, investment pipelines, export programmes and routes to market.

4

Market Engagement

Connecting investors, buyers, partners, governments and institutions through targeted engagement and representation.

5

Delivery & Outcomes

Supporting implementation, facilitation and programme delivery to generate measurable economic and commercial results.

Research → Strategy → Investment & Exports → Market Engagement → Outcomes

Trusted by the Institutions Shaping Economies

Current and recent mandates with **UN ESCAP, UK FCDO, DFAT Australia, and the ASEAN Secretariat** alongside work with ASEAN institutions, governments, investment agencies and development partners across Asia-Pacific.

Research & Intelligence

Research, stakeholder consultation, market intelligence and evidence-based recommendations supporting economic-development, trade and investment decision-making.

Strategy & Reform

National investment strategies, institutional reform, investment-promotion capability development and trade-facilitation programmes.

Delivery & Implementation

Programme delivery, stakeholder engagement, capacity building and implementation support across complex regional mandates.

Supporting international institutions to design, implement and strengthen investment, trade and economic-development programmes across Asia-Pacific.

A Few Of Our Clients

Development Partners & Multilateral Institutions

United Nations ESCAP · DFAT Australia · UK FCDO· World Bank ·Asian Development Bank · UNCTAD· OECD ·World Economic Forum · JICA· USAID · GIZ · KOICA · CIDCA

Governments, Investment & Export Promotion Agencies

Office of the Prime Minister, Cambodia · Council for the Development of Cambodia (CDC) · ASEAN Secretariat · Ministry of Finance, Lao PDR · Ministry of Planning & Investment, Vietnam · Malaysian Investment Development Authority (MIDA) · MITI Malaysia · BOI Thailand · BOI Sri Lanka · BKPM Indonesia · Invest India · Investment Fiji · Ministry of Economy, Azerbaijan · Ministry of Economy, UAE · Pacific Trade & Invest · ICTA Sri Lanka · MDEC Malaysia . AUSTRADE

Delivery & Commercial Partners

Empire State Development (New York) ·Missouri Department of Economic Development ·Missouri Partnerships · Jobs Ohio· Team NEO ·Canadian Trade Service · Atlantic Chamber of Commerce · Select USA ·Singapore EDB · Singapore Business Federation ·Dubai FDI · Shanghai Foreign Investment Association · EU-ASEAN Business Council · OCO Global· Cowater ·Palladium · EY· Deloitte ·World Gold Council · Dentsu Tracking ·Trade Data Monitor · C4IR· SEDC Energy · NCER Malaysia · FMM Malaysia· Royal Malaysian Customs . Abu Dhabi Investment Office . Dubai Chamber . British Malaysian Chamber of Commerce

Delivery. Measured.

Selected outcomes delivered across economic-development, investment, export-promotion and market-access programmes throughout ASEAN and Asia-Pacific.

500+

Government trade and investment officials trained across Asia-Pacific programmes in 2025.

USD 19M

Confirmed export sales generated for one company mandate under a government-supported market-development programme.

USD 8M

Export value generated for a US state economic-development client in year one.

USD 16M

Confirmed FDI outcome delivered under the same state-level mandate.

600+

Government and B2B meetings coordinated for an international ministerial trade mission.

40+

Companies supported under a government-funded Asia market-development programme.

6

Bilateral MOUs generated through a major government trade mission programme.

15+

Years of continuous operating experience across ASEAN and Asia-Pacific.

Research. Strategy. Investment. Exports. Delivery. Outcomes.

