

# 3<sup>RD</sup> ASEAN FORUM SINGAPORE

8.30 am	REGISTRATION	
9.00 – 9.20 am	WELCOME SPEECH <i>Prof. Dr. Peter Bömelburg (Managing Partner Rödl &amp; Partner)</i>	
	<b>ROOM 1</b>	<b>ROOM 2</b>
9.30 – 10.30 am	GOING DIGITAL WITHOUT GOING ASTRAY Digital Marketing Strategy in South East Asia – Commercial, Cultural and Compliance Aspects  <i>Priya Selvanathan (Rödl &amp; Partner Malaysia)</i> <i>Michael Wekezer (Rödl &amp; Partner Malaysia)</i> <i>Constantin Robertz (ZALORA Philippines)</i>	DATA PROTECTION – BURDENSOME RULES OR COMPETITIVE ADVANTAGE? GDPR is the Model Many Jurisdictions Follow: Latest Developments and Their Impact on Your Business  <i>Dr. Paul Weingarten (Rödl &amp; Partner Singapore)</i> <i>Martin Chrometzka (Rödl &amp; Partner Thailand)</i> <i>Dr. Clarisse Girot (ASIAN BUSINESS LAW INSTITUTE Singapore)</i>
10.50 – 11.50 am	CONTRACT MANAGEMENT – THE FLAGSHIP OF YOUR ENTREPRENEURSHIP CULTURE Practical Insights on How an International Company Implements Contract Management through Its Entrepreneurship Culture – And How to Keep Sight of Potential Legal and Tax Pitfalls  <i>Dr. Paul Weingarten (Rödl &amp; Partner Singapore)</i> <i>Guillaume Bernard (Andritz Singapore)</i>	EU-FTA: SERVICE LIBERALISATION AT THE GATES? Market Entry for Service Providers Under the New Trade Agreements – What is Lying Ahead for EU Investors in Indonesia, Singapore and Vietnam?  <i>Markus Schlueter (Rödl &amp; Partner ASEAN)</i> <i>Alex Bursak (Euler Hermes Singapore)</i>
12.10 – 1.10 pm	AUDIT 2020 – STAYING AHEAD OF THE GAME Adopting Best Financial Practices – An ASEAN Auditor’s Perspective  <i>Lok Lai Cheng (Rödl &amp; Partner Singapore)</i> <i>Gabriel Teo (Rödl &amp; Partner Malaysia)</i>	FDI – BREAKING NEW GROUND Seizing Investment Opportunities in Thailand’s Eastern Economic Corridor, Myanmar’s Thilawa SEZ and the Philippine PEZA  <i>Martin Chrometzka (Rödl &amp; Partner Thailand)</i> <i>Dr. Marian Norbert Majer (Rödl &amp; Partner Philippines)</i> <i>Alexander Rindfleisch (Rödl &amp; Partner Myanmar)</i>
<b>LUNCH BREAK</b>		
2.10 – 3.10 pm	COMPLIANCE IN SEA – SECURING BUSINESS Opportunities and Challenges in a Down-to-Earth Practical Approach  <i>Stefan Ewers (Rödl &amp; Partner Vietnam)</i> <i>Aurélie Saada (Microsoft Singapore)</i>	LIKE SALT & PEPPER: SUPPLY CHAIN & TRANSFER PRICING How to Optimise and Align Your Supply Chain Management and Transfer Pricing  <i>Priya Selvanathan (Rödl &amp; Partner Malaysia)</i> <i>Michael Wekezer (Rödl &amp; Partner Malaysia)</i> <i>Felix Wenzel (a.hartrodt Malaysia)</i>
3.30 – 4.30 pm	ECONOMIC OUTLOOK: OPPORTUNITIES AND CHALLENGES IN ASEAN  Key Note: <i>Charlie Lay (Commerzbank Singapore)</i>  PANELISTS  <i>Prof. Dr. Peter Bömelburg (Rödl &amp; Partner)</i> <i>Charlie Lay (Commerzbank Singapore)</i> <i>Barbara Plinkert (Ambassador of the European Union to Singapore)</i> <i>Thomas Zimmerle (Infineon Technologies Singapore)</i>  MODERATION  <i>Dr. Christoph Hein   Asia Pacific Correspondent (FAZ Frankfurter Allgemeine Zeitung)</i>	
4.30 pm (open end)	CLOSING RECEPTION	