

# ASEAN GLOBAL LEADERSHIP PROGRAMME

Cambridge, UK, 14<sup>th</sup> – 19<sup>th</sup> September 2014

**SRW&Co.**  
people management consulting



Executive Education

*“Competing in the New Global Economy”*







## CONTENT

---

Foreword	2
Information	4
Programme Agenda	6
Faculty & Speakers	7
Programme Information	12
Programme Gallery	13



**FROM THE CEO OF  
CAMBRIDGE JUDGE BUSINESS SCHOOL EXECUTIVE EDUCATION,  
UNIVERSITY OF CAMBRIDGE**

Cambridge Judge Business School Executive Education is delighted to be working once again with the ASEAN Global Leadership Programme. We look forward to delivering a bespoke learning experience, bringing together our faculty and practitioner network to meet the specialised needs of the ASEAN Global Leadership Programme participants.

With its suite of carefully designed teaching sessions, this programme will provide you with the opportunity to explore together the latest research and thinking, gaining new knowledge to optimise your studies and business effectiveness.

It will be our pleasure to welcome you to the University of Cambridge for what promises to be an inspiring, enriching and enjoyable executive education programme.

-Peter Hiscocks-



**FROM THE PROGRAMME DIRECTOR OF  
CAMBRIDGE JUDGE BUSINESS SCHOOL EXECUTIVE EDUCATION,  
UNIVERSITY OF CAMBRIDGE**

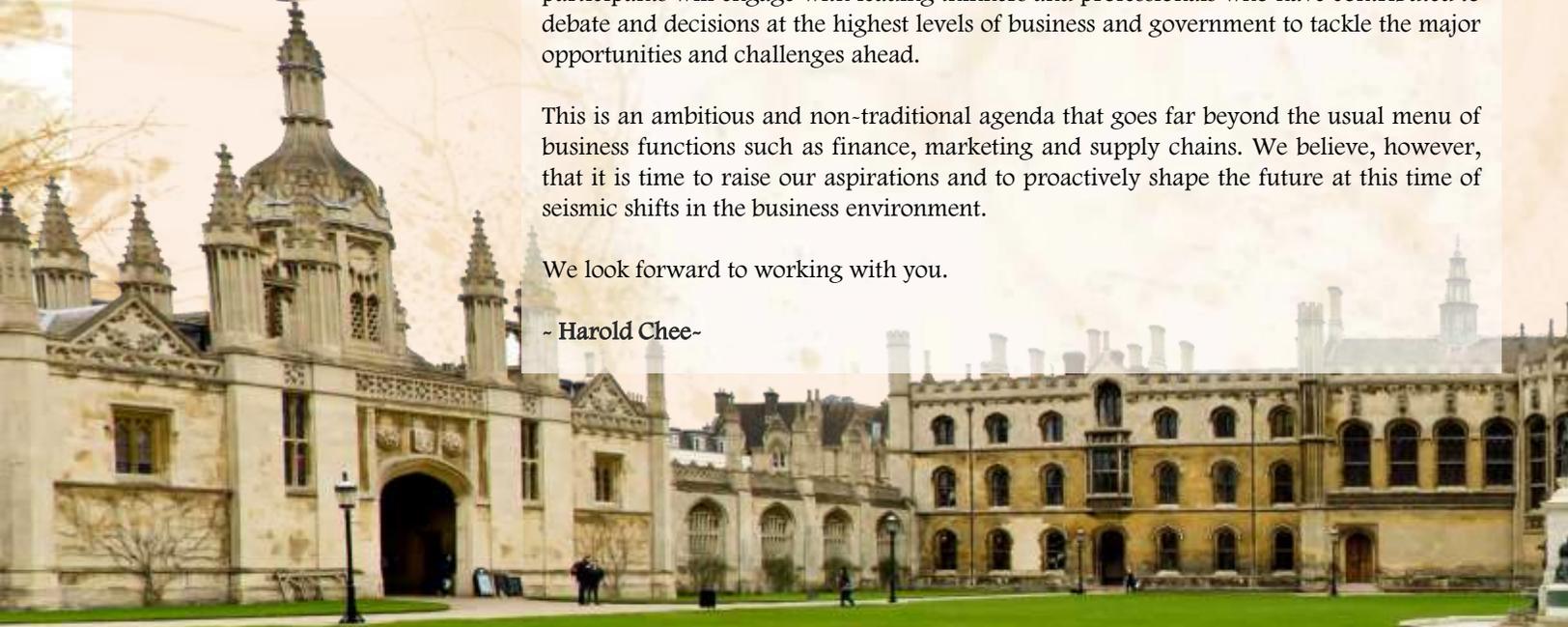
Unlike many other management and leadership courses, this programme provides a unique opportunity to look beyond the usual business functions and operational issues and to step back and consider how we can proactively reshape the future of our businesses and ASEAN's regional and global role in the next phase of development.

