



SAM
BUSINESS
SUMMIT
2018

15 Nov. Lotte Hotel

Singapore Association
of Myanmar

About SAM

The Singapore Association of Myanmar (SAM) has been in existence since 1991. The objectives of the Association are:

- To promote social, recreational, cultural, educational and business-related activities for its members in Myanmar and to promote ties between Singapore and Myanmar.
- To raise funds for the Association and for charitable purposes.
- To assist and provide support for members of the association by providing information regarding local culture and practices.

The Association is managed by an Executive Committee (Exco) which is elected at the Annual General Meeting.

SAM BUSINESS SUMMIT 2018

SAM Secretariat Office: 72 Chindwin Road, Kamaryut Tsp, Yangon, Myanmar
SAM Website: sam.com.mm

Time	Activity
12:30 - 13:15	Registration & Networking
13:15 - 13:30	Guests to be seated
13:30 - 13:40	Welcome by Mr Sims Teo, President of SAM Opening Remarks by H.E. Ms Vanessa Chan, Singapore Ambassador to Myanmar
13:50 - 14:05	Keynote Speech by H.E. U Thaung Tun, Union Minister for the Office of the Union Government, Chairman of the Myanmar Investment Commission
14:05 - 14:35	Overview of the Real Estate Development in Myanmar Presented by Surbana Jurong - General Manager (Myanmar), Mr Lee Leong Seng
14:35 - 15:05	Panel Discussion 1 - The Economic Outlook of Myanmar in 2019 Panellists : Mr Lim Chong Chong, Founder and Managing Director, Ascent Capital Partners Mr Brandon Lye, Director, PwC Singapore Moderator: Ms Selina Ang
15:05 - 15:35	Networking Tea Break
15:35 - 15:50	Legal Developments in Myanmar: Recapping 2018, and Looking Ahead to 2019 Presented by WongPartnership - Ms Suegene Ang
15:50 - 16:05	Doing Business in Myanmar: Strategies and Practical Tips for the Effective Resolution of Cross-Border Disputes Presented by the Singapore International Arbitration Centre - Mr Piyush Prasad
16:05 - 16:35	Panel Discussion 2 - Digitalisation in Myanmar Panellists : Mr Aashay Joshi, Head of City Mall Online Mr Mark Wang, Partner of Mogozy.com U Nay Aung, Founder & CEO, Oway Moderator: Mr Benjamin Liew
16:35 - 16:40	Closing Remarks by SAM



SAM BUSINESS SUMMIT 2018

Main Sponsor:



Co-Sponsors:



Media Partner:



Official Photographic Partner:





His Excellency U Thaung Tun

Union Minister for the Office of the Union Government
National Security Advisor to the Union Government
Chairman of the Myanmar Investment Commission,
Republic of the Union of Myanmar

U Thaung Tun is a retired Foreign Service officer.

He served in the Myanmar Foreign Ministry in various capacities.

He was head of the Political Department and ASEAN SOM Leader for Myanmar.

His diplomatic postings include Berne, Geneva, New York, Washington D.C, Manila and Brussels.

He served as Myanmar's Ambassador to the Philippines from 2005 to 2008.

His last post was Brussels where he served as Ambassador to the European Union, Belgium and the Netherlands.

Following his retirement from the Foreign Service, he was a Visiting Senior Research Fellow at the Institute of Southeast Asian Studies in Singapore.

On his return to Myanmar, he worked for Shell as an Advisor from 2015 to 2016.

He was appointed as Myanmar's first National Security Advisor in January 2017.

In November 2017, he was appointed Union Minister for the Office of the Union Government.

He was also appointed Chairman of the Myanmar Investment Commission (MIC) in June 2018.

He has a Bachelor of Science Degree from Yangon University, Diploma in French from Yangon Institute of Foreign Languages.

He also obtained a Master in International Public Policy from the School of Advanced International Studies (SAIS), the Johns Hopkins University, Washington, D.C.



Mr LEE Leong Seng

General Manager of Surbana Jurong Myanmar Office
 Managing Director, Surbana International Consultants (Myanmar) Co Ltd &
 SMEC Myanmar Co Ltd

As the General Manager for Surbana Jurong (Myanmar), Leong Seng leads a team of 90 professionals providing consultancy services in areas such as Masterplanning, Architecture, Engineering (M&E & C&S), Quantity Surveyor, Project Management, Facility Management, Security and Building Management solutions. Leong Seng also oversees the SMEC Myanmar operations which provide infrastructure consultancy services such as Water & Wastewater Management, Power & Energy, Oil & Gas and Transportation solutions. Under his leadership, Surbana Jurong Myanmar has provided consultancy and advisory services to many large Myanmar conglomerates, government agencies and ministries in Yangon, Mandalay, Bago, Mon , Kayin and many other regions and states in Myanmar.

Leong Seng has extensive experience in Project Development and Management. He has held various positions in companies such as CapitaLand, NTUC Choicehomes and UOL. He also has business development experience in Singapore, Malaysia and Vietnam. Leong Seng is currently the Vice President of the Business Committee of the Singapore Association of Myanmar whose role is to facilitate Singapore businesses in Myanmar.



Ms Suegene ANG

WongPartnership LLP's resident Partner in Myanmar

Suegene engages with clients who are looking to set up and invest in Myanmar, as well as clients from Myanmar, who are engaged in a range of industries including property development, construction and engineering, banking and finance, hospitality, energy, oil and gas and FMCG.

She regularly advises on a broad range of legal issues, including commercial and contractual matters, joint ventures and foreign investment, landlord and tenancy issues, regulatory and compliance issues, corporate governance, investigations and all aspects of employment law.

