



2018 CORPORATE INSIGHTS SUMMIT

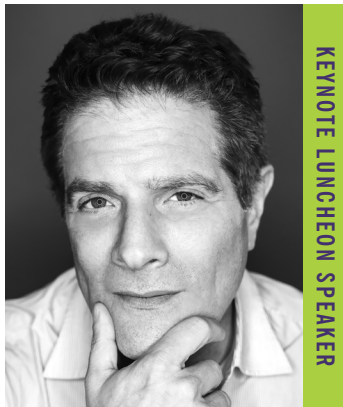
MARKET PLACE FORUM Powering Asian Consumers & Investors

WEDNESDAY, JUNE 20, 2018* • 12:00–9:00 PM
ASIA SOCIETY, 725 PARK AVENUE • NEW YORK CITY

* Please know that the Diversity Leadership Forum takes place June 21st

#MARKETPLACEFORUM2018 @ASDIVERSITY

KEYNOTE SPEAKERS



KEYNOTE LUNCHEON SPEAKER

TOM DOCTOROFF

Celebrated author of three best-selling books – *Billions: Selling to the New Chinese Consumer*, *What Chinese Want: Culture, Communism & China's Modern Consumer*, *Twitter is Not a Strategy*



KEYNOTE AFTERNOON SPEAKER

VIVEK SANKARAN

President & Chief Operating Officer
Frito-Lay North America

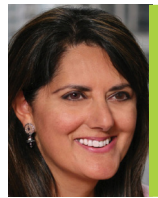
FEATURED SPEAKERS



UMRÁN BEBA*
Global Diversity, Engagement & Talent Officer, PepsiCo



NICHOLAS CHAN
Managing Director, Investment Management Division, Goldman Sachs



JYOTI CHOPRA
Board Member, Toyota



CHRISTINE DAVIES
Vice President, Global Partnerships & Development, Asia Society



DAPHNE KWOK
Vice President, Multi-cultural Leadership, APA Audience Strategy, AARP



JEFF LIN
Co-Founder, Admerasia



TOM NAGORSKI
Executive Vice President, Asia Society



NIHARIKA SHAH
Vice President, Global Marketing Communications, Prudential

* Co-Chair of Asia Society's Global Talent and Diversity Council

WEDNESDAY, JUNE 20 • 4:00 PM | SPECIAL CASE STUDY SERIES Marketing to the Asian American Consumer & Investor

This case study will expand on these three industry leaders and how they hone in new market trends to gain the Asian consumer by serving their specific needs. Close emphasis will be given to the changing forces of Asian life styles and consumer habits.



EMAD L. BIBAWI
New York Advisory Office Leader, Partner Advisory Services, KPMG LLP



KATY CHEN
Director, Global Sales Strategy, Tiffany & Company



ADA LIEN
Senior Vice President Marketing, La Mer

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LOCATION: ASIA SOCIETY - 725 Park Ave, New York, NY 10021

12:00 – 2:00 PM **WELCOME: Christine Davies | Vice President, Global Partnerships | Asia Society**
ROSE HALL/
8th FLR **EMCEE: Jyoti Chopra | Board Member | Toyota**

LUNCHEON & KEYNOTE: The Golden Rules of Marketing in China

Tom Doctoroff | Chief Cultural Insights Officer | Prophet & former CEO | J. Walter Thompson Asia Pacific

The author of three best-selling books – *Billions: Selling to the New Chinese Consumer*, *What Chinese Want: Culture, Communism & China's Modern Consumer* and *Twitter is Not a Strategy: Remastering the Art of Brand Engagement* will offer insights to the Chinese consumer needs and the Asian commercial landscape via a compelling keynote. The audience will have the opportunity to join in a lively question and answer session.

2:00 – 2:15 PM **Shift Break**

2:15 – 3:15 PM **LEADERSHIP INSIGHTS PANEL: The Power of Asian Spend: Marketplace & Outlook**

According to the U.S. Census Bureau, the Asian population recently grew by 3 percent to 21 million and the Asian American buying power is projected to surpass \$1 trillion, by the end of 2018, according to the Selig Center.

Hear from leading companies who have successfully tapped into the Asian-American spending power. Learn what drives the Asian market spend, how leaders establish new lines of business and adapt strategy to market and demographic changes. Panelists will closely examine arising opportunities, and proven initiatives for building a thriving business by leveraging cultural competency and specific needs of Asian consumers.