Successful leaders need to be able see beyond operational issues and the current volatility, to recognise fundamental forces that are relentlessly transforming the world and to consider how to respond to them. This lies at the very core of the design of our unique programme. Drawing on the quality and depth of the Cambridge Community, participants will engage with leading thinkers and professionals who have contributed to debate and decisions at the highest levels of business and government to tackle the major opportunities and challenges ahead.

This is an ambitious and non-traditional agenda that goes far beyond the usual menu of business functions such as finance, marketing and supply chains. We believe, however, that it is time to raise our aspirations and to proactively shape the future at this time of seismic shifts in the business environment.

We look forward to working with you.

- Harold Chee-



## FROM THE CHAIRMAN AND PARTNER OF SRW&Co.

SRW&Co. is pleased to announce the 6<sup>th</sup> run of our Cambridge ASEAN Global Leadership Programme (AGLP) from 14<sup>th</sup>-19<sup>th</sup> September 2014. It also marks a very rewarding partnership that we had forged with the Cambridge Judge Business School Executive Education since we first launched the AGLP in 2009. To date, we have an AGLP Alumni of some 120 members comprising prominent business leaders across the industries in the ASEAN region.

The Cambridge AGLP represents a world class leadership development program that is being custom designed for the CEOs and business entrepreneurs in addressing the specific needs and challenges unique to the ASEAN region. Since its launching in 2009, the programme was well attended and well rated by the participants who had given very positive feedback to the programme content and quality of the faculty. We are able to draw on the participants' valuable feedback to improve on the quality and relevance of the content in accordance with the latest developments in the region and at the global front.

The AGLP provides a very conducive learning platform for the participants to indulge in a weeklong reflective learning experience by engaging them actively in the intellectual discourse with the world class faculty and prominent guest speakers whilst also sharing their own experiences and insights as business leaders. In the process, the leaders will have the opportunity to reflect on their leadership roles and gain new insights into improving their leadership effectiveness and performance. The programme also provides an excellent opportunity for professional and business networking among the participants and allow them to tap into the expertise and high level networks of the AGLP Alumni.

We have the pleasure and honour to invite the business leaders in the ASEAN region (and outside the region) to sign up for the AGLP 2014, with the promise to give them a very stimulating and enriching learning experience in the fascinating 805-year old campus of the University of Cambridge amidst the beautiful foliage and colours of the fall season.

- Daniel Wong -



## UNIVERSITY OF CAMBRIDGE

Celebrating its 800th anniversary in 2009, the University of Cambridge is one of the world's oldest universities and leading academic centres, and a self-governed community of scholars. Cambridge comprises 31 Colleges and over 150 departments, faculties, schools and other institutions.

The mission of the University of Cambridge is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence.

## CAMBRIDGE JUDGE BUSINESS SCHOOL

Cambridge Judge Business School is internationally recognised as one of the leading providers of innovative, intellectually challenging and practical business management education across a portfolio of undergraduate, graduate and executive programmes. As a fully integrated department of the world renowned University of Cambridge, Cambridge Judge Business School hosts one of the largest concentrations of interdisciplinary business and management research activity in Europe. Our MBA is recognised as one of the best in the world and in 2009 we launched an EMBA to offer our world class teaching to those who want to continue working while earning a Cambridge MBA.

The University of Cambridge Judge Business School was established in 1990 under the name of the Judge Institute of Management Studies, as a focus for management teaching and research in the University. In 1991, generous benefactions from Sir Paul and Lady Judge, together with the Monument Trust, provided the funds for the construction of a building for the newly formed business school. Architect John Outram was appointed to the project and work on the building was completed in August 1995, being officially opened by HRH Queen Elizabeth II.

The world class faculty of the School comprises over 70 members. They represent all continents and likewise their research interests span the globe and the full spectrum of business issues. Many are leaders in their field directing cutting-edge research, consulting for top businesses, advising governments, and most of all, bringing their experiences and new found knowledge into the classroom.

