The 2017 ACI Asia Business Summit will congregate 350 senior management executives and business leaders to share actionable insight that will benefit delegates as they navigate their companies and businesses through turbulent market conditions.

These strategic consumer insight, gathered by ACI through our comprehensive research studies, feature the forefront of ACI’s leading-edge deep research capabilities including ethnographic, neuroscientific and analytic research methods. The imperative data can be pivotal turning points for companies who are looking for approaches to sustain and embark on the next phase of business growth. In-depth insight will be furnished to delegates in the afternoon parallel sessions to enhance their knowledge and equip them with a richer understanding of Asian consumers.

The 2017 ACI Asia Business Summit is an excellent platform for businesses to glean vital insight produced by ACI. By grasping these pivotal findings and adopting key insight to amplify engagement with their customers, ACI can support companies toward sustaining and propelling their businesses growth in the uncertain economic outlook that lies ahead for Asia.

<table>
<thead>
<tr>
<th>Time</th>
<th>Programme Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>0830 – 0900</td>
<td>Registration &amp; Breakfast</td>
</tr>
<tr>
<td>0900 – 0910</td>
<td>Welcome Address by ACI</td>
</tr>
<tr>
<td>0910 – 0930</td>
<td>Guest-of-Honour Keynote Address</td>
</tr>
<tr>
<td>0930 – 0940</td>
<td>Opening Remarks by Summit Chair Professor Bernd Schmitt</td>
</tr>
<tr>
<td>0940 – 1020</td>
<td>Winning Over the Millennials: Know Their Minds, Know Their Hearts</td>
</tr>
</tbody>
</table>

The current buzzword in marketing campaigns: Millennials. With the impact and power of the millennials living in this digital age, companies have begun to focus on unravelling how this generation have changed, and will continue to revolutionise life as we move into the next-gen digital age.

Latest research carried out by ACI has revealed certain unique behavioural predispositions of millennials. What should marketers do to appeal to this growing market? How will the millennials’ behaviour impact the way companies pursue business growth in Asia?

**Tan Su Shan**, Managing Director and Group Head, Consumer Banking and Wealth Management, **DBS Bank**

**Charlene Chen**, ACI Fellow and Assistant Professor, Nanyang Business
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Description</th>
<th>Speakers</th>
<th>Moderator</th>
</tr>
</thead>
</table>
| 1020 – 1045 | **Riding the Millennial Wave: Meet the Indie Entrepreneurs**                  | The dynamic business landscape is constantly evolving and millennial entrepreneurs are introducing new business ideas that have been shaking up the conventional business scene as we know it. This session delves into understanding the minds behind some of the unorthodox indie businesses brought to light by aspiring and unique individuals of our generation. Hear from the business owners on their motivation behind their unique business ideas, and the heart and soul they put into their daily grind. | Tay Yu Hui, Founder, 13rushes  
Ryan Lam, Founder, THEGLAMCO  
Jackie Tan, Founder and Design Director, Triple Eyelid | Bernd Schmitt, Special Advisor, Institute on Asian Consumer Insight |
| 1045 – 1115 | **AM Refreshment Break**                                                        |                                                                                                                                                                                                             |                                                                                                |                                                |
| 1115– 1135 | **Consumer Insights and the Design of the Customer Experience**                | In the ever-changing business landscape, the capability to innovate and adapt to consumers’ intrinsic demands is key to an organisation’s survival. Learn crucial design thinking principles and how to leverage on consumer insight using design thinking to identify new innovation opportunities in developing and optimising products and services. | Bojan Blecic, Senior Vice President and Head of Experience Design, OCBC Singapore               |                                                |
| 1135 – 1145 | **Think Before You Design: Do You Really Know Your Consumer?**                 | In this conversational session, explore the importance of using consumer insight and discover how you can integrate them into tactical growth opportunities to grow your business.                                                                 | Bojan Blecic, Senior Vice President and Head of Experience Design, OCBC Singapore               | Bernd Schmitt, Special Advisor, Institute on Asian Consumer Insight |
Insight to Impact: Evolving Together with the Consumer

Connecting and gathering pertinent insight of your consumers and their behaviours, thought-process, hopes, fears and concerns are vital for companies to sustain and thrive in today’s uncertain economy.