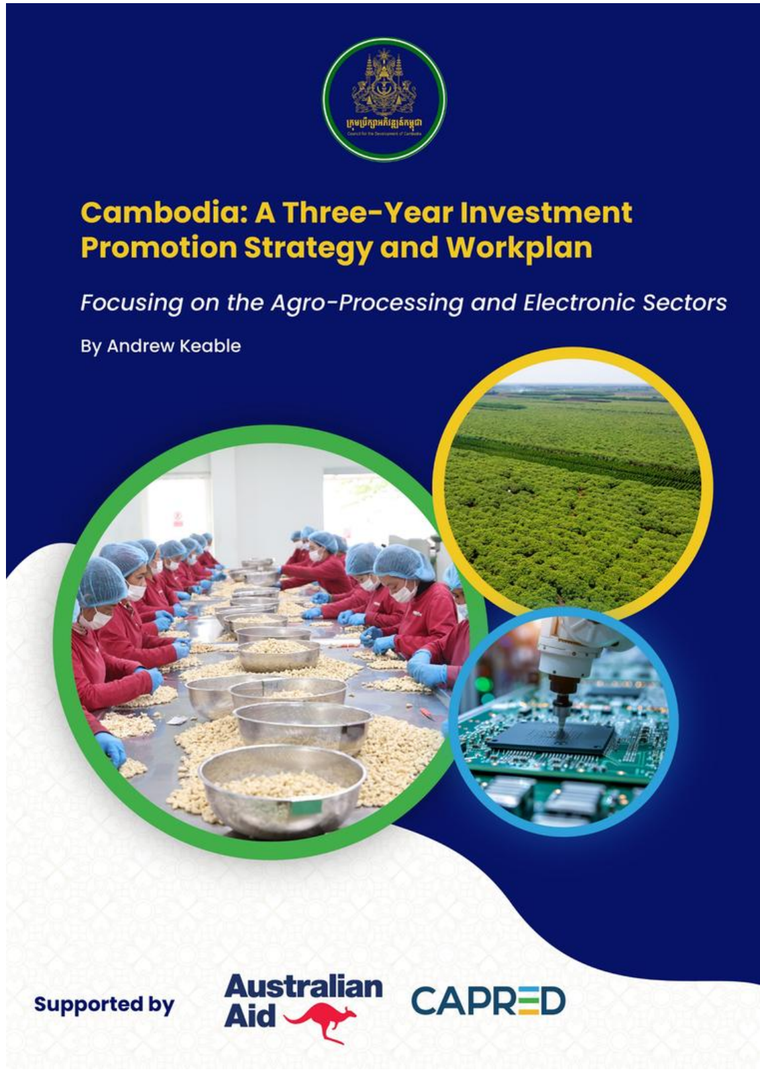
FDI STRATEGY CASE STUDY

CAMBODIA NATIONAL INVESTMENT PROMOTION STRATEGY
DFAT Australia / CAPRED / Council for the Development of Cambodia | 2024–2029

CONTEXT: The Government of Cambodia, through the Office of the Prime Minister and the Council for the Development of Cambodia, required a comprehensive 3-year national FDI strategy, IPA institutional reform, and an investor-ready pipeline to strengthen Cambodia's competitive position in ASEAN.

HOW WE SUPPORTED THE GOVERNMENT: Led the design and implementation of Cambodia's 2026–2029 national investment promotion strategy — covering sector prioritisation, investor value propositions, IPA institutional transformation, facilitation systems, and investor-ready pipeline development for agro-processing and electronics sectors.

OUTCOME: Delivered a government-adopted 3-year investment roadmap, reformed IPA operational model, and a structured investor pipeline with targeted outreach frameworks — operating at Head of Government level throughout.



Research → Institutional Analysis → Stakeholder Engagement → Strategy → Reform → Implementation

FDI & CAPITAL INVESTMENT CASE STUDY

ASEAN GREEN INVESTMENT CATALYST
UK FCDO, ASEAN Secretariat / UN ESCAP

CONTEXT: UK FCDO and the ASEAN Secretariat required expert advisory to develop ASEAN's investment architecture for the energy transition — including bankable project pipelines and IPA capacity across Member States.

HOW WE SUPPORTED THE GOVERNMENT: Developed green investment frameworks, structured bankable project pipelines in sustainable aviation fuels (SAF) and biofuels, delivered IPA capacity building across Member States, and designed cross-border investor matching mechanisms.

OUTCOME: Investor-ready project pipelines developed and adopted across multiple ASEAN Member States; IPA capacity embedded at the agency level for ongoing green investment facilitation. Presentation of investor-ready projects from 10 member countries to institutional investors.

Research → Project Development → Investment Readiness → Investor Engagement → Investor Facilitation → Investment Outcomes



RESEARCH, TRADE FACILITATION & ECONOMIC REFORM CASE STUDY

UK-ASEAN OPEN TRADE PILLAR
UK FCDO & ASEAN Secretariat | Ongoing

CONTEXT: UK FCDO required expert regional advisory to strengthen ASEAN's trade digitalisation architecture and advance open trade facilitation across Member States as part of the ASEAN Economic Integration Programme.

HOW WE SUPPORTED THE PROGRAM: Designed and implemented ASEAN-level programmes to advance trade digitalisation, regulatory reform, and customs modernisation — working directly with the ASEAN Secretariat and Member State trade ministries.