The University of Cambridge Judge Business School has a number of research centres which are founded on strong interdisciplinary networks linking people from across the School, the wider University, business and the policy community. The research centres are strategically important to the delivery of the School's mission to be: *"a leading business school at the heart of Cambridge, advancing knowledge and leadership through people who will leave a mark on the world."*

## SRW&Co.

SRW&Co. is a regional management consulting firm providing specialist services in designing and implementing a full range of integrated people management and development solutions. Our focus and goal are clear- to help our clients to improve their organisational performance through innovative and effective people management and development practices, which are customised to meet their specific needs and requirements.

Our consulting teams have extensive hands-on experiences working for many leading corporations ranging from global consulting firms, multinational companies, to large local conglomerates. Combining global best practices with local experiences and cultural understanding, we help many leading global and local companies in the Asia-Pacific region to develop and implement a full spectrum of integrated people management and development solutions. We bring with us best practices and research in the field of people management and development to support our custom designed work with clients in the region.

Our technical advisors are industry and business experts who have specialised knowledge and expertise in specific business functions and industries. We also collaborate with our strategic partners comprising leading consulting firms, world class universities and business schools as well as some reputed local boutique consulting firms on project basis. In fact, even some of our clients become our strategic partners which speak volume of our partnership approach in working with our clients.

We believe ultimately it is the people who will make or break the company. Hence we adopt a balanced and holistic approach in our consulting framework and methodology by combining our technical strength in the custom design of the systems, methodologies and tools, and working on change management and communication to win over the hearts and minds of our clients in the effective implementation of the systems to deliver tangible results and value as expected. We believe the acid-test of our deliverables in any consulting assignment lies in the effective implementation of the systems we designed. Hence our design has the built-in implementation module as an integral part of the solution we offer to our clients which is a hallmark of our bench-strength.

Finally, we measure our success as a consulting firm in alignment with the successes of our clients and strategic partners, and the successes of our own people in becoming dedicated professionals who passionately live our values and walk the talk.



## *“Competing in the New Global Economy”*

Sunday, 14<sup>th</sup> September 2014

Opening reception and dinner with guest speaker

Monday, 15<sup>th</sup> September 2014

Welcome and introductions

Global Turbulence: Impact on Asia

Professor Michael Kitson

ASEAN and China: Coping with Strategic Shift

Professor Simon Collinson

Tuesday, 16<sup>th</sup> September 2014

Thinking and Acting Strategically

Professor Kulwant Singh

Economic Trends & International Financial Regulations

Professor Kern Alexander

Cultural walking tour of Cambridge

Punting followed by a Pimms reception at the Granta

Wednesday, 17<sup>th</sup> September 2014

M&A and Industry Consolidation:

Strategic Issues and Integration

Dr. Stelios Zyglidopoulos

Leadership Best Practices –East, West, North & South

Michael Jenkins

Thursday, 18<sup>th</sup> September 2014

Marketing Mindset - Creating Customer Value

Harold Chee

Making your Organisation Innovative

Professor Jaideep Prabhu

Pre-dinner drinks and Gala Dinner with guest speaker

Certificate Presentations and Group Photograph

Friday, 19<sup>th</sup> September 2014

Start-Ups & Entrepreneurship

Peter Hiscocks

Managing Change

Dr. Philip Stiles

Programme Wrap-up

Harold Chee

*“The Detailed 5-days programme schedule will be firmed up in due course and those who have registered will be notified accordingly.  
This illustrative agenda may be subject to minor change.”*

## PETER HISCOCKS

Senior Teaching Faculty in Entrepreneurship & Innovation Management  
MBA, DIC  
Interim CEO, Cambridge Judge Business School Executive Education

Peter Hiscocks has spent a number of years in the private sector working in product development in large companies before starting his own businesses. Peter has founded eight new ventures of which three have been sold, one has closed and he is Chairman or Director of the others. These businesses include Integral Inc - a \$50 million consulting company; Ecurie25 - a supercar club; and Pod Point - an EV recharging business. He is the Chairman of a £20 million seed-fund that helps fund new business start-ups and is on the advisory board of a large venture capital company. He is also an active business angel.