Hear how valuable consumer insight gathered, analysed and turned into actionable insight helped this company impact and propel their business growth and confidence with Asian consumers.

Almond Ko, Chief Executive Officer, SC (Sang Choy) International

Moderator:
Bernd Schmitt, Special Advisor, Institute on Asian Consumer Insight

Navigating Turbulent Business Environment with ACI: Findings from the Pan Asian Wave Study

As business conditions in Asia continue to change and as technology progresses and grow in the region, so will the way consumers behave, think, and live. Companies need to understand these dynamic shifts in trends and perspectives, apply these insight to amplify their engagement with their customers and ultimately, propel their business growth in Asia.

ACI’s flagship research study, the Pan Asian Wave, recently concluded with respondents from 10 Asian countries. Qualitative, neuroscientific and quantitative research methodologies were employed to analyse data collected from over 26,000 respondents. Here, we offer you an overview of how these strategic data can equip companies with a deep understanding of the future needs and aspirations of Asian consumers and to successfully guide the direction of their businesses in Asia.

Gemma Calvert, Director for Research & Development, Institute on Asian Consumer Insight

Health Care or Health Scare: What Does the Future Hold for Asian Consumers?

This session focuses on the future of Asian health & wellness based on unique insight from ACI’s flagship multi-country research.

With such a diverse range of traditional medical treatments and Western practices now in demand, an

Revolutionising the Asian Consumers’ Shopping Experience

Join us for this session where we will share insight from ACI’s research into the shopping and lifestyle expectations and aspirations of Asian consumers.

Will shopping malls still exist in the next 10 years? What are the emerging
increasingly aging Asian population and rise in the number of digital health devices and applications becoming available, how can companies navigate the rapidly changing Asian healthcare landscape?

Join us as we present research findings and dive into a discussion on perceived trends, dynamic disruptions, and the viability of the Asian healthcare sector.

**Session Chair:**
May O. Lwin, ACI Fellow & Professor of the Wee Kim Wee School of Communication Nanyang Technological University

**Speakers:**
Cyndy Au, ACI Fellow and Regional Director, Regulatory and Scientific Affairs, DuPont Health & Nutrition

Josip Car, Associate Professor of Health Services Outcomes Research, Director of Health Services Outcomes Research Programme and Director of Centre for Population Health Sciences, Nanyang Technological University

These unique insights will help retailers prepare for the changing needs and demands of Asian consumers and to future-proof their businesses in what is expected to be an increasingly uncertain and dramatically changing retail environment.

**Session Chair:**
Lynda Wee, ACI Fellow & Chief Executive Officer, Bootstrap

**Speakers:**
Terry O’Connor, Chief Executive Officer, COURTS Asia

Lai Poi Shan, Assistant Director, Pedagogical Exploration Learning & Professional Development Division Institute of Adult Learning (IAL)

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| 1515 – 1545 | PM Refreshment Break |
| 1545 – 1630 | Decoding and Innovating in Asia’s Digital Realm |

ACI’s research across multiple Asian markets has shed new light on the way in which the dynamic digital world is impacting on the lives of Asian consumers. Looking ahead, ACI has developed a road map of the advancing technologies that will be accepted by Asian consumers and which technologies may meet with some resistance and why.

Join us as we deliver pertinent insight from our research, the possible implications arising from them, and how we perceive the next phase of impending digital disruption in Asia.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1630 – 1645</td>
<td>Closing Remarks by Summit Chair Professor Bernd Schmitt</td>
</tr>
<tr>
<td>1645 – 1730</td>
<td>Networking</td>
</tr>
<tr>
<td>1730</td>
<td>End of Programme</td>
</tr>
</tbody>
</table>

Candice Ong, Chief Commercial Officer, *ShopBack*
Jerald Singh, Head of Product, *Grab*
Olga Lahuerta, Head of Innovation and Consumer Insights, *Procter & Gamble*

Noah Lim, ACI Fellow and Professor of Marketing, John P. Morgridge Distinguished Chair in Business, *University of Wisconsin-Madison*

*Moderator:*
Bernd Schmitt, Special Advisor, *Institute on Asian Consumer Insight*