OUTCOME: Trade digitalisation and customs modernisation frameworks adopted across ASEAN Member States — implemented in partnership with trade ministries, Customs Administrations and the ASEAN Secretariat

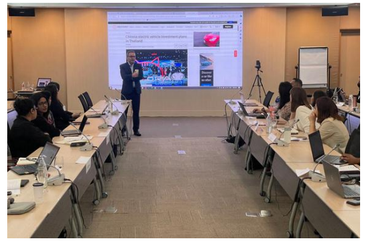


RESEARCH, CAPACITY BUILDING & INSTITUTIONAL DEVELOPMENT

In 2025 KW Group has trained over **500 investment promotion officials** across the Asia-Pacific, delivering structured capacity building programmes for national IPAs, sub-national agencies, SEZs, and economic development organisations.



Our capacity building spans the full investment attraction lifecycle: IPA governance and organisational design; sector prioritisation and value proposition development; investor targeting and pipeline management; investor facilitation and aftercare; trade facilitation and digital trade; and performance management, KPIs, and CRM implementation.



Programmes have been delivered in partnership with UN ESCAP, DFAT Australia, UK FCDO, ADB, ASEAN Secretariat, and WAIPA across ASEAN, the Pacific, Central Asia, and South Asia.

CASE EXAMPLE: Pacific Island Investment Promotion Programme | UN ESCAP
Delivered a 6-month (24 hour) structured capacity building programme for Pacific Island government investment promotion agencies — developing investor narratives, value propositions, targeting strategies, and investor-ready project frameworks adopted by participating agencies.



GOVERNMENT FDI, EXPORT PROMOTION & MARKET REPRESENTATION

In year one, KW Group generated USD 8 million in export value for Missouri companies across ASEAN. This is how we work: not intelligence reports — on-the-ground implementation with measurable commercial outcomes.

CREDENTIAL 1
Missouri Department of Economic Development ASEAN Representative Office | Missouri Partnerships
KW Group served as Missouri's dedicated ASEAN representative office — sourcing partners, qualifying distributors, facilitating trade missions, US Pavilion at Singapore Airshow, and managing investor outreach across the region. In year one, KW Group generated USD 8 million in export value for Missouri companies across Southeast Asia through direct commercial introductions and market activation. Oversaw trade missions to Singapore as well as participation at Singapore Airshow and Singapore Semiconductor Association.

Outcome: USD 8M export value. Year one.