Peter teaches innovation management and entrepreneurship on the MBA and other programmes at Cambridge Judge Business School. He also teaches entrepreneurship and business finance for other departments within the University of Cambridge, including Engineering, Biochemistry, Biotechnology and Physics.



## HAROLD CHEE

MBA, MSc, MA, BA, DipEcon  
Academic Programme Director

Harold designs and teaches on the Cambridge Judge Business School Executive Education's customised programmes. His teaching and research interests are in Leadership, Marketing and Chinese Business. He has designed tailored programmes for many companies in the engineering, energy, banking, publishing, food and beverages, steel, telecoms and chemical sectors. Harold has taught in China, Asia Pacific, Europe, USA and Southern Africa with a variety of clients such as Philips, Volvo, Akzo Nobel, ITT, Continental Tyres, China Post, Volkswagen, Tesco, Roche Pharmaceuticals, Tetra Pak, Lufthansa, the BBC, the Home Office, PricewaterhouseCoopers, Norwegian Paper & Pulp and the Reserve Banks of Zimbabwe and Swaziland. His current clients in China include ABB, Siemens, Daimler and Sinopec.

Before joining Cambridge Judge Business School Executive Education, he worked as a Lecturer/Programme Director at Ashridge Business School, where he managed, designed and taught programmes for many tailored clients, as well as on the MBA and many Open Programmes such as Strategy & Leadership and the Advanced Management Programme. Before Ashridge, he was senior training consultant and business development manager in Beijing, China, helping to set up the China-Britain Management Training Centre. Prior to this, he worked for the giant mining company Anglo-American Corporation in Zimbabwe as an Organisational Development Manager. Harold has also worked as a university lecturer for several years with Westminster and Newcastle Business schools in the UK and has been a visiting professor at the universities of Boston, Moscow and Essex. Early in his career he was a marketing manager for several organisations.

Harold is an economics graduate and holds several masters degrees, and has studied at the London School of Economics, Essex, Kent and University of London Institute of Education. Amongst some of his publications are: *Chinese Leadership* with B. Wang (Palgrave Macmillan, 2011), the chapter "To export or not to" in *Globalisation Laid Bare: Lessons in International Business* edited by N. Ferguson, V. Cable and A.K. Sen (Gibson Square Books, 2010), *The Myths of Doing Business in China* (Palgrave Macmillan, 2007, 2nd edition), *Global Marketing Strategies* (Financial Times/Pitman, 1998) and *Marketing* with R. Harris (Financial Times/Pitman, 1993).





### **DR. PHILIP STILES**

Co-Director of the Centre for International Human Resource Management (CIHRM)

University Senior Lecturer in Corporate Governance  
BA (Univ. of Kent), MPhil, PhD (Univ. of London)

Philip developed the Global Human Resource Research Alliance, a research group involving 30 companies worldwide - American Express, BAE Systems, BT, EDF, GE, General Mills, IBM, IKEA, Infosys, Matsushita, Oracle, Procter and Gamble, Rolls-Royce, SANYO, Sealed Air, Shell, Siemens, TCL, TNT, and Unilever. The project represents the most comprehensive worldwide research study in the subject. The contribution to knowledge has been to identify both innovative and best HR practices within companies, and to show how human capital integrates with key dimensions of social and organisational capital.

Philip is also engaged in work on corporate governance, focusing primarily on the dynamics of boards of directors. He was involved in research for the Higgs Review on the Effectiveness of Non-Executive Directors, and he is also involved in examining the in collaboration with an international headhunting organisation. He consults to a number of organisations in both the private and public sector, and is a member of the Cambridge Corporate Governance Network (CCGN).