Moderator: **Tom Nagorski | Executive Vice President | Asia Society**

Daphne Kwok | Vice President, Multicultural Leadership, Asian American & Pacific Islander Audience Strategy | AARP

Jeff Lin | Co-Founder | Admerasia

Niharika Shah | Vice President, Global Marketing Communications | Prudential

3:15 – 3:45 PM **KEYNOTE: Vivek Sankaran | President & COO | Frito-Lay North America with Umran Beba | Global Diversity, Engagement and Talent Officer | PepsiCo, Inc.**

3:45 – 4:00 PM **Networking Break**

4:00 – 5:00 PM **CASE STUDIES SERIES: Marketing to the Asian American Consumer & Investor**

This case study series will expand on three industry leaders and how they hone in new market trends to gain the Asian consumer by serving their specific needs. Close emphasis will be given to the changing forces of Asian life styles and consumer habits.

Ada Lien | Senior Vice President Marketing | La Mer

Emad Bibawi | Risk Consulting Partner & the Advisory Office Leader | KPMG LLP

Katy Chen | Senior Director, Global Sales Strategy | Tiffany & Co.



MARKET PLACE FORUM Powering Asian Consumers & Investors

WEDNESDAY, JUNE 20

5:00-5:20 PM

CASE STUDY: Training & Developing Asian Talent in Sales & Marketing

Effective communication skills are critical in any role or function in the business world. Whether for external clients, consumer engagements or for internal audiences, the ability to communicate with authority, credibility and confidence is of great importance. During this case study, participants gain insights to best practices of how a company is training their Asian talent with the skills required to maximize effective communication and executive presence. The Goldman Sachs Asian Professionals Network (APN) offers an eight-week series of training sessions called the Presentation Skills Bootcamp, with the objective of coaching members of the network on enhancing their presentation skills and executive presence with a personal mentor. Over 100 APN members have graduated from this program over the last five years.

Nicholas Chan | Managing Director, Goldman Sachs Investment Management Division | Goldman Sachs

5:20 – 5:30 PM

CLOSING



9TH ANNUAL BEST EMPLOYER AWARDS DINNER

LOCATION: ASIA SOCIETY - 725 Park Ave, New York, NY 10021

5:30 – 7:00 PM

GARDEN COURT

REGISTRATION & COCKTAIL RECEPTION

7:00 – 9:00 PM

ROSE HALL/ 8TH
FLOOR

Emcee: **David Reid | Executive Director of Global Talent Initiatives | Asia Society**

2018 Best Asian Pacific American Employer Awards Ceremony

Awards will be presented for the Best Companies of Asian Pacific Americans in the following categories:

- Overall Best Employer for Asian Pacific Americans
- Best Employer for Asian Pacific Americans to Develop Workforce Skills
- Best Employer for Promoting Asian Pacific Americans into Senior Leadership Positions
- Best Asian Pacific American Employee Resource Groups
- Best Employer for Marketing & Support to Asian Pacific American Community
- Best Employer for Sponsorship
- Best Employer for Promoting Asian Pacific American Women
- Best Employer for LGBT Asian Employees
- Best Practices Awards for Recruitment & Selection, Retention, Employee Growth and Advancement, Profit & Loss Leadership Development, Employee Resource Groups, Market Opportunities, Community Commitment, Sponsorship, Promoting APA Women, and LGBT Asians.



9TH ANNUAL BEST EMPLOYER AWARDS DINNER

WEDNESDAY, JUNE 20

For the ninth consecutive year, Asia Society is presenting the **Best Asian Pacific Americans (APA) Employer Awards**, which recognize employers that are leaders in successfully attracting, developing and retaining APA leaders. The awards are part of the **Asian Corporate Survey**, a national benchmarking study that fills a critical information gap relating to the growth, development and advancement of APA employees in Fortune 500 and other large companies. This is the only research initiative to exclusively measure and recognize best practices related to developing APA leaders.

2017 Award Winners Included: KPMG, MasterCard, Goldman Sachs, Medtronic, BNY Mellon, Freddie Mac, GE and Credit Suisse

2018 Best Asian Pacific Americans Employer Awards Dinner

5:30-9:00 pm | Asia Society, New York

Awards categories include:

1. Overall Best Employer for Asian Pacific Americans
2. Best Employer for Asian Pacific Americans to Develop Workforce Skills
3. Best Employer for Promoting Asian Pacific Americans into Senior Leadership Positions
4. Best Asian Pacific American Employee Resource Groups
5. Best Employer for Marketing & Support to Asian Pacific American Community
6. Best Employer for Sponsorship
7. Best Employer for Promoting Asian Pacific American Women
8. Best Employer for LGBT Asian Employees
9. Best Practices Awards for Recruitment & Selection, Retention, Employee Growth and Advancement, Profit & Loss Leadership Development, Employee Resource Groups, Market Opportunities, Community Commitment, Sponsorship, Promoting APA Women, and LGBT Asians.

