

THE 2ND
**ASEAN
MARKETING
SUMMIT**

MARKETING IDEAS WORTH SPREADING: ASEAN and Beyond

THURSDAY, 15 SEPTEMBER 2016

The Kasablanka
Kota Kasablanka Mall, Jakarta

9am – 5pm

Overview

The ASEAN Marketing Summit (AMS) is an annual one-day event, founded by MarkPlus' Chairman Hermawan Kartajaya, that brings together marketing professionals from ASEAN to discuss trends shaping the future of marketing in the region. Every year, the summit centers the discussions on hot marketing topics and invites world-class, inspiring speakers from all over the world to share their perspectives and ideas on marketing.

The summit provides inspiring marketing ideas from two perspectives: multinational and ASEAN's local companies. It aims to provoke companies to rethink about their marketing and apply innovative ideas from diverse group of industry experts in ASEAN and beyond.

The ASEAN Marketing Summit 2016 will feature lineup of eminent speakers including Moran Cerf (Professor of neuroscience and business at the Kellogg School of Management), Jon Wilson (Professor of Marketing Greenwich University), Tan Khee Giap (Associate Professor, National University of Singapore), Cheryl Goh (Group VP of Marketing Grab, Malaysia), Lim Chee Siong (CMO of Huawei South Pacific Region), Pham Dinh Nguyen, Erik Meijer (CEO of Telkomstra), Sharanjit Kaur (Senior Global Marketing Manager Reebonz), and more.

The event will also feature two inspiring groups of industry players that will share their ideas and perspectives, led by Hooi Den Huan, the Director of Nanyang Technopreneurship Center and Hermawan Kartajaya. The speakers will feature case studies of marketing from local companies in ASEAN and multinationals operating in ASEAN. Attended by approximately 700 middle-to-senior-level executives, the event is also a great networking opportunity.

Attendees

The following roles are recommended to attend:

- C-Level Executives
- General Management
- Marketing Executives
- Brand Executives
- Service Executives

- Sales Executives,
- Entrepreneurs
- Social change leaders
- Business Communities, and
- Industry Associations

Speakers

**MORAN CERF**Professor of Neuroscience & Business
The Kellogg School of Management**JON WILSON**Professor of Marketing
Greenwich University**TAN KHEE GIAP**Associate Professor & Co-Director
Asia Competitiveness Institute
and Chair SINCEP**CHERYL GOH**Group Vice President of
Marketing Grab**PHAM DINH NGUYEN**President & CEO of
Phin Deli Coffee**LIM CHEE SIONG**CMO of Huawei
South Pacific Region**ERIK MEIJER**President Director/CEO
of Telkomstra**SHARANJIT KAUR**Senior Global Marketing
Manager Reebonz

Connectors

**HOOI DEN HUAN**Director of the Nanyang
Technopreneurship Center
Nanyang Technological University**HERMAWAN KARTAJAYA**Founder & Executive Chairman of MarkPlus, Inc.
Asia Marketing Guru

Agenda

08:30 – 08:30	Registration & Networking Opening Speech Competing for Growth: Player or Playground? Hermawan Kartajaya, Chairman of MarkPlus, Inc.	12:15 – 12:30	ASEAN Economic Community Award
08:30 – 09:00	Opening Speech Competing for Growth: Player or Playground? Hermawan Kartajaya, Founder & Executive Chairman of MarkPlus, Inc. Asia Marketing Guru	12:30 – 13:30	Lunch Break
09:00 – 10:30	Keynote ASEAN Rising: AEC Beyond 2016 Tan Khee Giap, Associate Professor, National University of Singapore; Co-Director Asia Competitiveness Institute	13:30 – 15:00	Marketing Ideas Worth Spreading from Global Companies Cases: Telkomstra (Australia), Uniqlo/Muji (Japan), Huawei (China), Home Credit (Czech Republic) Facilitator: Hooi Den Huan , Director, Nanyang Technopreneurship Center
10:30 – 11:00	Morning Break	15:00 – 15:30	Afternoon Break
11:00 – 12:15	Marketing Ideas Worth Spreading from ASEAN Cases: Grab (Malaysia), Reebonz (Singapore), Pertamina (Indonesia), PhinDeli Coffee (Vietnam) Facilitator: Hooi Den Huan , Director, Nanyang Technopreneurship Center	15:30 – 15:45	Youth Entrepreneurship Award By Binus University Supported by ICSB Indonesia
		15:45 – 17:00	Inspiring Entrepreneurship Thoughts Innovation for Growth Dr Jonathan A.J. Wilson , Professor of Marketing, Greenwich University United Kingdom.
			Putting It All Together Next Roadmap for Action Beyond 2016 Hermawan Kartajaya, Founder & Executive Chairman of MarkPlus, Inc. Asia Marketing Guru

SUMMIT FEE

SPECIAL PRICE FOR
**MARKETING INSTITUTE
OF SINGAPORE (MIS)
MEMBERS**

USE PROMOCODE

SGAMS2016**EARLY BIRD**(until 15 August 2016)
IDR 2,250,000 (≈USD 165) per person**REGULAR**(16 August – 14 September 2016)
IDR 3,000,000 (≈USD 225) per person

Online reservation*:

markplusinc.com/aseanmarketingsummit/reservation*For online reservation we accept credit card (VISA/Mastercard)
& payment only in Indonesia Rupiah (IDR)

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Online reservation step-by-step

LOG ON to
reservation
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**PROMOTION
CODE**Select Ticket
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PROFILE**PAYMENT****E-TICKET**
will be **SENT**
to email**

** For participants > 7 persons, ticket code will be sent to the PIC. Participants have to register the ticket code to get e-ticket.

INFORMATION
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INFORMATION

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