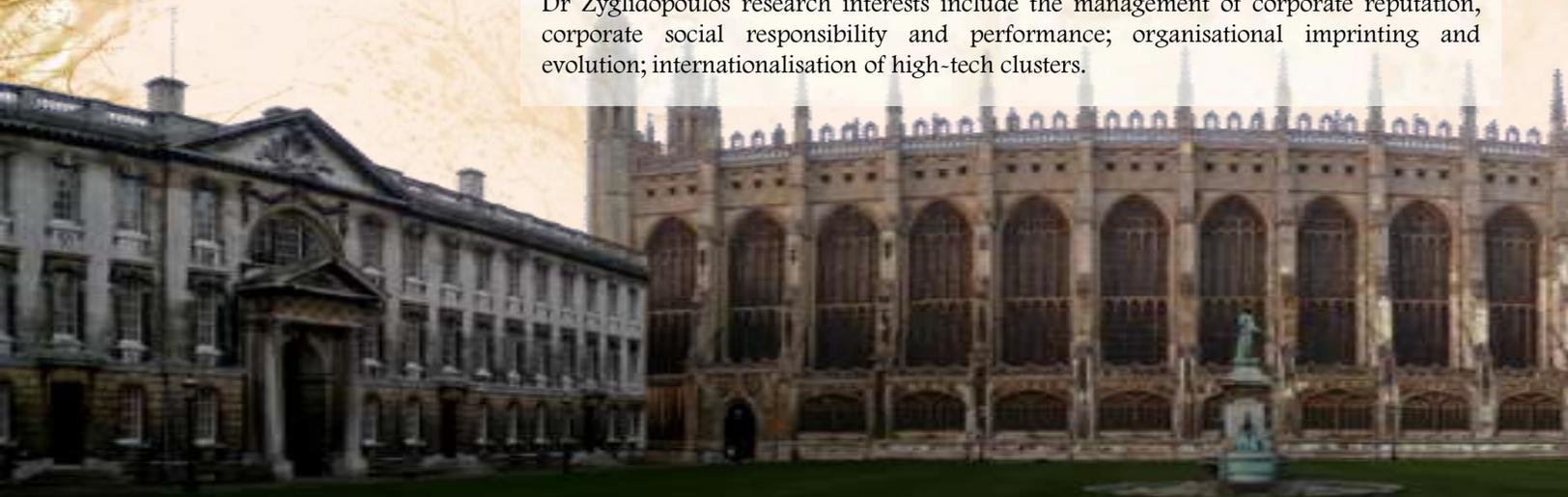


### **DR. STELIOS ZYGLIDOPOULOS**

University Lecturer in Strategy, Cambridge Judge Business School  
Director of Studies in Management and Fellow of Homerton College  
MSc (Univ. of Piraeus), MBA, PhD (McGill Univ.)

Dr Zyglidopoulos is a member of the Academy of Management (AOM), the British Academy of Management (BAM), and the International Association of Business and Society (IABS). He is a member of the editorial boards of Corporate Reputation Review, and Organization Studies. He is also an ad hoc reviewer for the Journal of Management Studies, Journal of Management Enquiry, Journal of Business Ethics, and Business & Society. Prior to joining Judge Business School, Stelios was Assistant Professor (from 1998 to 2000) at the Faculty of Management of Erasmus University in Rotterdam, the Netherlands, and then Assistant Professor (from 2000 to 2004) at the College of Business of the Rochester Institute of Technology in Rochester, USA.

Dr Zyglidopoulos research interests include the management of corporate reputation, corporate social responsibility and performance; organisational imprinting and evolution; internationalisation of high-tech clusters.



## MICHAEL JENKINS

Chief Executive, Roffey Park

Born in Malaysia and brought up in Uganda, Michael completed his education in the UK with a degree from Durham University in Chinese Studies. He left the UK to study Japanese language, politics and economics at Nanzan University in Nagoya, Japan on a Rotary Foundation scholarship after which, as the company's first British employee in Japan, he worked for Toyota as a motor industry analyst for four years. Following his return to the UK in 1988, Michael worked at the University of Bath as Director of the University's Foreign Languages Centre and in 1993 went to Australia on a Winston Churchill Memorial Trust Fellowship to research the training of Japanese and English interpreters. This resulted in the establishment of the UK's first MA in Interpreting and Translating for Japanese and English, and Chinese and English. In 1999 he joined the business school INSEAD, based in France, as Regional Director for Japan and Korea, transferring to Singapore in 2001 to become Director of the school's Executive Education Department.

After eight years in Singapore working in executive education and leadership development, Michael joined Roffey Park as Chief Executive in 2009. Michael regularly contributes at conferences on leadership-related topics and has a keen interest in leadership in a global context. He contributed to the Singapore Ministry of Manpower's publication *Asian Leadership: What Works* (edited by Dave Ulrich and Robert Sutton) in the areas of collective purpose, multi-culture and culture, and leadership transition in Asia. More recently he has presented on leadership in an Islamic finance context in Malaysia and has given talks on inter-generational leadership issues around the world.

