



KW group

TRADE, FDI & MARKET ACCESS ADVISORY | ASIA-PACIFIC

Working at the intersection of government strategy, investment promotion, and private sector implementation — across ASEAN and APAC's most complex markets since 2010.

Trusted programme partners to UN ESCAP · DFAT Australia · UK FCDO · ASEAN Secretariat · World Economic Forum





Who We Are

We combine what most advisory firms separate: deep government and multilateral programme credibility with on-the-ground commercial implementation capability embedded in the ASEAN market.

KW Group is an Asia-Pacific trade and investment advisory firm delivering national FDI strategies, market access programmes, institutional reform, and investor pipeline development for governments, multilateral institutions, and the private sector.

Since 2010, we have been appointed by the United Nations, DFAT Australia, UK FCDO, the ASEAN Secretariat, and the World Economic Forum to deliver complex, multi-country programmes across ASEAN, the Pacific, Central Asia, and South Asia.

Our work spans three integrated service lines — FDI strategy and investment promotion, market access and trade development, and FDI Lead Sourcing, Representation & Investor Programs — delivered from our Malaysia headquarters across the region.

Cambodia: A Three-Year Investment Promotion Strategy and Workplan

Focusing on the Agro-Processing and Electronic Sectors

By Andrew Keable





Why KW Group

Head of Government delivery. National FDI strategies implemented at Prime Minister level — not advisory at arm's length.

Appointed by the institutions that set the standard. Programme partners to UN ESCAP, DFAT Australia, UK FCDO, ASEAN Secretariat, ADB and the World Economic Forum.

Commercial track record to match. FTSE-listed P&L leadership. USD 8M export value generated for a single US state client in year one.

Embedded in ASEAN — not visiting. Malaysia headquarters. 15 years on the ground. The relationships that matter, already in place.

The full pipeline, not just one part. Project development → Government capacity → investor targeting → capital introduction. End to end.

Strategy delivered on the ground, not from afar.



EMBEDDED IN ASEAN

Malaysia headquarters. 15 years on the ground. Daily access to government counterparts, regulators, investor communities, and implementing partners across ASEAN — not managed remotely from London, Singapore, or Washington.



INSTITUTIONAL CREDIBILITY

Appointed programme partners to the United Nations ESCAP, DFAT Australia, UK FCDO, ASEAN Secretariat, ADB, and World Bank. We operate at ministerial and Head of Government level across the region.



COMMERCIAL IMPLEMENTATION

Unlike most advisory firms, we don't stop at strategy. We build investor pipelines, facilitate market entry, manage investor engagement, and track outcomes — combining government credibility with private sector execution.





Our Clients

Multilateral & Bilateral Institutions

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

National Governments & Investment 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

Sub-National, Commercial & Development 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



FDI, Export & Investment Strategy

We design and implement national and sector-level FDI strategies, investment promotion frameworks, IPA institutional reform programmes, and investor-ready project pipelines for governments, donors, and development partners.

Our mandates have spanned national investment strategy design at Prime Minister level, IPA transformation for ministries and economic development agencies, and structured investor pipeline development across energy transition, advanced manufacturing, digital infrastructure, and agri-food sectors.



Market Access & Trade Development

We deliver actionable market intelligence, trade development programmes, and in-market commercial representation for companies and governments entering or expanding across ASEAN.

Services include: sector and sub-sector market analysis, regulatory mapping, partner and distributor identification, trade facilitation advisory, customs and digital trade strategy, and curated commercial introductions.



Investor Engagement & Market Development

We connect governments, IPAs, and SEZs with qualified investors across priority sectors through proactive lead sourcing, investor targeting, curated missions, and end-to-end investment outreach programmes.

Our investor network spans advanced manufacturing, semiconductors, digital technology, green energy, EV supply chains, agri-tech, AI and data centres, life sciences, and logistics. We design and deliver full investment promotion campaigns from opportunity packaging through to investor onboarding.

Three Divisions



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.

WHAT WE DELIVERED: 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.



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Supported by



CAPRED

Trade & Investment Strategy - Case Study

ASEAN GREEN INVESTMENT CORRIDOR | 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.

WHAT WE DELIVERED: 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 agency level for ongoing green investment facilitation.



