ACI ASIA BUSINESS SERIES
Managing Business Turbulence Through Asian Consumer Insight
Singapore - 2017

The 2017 ACI Asia Business Series aims to reveal pertinent insights produced and derived from ACI’s focused research studies on Asian consumers. Join us and our line-up of distinguished panellists and speakers as we turn these findings into actionable insights to help businesses navigate turbulent market conditions.

The series will disseminate knowledge and strategic insights gathered and analysed by ACI using ethnography, neuroscience and analytics research methods. Featuring the forefront of ACI’s deep research capabilities, these imperative data can be pivotal turning points for companies who are looking for approaches to sustain and embark on the next phase of growth.

This year’s series consists of two pre-Summit roundtables in June & August, which will culminate into the 2017 ACI Asia Business Summit on 9 October, where over 350 business leaders will congregate to glean Asian consumer insights, adopt and apply them to amplify their engagement with their customers and ultimately, to propel their business growth in Asia.

ACI ASIA BUSINESS ROUNDTABLE SESSION 2
Tapping on Consumer Insight to Design for the Future
1 August 2017
InterContinental Hotel Singapore | Grand Ballroom III, Level 2

As businesses around the world experience various forms of disruptions and adjust to the turbulent global economy outlook, how can companies better prepare themselves to thrive in the dynamic Asian market, and more critically, sustain their market share and gain the confidence of their consumers in the uncertain times that lie ahead?

The second roundtable session, organised by ACI and supported by The Business Times, will be chaired by ACI Fellow and Head of the Information Technology & Operations Management Division at Nanyang Technological University, Professor Boh Wai Fong. This Roundtable is a prelude to a session at the Summit and this focused session will share on the importance of consumer insight as the foundation for design thinking. Understand how to identify the unspoken needs of consumers via pertinent insight. Learn how to translate them into products and services which can positively impact your business and brand future.

PROGRAMME
2:00pm Registration
2:30pm – 3:00pm Keynote Address
Professor Boh Wai Fong, ACI Fellow and Head of the Information Technology & Operations Management Division, Nanyang Technological University
3:00pm – 4:00pm Discussion & Debate moderated by Professor Boh Wai Fong
4:00pm – 4:30pm Summary & Closing Remarks
4:30pm – 5:00pm Coffee & Networking
5:00pm End of Program

*List of speakers and session chair displayed on the following pages
Speakers:

Agnes Kwek
Executive Director
DesignSingapore Council
Ministry of Communications and Information

Agnes joined the DesignSingapore Council on 1 November 2016. As its Executive Director, she leads the Council to chart and implement national policies on design to make Singapore an innovation-driven economy and a loveable city by design.

Agnes’ vision is to bring the intersection of design, public policy and business closer together. She has 15 years of public service under her belt, in portfolios spanning defence diplomacy, economic manpower policy, community organisation and social welfare, and public service transformation. Prior to Dsg she helmed the transformation effort towards a commuter-centric land transport system. In 2013, she spent a year in a work attachment to global design consultancy, IDEO in San Francisco. She worked on projects across educational technology, organisational redesign, and a six-month project embedded in a Silicon Valley technology giant to build design innovation skills.

Agnes graduated with a First Class B.A. in Politics, Philosophy and Economics from the University of Oxford, Lincoln College in 2000. She went on to do a M.A. in International Relations in the University of Chicago in 2001.

Garick Kea
ACI Fellow
Executive Director – Consumer Insights
Nielsen Singapore

Garick is the Executive Director for Consumer Insights in Nielsen Singapore. His vertical experience cuts across banking, FMCG, government, hospitality, retail and technology.

Prior to Nielsen, Garick is the Regional Insights Director for Asia and General Manager for Singapore at Isentia (An ASX 200 Media Intelligence Company), managing research capabilities across Asia and the business operations of 100+ staff and 200+ accounts for Singapore. Before Isentia, Garick headed the Market & Consumer Insights function for BlackBerry in Asia Pacific. He managed 10 countries across the region, a multimillion dollar annual budget and a team of Insights Managers. He had also undertaken additional strategic role at global level, where he was based in New York. His research experience cuts across qualitative to quantitative methods, local to global initiatives and consumer to enterprise studies.

In his early days, Garick had worked in advertising and marketing communications roles in Australia. Before joining the industry, he was in academia where he taught undergraduate marketing units and published scholarly research on consumer behaviour, ethnocentrism, country-of-origin and business ethics. Recognised by the industry, Garick has won awards and is often invited be a speaker, panellist, award judge and guest lecturer. He is also a reviewer to several journal publications and conferences.