He is a regular contributor to the Global Leadership Programme at International Christian University in Tokyo. Michael has a keen interest in leadership in Africa and the Islamic world and is currently renewing his knowledge of Kiswahili.

## PROFESSOR JAIDEEP PRABHU

Jawaharlal Nehru Professor of Indian Business and Enterprise  
 Director of the Centre for India & Global Business (CIGB)  
 Head of the Strategy and Marketing Group  
 Fellow of Clare College

Prior to his current position, Jaideep Prabhu was Professor of Marketing and Director of Research at the Tanaka Business School, Imperial College London; University Lecturer and University Senior Lecturer in Marketing, Cambridge Judge Business School. His research interests are in international business, marketing, strategy and innovation. Specific interests include: cross-national issues concerning the antecedents and consequences of radical innovation in high-technology contexts such as banking, pharmaceuticals and biotechnology; the role of firm culture in driving innovation in firms across nations; how multinational firms organise their innovation activities worldwide; the forces that drive R&D location decisions and the factors that influence the performance implications of these decisions; the internationalisation of firms from emerging markets; and innovation in emerging markets.





### **PROFESSOR MICHAEL KITSON**

University Senior Lecturer in International Macroeconomics

Michael Kitson is University Senior Lecturer in global macroeconomics at Cambridge Judge Business School; Hub Director of the UK- Innovation Research Centre; Director of the Programme on Regional Innovation at the Cambridge-MIT Institute; Fellow of St Catharine's College, Cambridge; and Assistant Director of the Centre for Business Research, Cambridge.

His research interests include: economic policy, regional economics, corporate performance, innovation, technology transfer and the commercialisation of science. His publications include *The Political Economy of Competitiveness* (with Jonathan Michie) and articles in the *Economic Journal*, *Cambridge Journal of Economics*, *Economic History Review*, *Scottish Journal of Political Economy*, *Review of International Political Economy*, *Bulletin of Economic Research*, *Regional Studies* and *Urban Studies*. He has undertaken major research projects for the UK Department for Innovation, Universities and Skills; the National Endowment for Science, Technology and the Arts (NESTA); the Economic and Social Research Council (ESRC); and the Engineering and Physical Sciences Research Council. He has also provided evidence as an expert witness for the House of Lords Economic Affairs Committee's enquiry into globalisation. His current work is concerned with assessing the factors that drive regional competitiveness and innovation and he is currently directing an ESRC research project on the impact of Higher Education on regional economies.



### **PROFESSOR SIMON COLLINSON**

Dean, Birmingham Business School

After completing his D.Phil. at SPRU (Sussex), Simon Collinson joined the University of Edinburgh as a Senior Research Fellow and Assistant Director of the Japanese-European Technology Studies (JETS) institute in 1991. During this period he was a Visiting Research Fellow at the National Institute of Science and Technology Policy (NISTEP) in Tokyo (in 1997), on a joint grant from the UK Royal Society and the Japanese Science and Technology Agency. Seven years later he joined Edinburgh University Management School, as a Senior Lecturer teaching International Business.

In 2000 Simon joined Warwick Business School (WBS) and became Academic Director of the full-time MBA programme and subsequently Associate Dean (MBAs). In 2004 he was a Visiting Professor at the Kelley School of Business at the University of Indiana, working with Alan Rugman, and a visiting Senior Research Fellow at the AGSM (NSW and Sydney). In 2005 he was awarded the Lead Ghoshal Fellowship at AIM (the Advanced Institute of Management), jointly funded by the ESRC and the EPSRC. This supported a large-scale survey of western multinational firms in China, focused on innovation capability development in IJVs and collaborative projects. He was a member of the Board of Directors for AIM until the end of the AIM programme in December 2011. During this period he was also Head of the Marketing and Strategy group at WBS, before moving into the role of Deputy Dean.

In 2011 Simon was appointed Guangbiao Guest Professor of Zhejiang University and became a member of the Council of the ESRC (Economic and Social Research Council). He also joined the Council of the British Academy of Management (BAM). In October 2011 Simon was appointed to a Chair in International Business and Innovation at Henley Business School, University of Reading and joined Birmingham Business School as Dean in October 2012.

