



THE 3RD  
ASEAN  
MARKETING  
SUMMIT

# ASEAN & INDONESIA: New Opportunities from the East

THURSDAY, 7 SEPTEMBER 2017 | Raffles Jakarta | 09.00 – 18.00 WIB

## Agenda

08:00 – 09:00 *Networking & Registration*

09:00 – 10:30 **Opening Session**

- Welcome by Philip Kotler Center for ASEAN Marketing
- **Jakarta Declaration-ASEAN 50/2017** by ASEAN National Marketing Association (NMA) Presidents of Asia Marketing Federation (AMF)
- Keynote by **Secretary General of ASEAN**
- Special Note by **Minister of Trade of the Republic of Indonesia**
- **ASEAN & Indonesia Updates** by CSIS

10:30 – 11:00 *Networking & Morning Break*

11:00 – 12:00 **CHINA SESSION**

- Keynote by Ambassador of China to ASEAN
- Panel: China Companies in ASEAN
- **"China Champion for Indonesia" Award 2017**

12:00 – 13:00 **JAPAN SESSION**

- Keynote by Ambassador of Japan to ASEAN
- Panel: Japan Companies in ASEAN
- **"Japan Champion for Indonesia" Award 2017**
- Brand Asia 2017 Awarding Session

13:00 – 14:00 *Networking & Lunch*

14:00 – 15:00 **KOREA SESSION**

- Keynote by Ambassador of Korea to ASEAN
- Panel: Korea Companies in ASEAN
- **"Korea Champion for Indonesia" Award 2017**

15:00 – 15:45 **ASEAN SESSION**

- "Think New ASEAN":  
The Book Story by **Hooi Den Huan**  
Director of the Nanyang Technopreneurship Center NTU Singapore
- Panel: ASEAN Business Champions
- **SPECIAL SESSION**  
"Sustainable Impact:  
How Women Are Key  
to Ending Poverty"  
by **Laina Greene**  
Senior Adjunct Lecturer at  
NUS Business School Singapore



15:45 – 16:30 **INDONESIA SESSION**

- Book launch of "New Marketing Platform for BUMN: d'Gil Marketing 2" by **Ahmad Bambang**  
Special Advisor of Marketing and Branding, Ministry of SOE of Indonesia
- **"Indonesia Champion for ASEAN" Award 2017**
- Closing Note:  
**"MOVING ON in the Political Years!"**  
by Hermawan Kartajaya

16:30 – 17:30 **SPECIAL SESSION**

"Services Marketing Updates:  
Concept and Practices in ASEAN"  
by **Jochen Wirtz**  
Director of UCLA – NUS  
Executive MBA Program  
Singapore

17:30 – 18:00 *Networking & Closing*

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