Suegene is described in the IFLR1000 - Financial & Corporate 2018 rankings as "professional, articulate", and "knowledgeable and proactive, and never fails to exceed [client's] expectations".



Mr Piyush PRASAD

Associate Counsel, Singapore International Arbitration Centre

Mr Piyush Prasad is an Associate Counsel at SIAC. He has administered nearly 100 arbitrations under the SIAC Rules and UNCITRAL Rules and assisted with the appointment of arbitrators in ad hoc arbitrations. Piyush earned his Bachelor of Laws (LL.B.) degree from the National Law University, Jodhpur and is admitted to practise law in India. As a Senior Associate in the dispute resolution team of one of the largest Indian law firms in New Delhi, he represented clients in arbitrations and litigations. He earned his Master of Laws (LL.M.) degree, on a scholarship, from the University of Chicago Law School, where he was the Vice-President of the International Law Society.



Mr Brandon LYE

Director, Capital Projects & Infrastructure, PwC Singapore

Brandon is a Director in PwC's Deals Capital Projects & Infrastructure practice, responsible to lead the infrastructure and real estate transactions in Myanmar. He has over 20 years of extensive working experience in engineering, construction, real estate investment and infrastructure developments across Asia Pacific.

Prior to joining PwC, Brandon was with Singapore's largest engineering consultancy and leading EPC contractors where he gained strong technical experience in dealing with complex multi-disciplinary projects.

In Myanmar, Brandon has successfully led several infrastructure projects, including detailed study and analysis of Yangon port and financial modelling and analysis for industrial zone and other real estate developments. Brandon is also experienced in PPP projects in the power, water and utilities sectors, toll roads and mining projects across Asia.



Mr LIM Chong Chong

Founder and Managing Director of Ascent Capital Partners

Ascent Capital is a Singapore-registered fund management company which manages one of the largest Myanmar-focused investment funds, with offices in Yangon and Singapore. It seeks to invest and build market leading and sustainable businesses in Myanmar, through providing growth capital and strategic value adds to support Myanmar entrepreneurs to grow and elevate their businesses.

Chong Chong has been in Myanmar since 2013. Prior to founding Ascent Capital, Chong Chong was the Group Chief Financial Officer of Capital Diamond Star Group Ltd, a leading business conglomerate in Myanmar with diversified businesses in agriculture, food, retail, real estate, health-care and financial services. He led the transformation of CDSG, and managed several core functions in the Group, including Strategy & Business Development, Finance, Human Resources and IT. Chong Chong was concurrently the Managing Director of the Group's Telecom Services business, and also represented the Group on the Board of several companies.

Before moving to Myanmar, he worked at Temasek International Pte. Ltd in Singapore, and was involved in corporate finance and planning, investments and portfolio management. Chong Chong also worked at EY and KPMG, two of the 'Big Four' accounting firms, and has a breadth of experience in audit, tax, consulting and advisory.

Chong Chong received his Bachelor of Business Studies (Banking and Finance) with honours from Nanyang Technological University, Singapore. He is also a CFA charterholder. Born in Singapore, he has lived and worked in several countries, including Singapore, China and Myanmar.



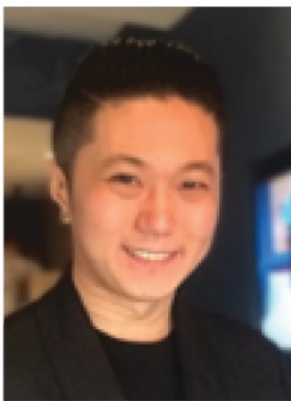
Mr Aashay Joshi

Head of City Mall Online

Aashay heads the Merchandising, Partnerships and Marketing for City Mall Online, overseeing merchandise planning, brand partnerships and campaigns for e-commerce.

Prior to joining the CMHL's core e-commerce team, Aashay worked as Senior Analyst in Global Merchandise Planning at Target, the American retail company. His area of focus was merchandise planning for E-commerce and offline businesses to help drive Target's omnichannel experience.

Aashay holds a Bachelor of Business degree (Marketing & Strategy) from Christ University, Bangalore.



Mr Mark WANG

Serial Technopreneur, Partner of Mogozy.com

Mark leads Starhigh's technology arm and latest venture Mogozy.com - an upcoming e-commerce platform launched in August 2018. He completed his education with BA (Hons) Arts, Visual Communications from Northumbria University, UK. He started his first venture co-owning Singapore's first online gadget store in 2004 following a tenure with Mediacorp's pioneering integrated media, emerging top 5% in both local and regional sales and marketing. His last venture was a mobile app in social community which has also secured Angel funding in Singapore.

Mark is also a consultant on the latest best marketing practices, integrating traditional and digital media regionally.



U NAY AUNG

Founder & CEO, Oway

Nay brings along global business best practices and deep online and payment product management experience from top Silicon Valley establishments.

Nay started his career at Blue Lithium, a well-known online advertising start-up which was later acquired by Yahoo! He then spent 4 years at Google's HQ at Mountain View. Nay was an early member of Google Wallet Product team - an online payment system for Google Products and next joined the Business Strategy and Operations group at Google (an internal consulting group). Post Google, Nay took up the Business Director of Product Management's position at leading cloud services provider Saba software.

After growing up in Myanmar, Nay pursued his education abroad and received a Bachelor's Degree in Law and Economics from the University of Arizona, a Master's in Economics from the London School of Economics and a Master's in Management from Stanford University.

He founded Oway from a makeshift office set-up in 2012 and led it to become the market leader in travel and ground transport in Myanmar today.