Economic Development Strategy - 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.

WHAT WE DELIVERED: 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 and the ASEAN Secretariat





Capacity Building & Institutional Development

Building investment promotion capability at ministry and agency level across APAC

In 2025 alone 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.





MARKET ACCESS & COMMERCIAL DELIVERY

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.

CREDENTIALIAL 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.

CREDENTIALIAL 2 — 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 — a structured 20-hour market access programme supporting 40+ Atlantic Canadian 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.





MARKET ACCESS & COMMERCIAL DELIVERY

CREDENTIALIAL 3 – Empire State Development (New York State) ASEAN Trade & Investment Representation

Appointed ASEAN Director for Empire State Development – representing New York State's economic development interests across the 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 monthly pipeline of qualified FDI and export leads across technology, financial services, and advanced manufacturing.





From investment-ready projects to committed capital — the full pipeline, delivered.

Connecting governments with qualified investors across priority sectors.

KW Group designs and delivers end-to-end market development and investor outreach programmes — from structuring investment-ready projects and building IPA capacity, through to targeting institutional and strategic capital investors and managing the engagement through to commitment.

We work across government, development finance, and private capital simultaneously. Our programmes connect public sector investment readiness with private sector investor requirements — across the Asia Pacific.



CASE STUDY: UK-ASEAN GREEN INVESTMENT CATALYST

Green Investment Expert | UK FCDO · ASEAN Secretariat · UN ESCAP | Ongoing

THE MANDATE

UK FCDO and the ASEAN Secretariat required bankable, investor-ready green projects capable of attracting institutional and strategic capital – not just policy frameworks.

WHAT WE DELIVERED

- Project Development Structured investment-ready biofuel and SAF projects from concept to bankable stage – working directly with governments, IPAs, and developers.
- IPA Capacity Built green investment capability across federal and sub-regional ASEAN IPAs – embedding consistent pipeline quality across Member States.
- Investor Outreach Delivered tiered investor targeting to institutional capital, strategic energy investors, and development finance – through FCDO channels and direct engagement.

WHAT IT DELIVERED

Investment-ready pipelines adopted across multiple ASEAN Member States. IPA capacity embedded. Institutional and strategic investors engaged through structured, sector-specific outreach at ASEAN scale.



SUPPORTING CASE STUDIES — Commercial Representation

Three programmes demonstrating sustained investor and market engagement across ASEAN and APAC.

Missouri Partnerships | ASEAN Structured monthly outreach programme spanning investor identification, qualification, and direct introduction across semiconductors, advanced manufacturing, and innovation sectors. Delivered sector roadshows, named investor meetings across Singapore, Malaysia, and Vietnam, and direct representation at the Singapore Airshow US Pavilion.

Consistent qualified pipeline maintained. Named investor and corporate introductions delivered monthly across ASEAN.



Empire State Development — New York State | ASEAN Appointed ASEAN Director. Delivered sustained investor and corporate outreach across technology, financial services, and advanced manufacturing — including named investor meetings, investment missions to Singapore, Malaysia, and Vietnam, and senior government engagement across ASEAN Member States.

Sustained monthly pipeline. Active trade mission programme. Government-level engagement maintained in three markets.



Malaysian Investment Development Authority (MIDA) | ANZ & Singapore Targeted investor outreach and engagement programme across Australia, New Zealand, and Singapore in sectors aligned with Malaysia's national investment strategy. Delivered sector roadshows, named investor meetings with MIDA sector teams, and sustained market presence through speaking engagements and direct investor targeting.

Consistent qualified investor engagement across three markets. Named meetings delivered to MIDA sector teams.



KW Group works across the full investment pipeline — from structuring the opportunity to closing the conversation with the right capital.



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

Andrew has 20+ years of experience operating at the intersection of government investment strategy, trade policy, and private sector commercial leadership across Asia-Pacific.

He has led national FDI strategies at Prime Minister level, delivered institutional reform programmes for the United Nations, DFAT Australia, and UK FCDO, and held full P&L accountability for a FTSE-listed APAC portfolio. He is appointed Senior Regional Advisor to WAIPA — the global body representing 250+ investment promotion agencies worldwide.



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.



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