## PROFESSOR KERN ALEXANDER

Senior Research Fellow, Centre for Financial Analysis & Policy (CFAP), AB (Cornell Univ.), MSc (Univ. of Oxford), MPhil (Univ. of Cambridge), PhD (Univ. of London)

Professor Kern Alexander was appointed to the Chair of Law and Finance at the University of Zurich in 2009. Since 2005, he has headed the Financial Regulation project at the Centre for Financial Analysis and Policy, University of Cambridge. He was also an Economic and Social Research Council (ESRC) Senior Research Fellow in International Political Economy and Law (2006-2009) and was a joint investigator on the ESRC World Economy and Finance Programme's research project 'The Legal and Economic Aspects of Sovereign Debt Finance'. He has led academic research grants from the UK ESRC, the European Commission and the European Parliament. He was educated at Cornell, Oxford and Cambridge Universities.

Professor Alexander has served as an adviser to the British Government and the European Parliament's Economic and Monetary Affairs Committee. He is a Member of the European Parliament's Expert Panel on Financial Services. In August 2011, he was appointed Specialist Adviser to the UK Parliamentary Joint Select Committee on the Financial Services Bill 2012.

In 2008 and 2009, he gave oral and written evidence on several occasions to the House of Commons Treasury Committee and the House of Lords Select Committee on Economic Affairs on UK and European financial legislation and regulation. In July 2006 he gave oral and written evidence to the House of Lords Select Committee on Economic Affairs on the "The Impact of Economic Sanctions"; and in November 2006 was invited to give oral and written evidence to the European Parliament's Special Committee on 'the Crisis at the Equitable Life Assurance Society'. Since the 1990s, he has advised central banks and national banking and securities regulators in both developed and developing countries on issues related to prudential regulation of banking and securities markets.



### WHO SHOULD ATTEND ?

This programme is aimed at those senior executives who have responsibilities for strategic leadership and for improving their company's performance. Particularly, this programme is very relevant to CEOs, members of Boards of Directors, members of Boards of Commissioners or senior executives who are about to assume top management positions. The programme is relevant to executives working in both the public sector and the private sector across industries.

### THE CITY OF CAMBRIDGE

Cambridge is a compact and charming university city steeped in history and benefiting from a peaceful riverside setting. Before the first scholars came in the 13th century, Cambridge was already an important seat of military defence for successive conquerors of the country – the site of the original Norman castle can still be seen. Today, the city offers its many visitors a wide range of cultural sites, leisure activities and restaurants. Cambridge is also less than one hour train journey away from London.

### ACCOMMODATION

Accommodation will be provided in the 4-stars Cambridge City Hotel, located in the heart of the city centre amidst colleges, restaurants and shops.

### TEACHING VENUE

The course will take place at Downing College – located in the city centre. Each day, morning and afternoon refreshments and a hot seated buffet lunch will be served. The College was founded in 1800 under the will of Sir George Downing, Baronet (1685-1749) and offers a comfortable and contemporary learning environment in its own peaceful grounds in the heart of the city of Cambridge.

### COLLEGE DINNERS

Our Welcome and Gala Dinner will take place in traditional Cambridge Colleges.

### CULTURAL TOUR

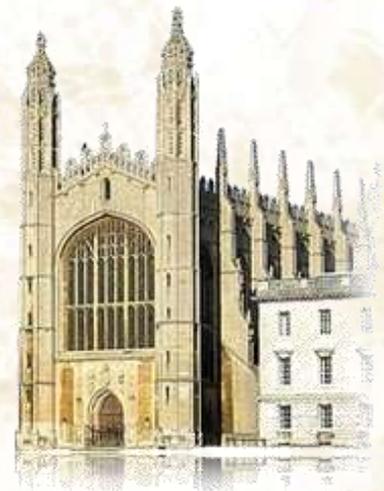
Our guided cultural tour of Cambridge comprises a walking tour around must-see historic sites and a chauffeured punt (traditional Cambridge boat) ride along the river to learn more about the colleges.

### REGISTRATION

Applications are accepted on a first-come, first-served basis. Early registration is recommended







**SRW & Co.**  
people management consulting

Indonesia

Tel. +62-21 719 2580

Fax. +62-21 719 2532

Malaysia

Tel. +60-3 7954 8299

Fax. +60-3 7954 7299

[www.srwasia.com](http://www.srwasia.com)



**UNIVERSITY OF  
CAMBRIDGE**  
Judge Business School

**Executive Education**

Tel. +44 (0) 1223 339 700

Fax. +44 (0) 1223 764 369

[www.cambridgeexeced.com](http://www.cambridgeexeced.com)