In the community domain, he is a District Councillor for North West Community Development Council in Singapore. Garick holds a Master of Philosophy (Marketing) and has also completed a Harvard Leadership program.
Kristin L. Wood
Professor, Engineering and Product Development (EPD) Pillar Head
Co-Director of the SUTD-MIT International Design Center
Singapore University of Technology and Design

Dr. Kristin L. Wood is currently a Professor, Engineering and Product Development (EPD) Head of Pillar, and Co-Director of the SUTD-MIT International Design Center (IDC) at the Singapore University of Technology and Design (SUTD).

Dr. Wood completed his M.S. and Ph.D. degrees in the Division of Engineering and Applied Science at the California Institute of Technology, where he was an AT&T Bell Laboratories Ph.D. Scholar. Dr. Wood joined the faculty at the University of Texas in September 1989 and established a computational and experimental laboratory for research in engineering design and manufacturing, in addition to a teaching laboratory for prototyping, reverse engineering measurements, and testing.

During the 1997-98 academic year, Dr. Wood was a Distinguished Visiting Professor at the United States Air Force Academy. Through 2011, Dr. Wood was a Professor of Mechanical Engineering, Design & Manufacturing Division at The University of Texas at Austin. He was a National Science Foundation Young Investigator, the Cullen Trust for Higher Education Endowed Professor in Engineering, University Distinguished Teaching Professor, and the Director of the Manufacturing and Design Laboratory (MaDLab) and MORPH Laboratory. Dr. Wood has published more than 400 refereed articles and books, has received more than 70 national and international awards in design, research, and education, consulted with more than 100 companies (MNCs, SMEs, and startups) and government organizations on Design Innovation and Design Thinking, and is a Fellow of the American Society of Mechanical Engineers (ASME).

Low Cheaw Hwei
Head of Design, Philips ASEAN Pacific
Head of Philips Design Consulting, Asia (Singapore)
Philips Design

Cheaw Hwei is Head of Design for Philips ASEAN Pacific and Head of Philips Design consultancy for Asia. He is responsible for the overall direction of Philips Design in the region, leading the company through a design transformation, as Philips moves towards experience and solutions based innovation.

Based in Singapore, Cheaw Hwei first joined Philips Design in 1991 and has since held various creative and management roles within the Netherlands and Hong Kong, before returning back as Design Director for Singapore and Senior Design Director for Philips Consumer Electronics in Asia.

A respected industry veteran, Cheaw Hwei has served as board member for various design platforms such as the Design Singapore Council, chaired various design initiatives including the organizing committee for the 2009 ICSID World Design Congress, judged at international competitions such as iF. He currently sits on advisory boards to design institutions, organizations and has served on various platforms such as the Singapore Design Masterplan Committee and CFE sub-committee for Innovation and Capability Development.
Session Chair:

Boh Wai Fong
ACI Fellow
Head, Division of Information Technology and Operations Management
Nanyang Business School
*Nanyang Technological University, Singapore*

Wai Fong Boh is an Associate Professor and Head of the Division of Information Technology and Operations Management at the Nanyang Business School, Nanyang Technological University in Singapore. She received her PhD from the Tepper School of Business at the Carnegie Mellon University.

Her research interests are in the areas of knowledge and innovation management and social media. She has published more than 20 articles in journals, including Management Science, MIS Quarterly, Academy of Management Journal, Organization Science, Organizational Behavior and Human Decision Processes, Journal of Management Information Systems, Journal of Association Information Systems, Research Policy, and Information & Organization. She has also won multiple awards, including an award for the Top Five IS Publications of the Year 2007, the 2009 Management Science Distinguished Service Award for Reviewers, the 2005 Academy of Management Best Dissertation Award for the Organizational Communication and Information Systems Division.

Wai Fong is currently on or has been previously on the editorial board of Management Science, Information Systems Research, Organization Science, Journal of Management Information Systems, Information & Organization and Journal of Database Management.
Organiser:

Institute on Asian Consumer Insight

The Institute on Asian Consumer Insight (ACI) is a world-class, one-of-its-kind, national-level research institute focused on Asian consumers. Started as an initiative of the Singapore Economic Development Board in 2011, ACI serves as a bridge between academia and industry, and its mission is to help companies grow their business in Asia based on profound market and consumer insights gathered through state-of-the-art research methodologies. ACI conducts extensive research and help companies to develop customer-focused strategies based on insights about Asian consumers. Catered to each company's needs, ACI recognizes the importance of understanding Asian consumers and the Asian market, and strives to provide relevant and impactful information to aid businesses understand Asian consumers and to create value in the areas of innovation, branding, new-markets development and new media initiatives that will impact your business results. ACI partners with significant industry players from the business community to conduct joint projects and form academic partnerships for combined research. ACI also regularly organises and co-organises seminars, forums and workshops where we share and develop knowledge with academic and business professionals. For more information about ACI, and upcoming seminars, events and activities, please visit: www.aci-institute.com/aci-events/.

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The Business Times

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First launched in 1976, The Business Times is an authoritative newspaper and a key source of business intelligence for investors, managers and businessmen in Singapore and the Asian region. - End -