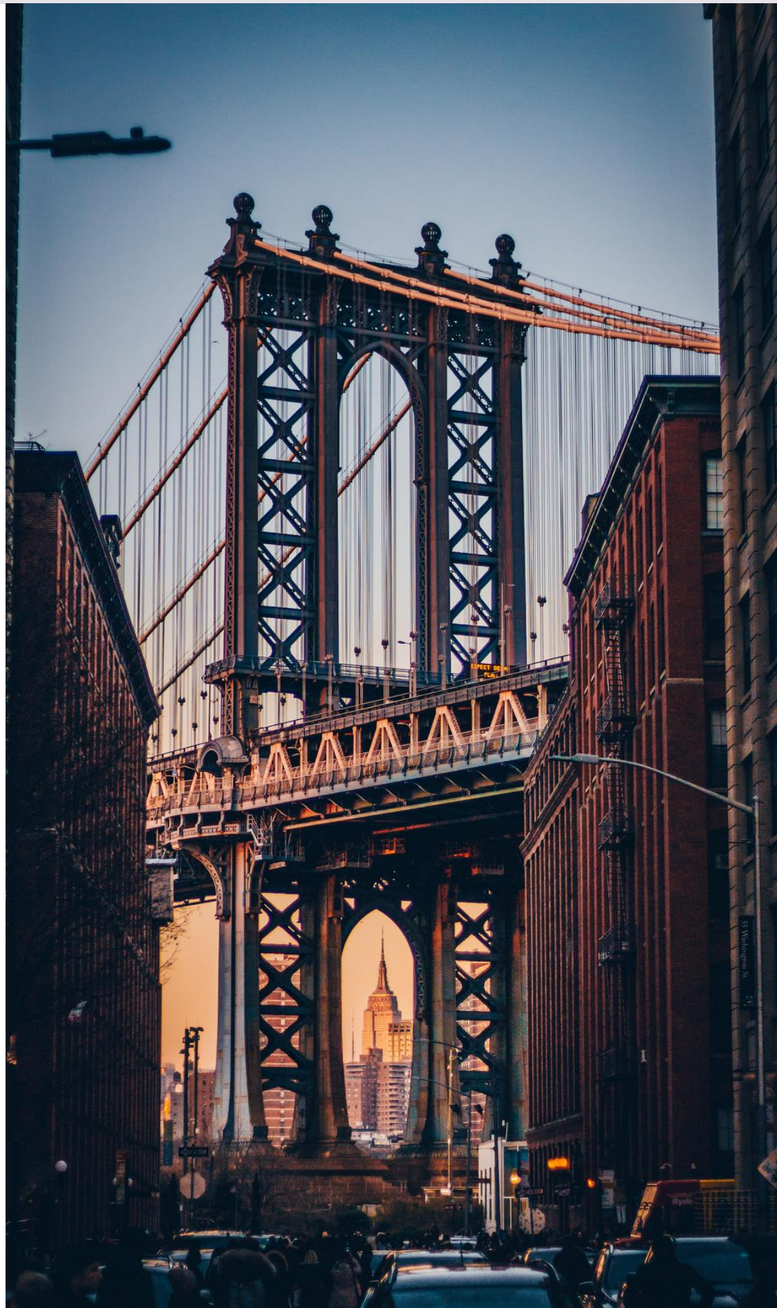
GOVERNMENT FDI, EXPORT PROMOTION & MARKET REPRESENTATION

CREDENTIAL 2 — Empire State Development (New York State)
ASEAN Trade & Investment Office Representation

Appointed ASEAN Director for Empire State Development — representing New York State's economic development interests across the ASEAN region.

KW Group structured market access and export development programmes across multiple industries, facilitated investment missions to Singapore, Malaysia, and Vietnam, and maintained direct regulatory engagement with senior government counterparts and industry networks across ASEAN Member States.
Oversaw ASEAN trade missions to Singapore, Malaysia, and Vietnam as part of the Select USA program.

Outcome: Sustained a monthly pipeline of qualified FDI and export leads across technology, financial services, and advanced manufacturing.



GOVERNMENT EXPORT PROMOTION - COMMERCIAL MARKET ACCESS CASE STUDY

CREDENTIAL 3

Atlantic Canada Chambers of Commerce & Canadian Trade Commissioner Service, Asia Market Development Programme | ASEAN

Appointed to deliver the Asia Market Development Programme on behalf of Atlantic Canada. 2020-2025
A structured 20-hour per company market access programme supporting 40+ Atlantic Canada companies entering Asia-Pacific markets. KW Group provided bespoke market intelligence, regulatory guidance, partner identification, and curated commercial introductions across ASEAN, Japan, and Korea. The programme delivered confirmed orders, distribution agreements, and strategic partnerships across multiple sectors for participating companies.

Outcome: 40+ companies activated. Confirmed orders, distributors, and partnerships delivered.



SUPPORTING THE INVESTMENT LIFECYCLE

KW Group helps governments, investment agencies, economic zones and project owners attract FDI, develop strategic investment opportunities and connect investor-ready projects with relevant capital.



01 Investment Strategy

02 Investment Promotion

03 Strategic Projects

04 Investment Readiness

05 Capital Investment

06 Investor Outreach

07 Investment Facilitation

08 Economic Outcomes

STRATEGIC ECOSYSTEMS



Special Economic Zones

Free Trade Zones

Airport Cities

Advanced Manufacturing

Green Energy & Infrastructure

SAF & Biofuels

Semiconductor Ecosystems

Logistics & Trade Infrastructure

Digital & Technology Ecosystems



Andrew Keable, Co-Founder, Trade, Investment & Commercial Leadership

Andrew has 20+ years of experience linking government investment strategy to private-sector commercial outcomes across Asia-Pacific, the Middle East, Europe, and the Americas.
He has led national FDI strategies at the Prime Minister level, holds active mandates with the UN, DFAT Australia, and UK FCDO, and held full P&L accountability for a FTSE-listed APAC portfolio spanning ten markets and eighty staff.



Michelle Wong, Co-Founder, Market Access, Intelligence & Regional Strategy

Michelle has 15+ years of experience building and managing trade, market access, and intelligence programmes for governments, investors, and businesses across Asia-Pacific.
She leads KW Group's regional network operations — maintaining deep relationships across Ministries of Trade and Finance, Investment Promotion Agencies, Customs Administrations, and Sovereign Wealth Funds across ASEAN. She is co-curator and owner of the Global Trade Development Week portfolio, delivered across Kuala Lumpur, Singapore, Shanghai, Bangkok, Dubai, and Abu Dhabi.



How We Support Clients

Governments, IPAs & SEZ
Investment strategy, IPA capability and investor engagement.

Development Partners
Economic-development programmes, capacity building and institutional reform.

Trade & Export Organisations
Market access, partner identification and export growth.

Project Owners & Investors
Investor readiness, capital engagement and strategic project development.

Turning Strategy into Investment, Trade & Economic Outcomes Across Asia-Pacific

CONTACT

Andrew Keable, Co-Founder & Managing Director, andrewk@kwconfex.com
Michelle Wong, Co-Founder & Head of Research & Intelligence, michellew@kwconfex.com

www.kwconfex.com