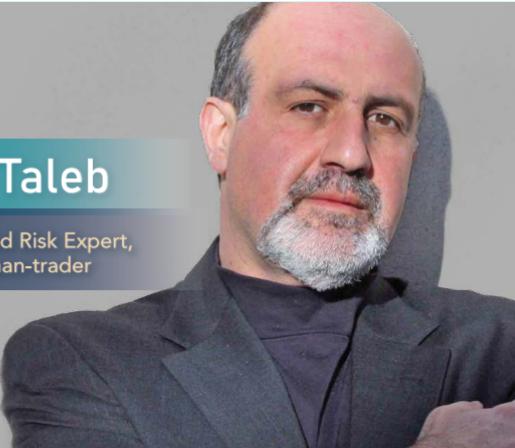




Dawn of the New Decade REFLECT | RESET | REFORM

Mandarin Oriental Kuala Lumpur



Nassim Taleb

Globally Renowned Risk Expert,
Author, Businessman-trader



Shivvy Jervis

Four-time-award-winning Futurist,
Discovery Channel Broadcaster
and Britain's 2019 Role Model of the Year



Lewis Pugh

United Nations Ocean Advocate,
Regarded as the World's Leading
Inspirational Speaker



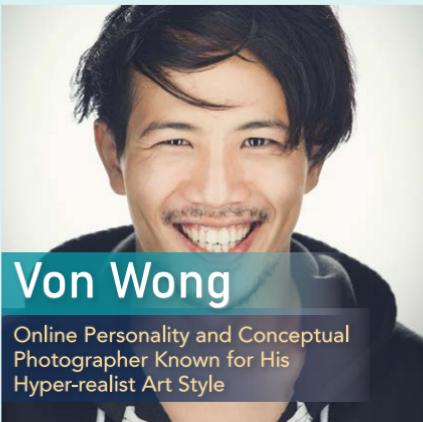
Richard Quest

CNN Anchor,
Host of 'Quest Means Business'



Melati Wijsen

Environmental Campaigner,
FORBES Top 10 Most Inspiring Women



Von Wong

Online Personality and Conceptual
Photographer Known for His
Hyper-realist Art Style



Mark Mobius

One of the Most Influential Money
Managers, Former Managing Director
of Templeton Asset Management



Jason Lai

Conductor at the Singapore
Symphony Orchestra, Leadership Coach



Beau Lotto

Globally Renowned Scientist
Specializing in Perception Research



**Azran
Osman-Rani**

Disruptive Innovator,
Former CEO of AirAsia X and iflix

INTRODUCTION

The Business of Innovation will be hosted on 3rd March 2020 at the Mandarin Oriental, Kuala Lumpur. This time The London Speaker Bureau will bring together 10 leading voices from across the globe to talk about The Business of Innovation. Nassim Taleb, Mark Mobius, Lewis Pugh, Shivvy Jervis, Beau Lotto, Von Wong and many more will present their perspective on business, the future of innovation, finance, globalisation, the environment and what it takes to succeed today and in the future.

With the Dawn of the New Decade, 2020 brings a set of unparalleled challenges and opportunities for everyone. This one day high powered conference will help us understand where we were and what we will potentially become in the future.

BENEFITS

The Business of Innovation is one of the most powerful conferences for leaders in Asia. Delegates attending will come away with an understanding of the role of innovation and leadership in their daily lives. Some of the key take-aways include:

- Understanding the challenges and opportunities facing leaders today – globalisation, sustainability, new sources of competitive advantage, alternative business models and more.
- Unparalleled access to the ideas and opinions of industry thought leaders plus fresh insights into tomorrow's major strategic issues.
- Marketing, branding and innovative development solutions that will drive growth and profits. Excellent networking platform for delegates.

WHO SHOULD ATTEND

This conference is for:

- Chairmen & CEO's of Organisations
- Senior Executives & Managers of High-growth Corporations
- Business leaders & Entrepreneurs
- Government Officers

ABOUT THE LONDON SPEAKER BUREAU

The London Speaker Bureau is the world's leading speaker and advisory network. We represent and work with some of the most influential people in the world, from politicians and economists to thought leaders and entrepreneurs. Between them, they cover a vast range of topics, from management and finance to technology, education, innovation and the environment. We provide keynote speakers and advisors for all type of events, be it small or large, in-house or external.

The London Speaker Bureau in SouthEast Asia & Hong Kong is part of an international network of offices unique to the speaker industry. Having developed a strong presence in Europe, we are building our international operations in Asia, Africa and South America in response to increasing demand for experts from these regions.



The Business of Innovation in 2013, 2014 & 2015



Excellent networking platform for executives

'Power-Paint' innovation feature by guest artists

Book signing session

DELEGATES FROM LEADING ORGANISATIONS

- Bank Negara
- Sunway Berhad
- SHELL
- SME Corp
- NESTLE Malaysia
- Maybank
- HSBC
- Tenaga Nasional Berhad
- DRB - HICOM
- UMW
- PETRONAS
- AirAsia
- UEM
- Sime Darby
- Taylor's University
- Axiata Group
- Public Bank
- Khazanah Nasional
- IBM
- CIMB
- Telekom Malaysia
- Media Prima



PROGRAMME

8:00AM – 9:00AM

Registration

9:00AM – 9:15AM

Opening Remarks by **Richard Quest**
CNN Anchor, Host of 'Quest Means Business'

9:15AM – 10.45AM

Nassim Taleb : "Predictions for 2020 and Beyond - Risks & Rewards"
Globally Renowned Risk Expert, Author, Businessman-trader

10.45AM – 11:00AM

Coffee Break

11:00AM – 12.20PM

The 20 minute Snapshot : Reshaping YOUR Future

Jason Lai : "Conducting Leadership"
Conductor at the Singapore Symphony Orchestra, Leadership Coach

Melati Wijsen : "Our Planet is on the Brink"
Environmental Campaigner, FORBES Top 10 Most Inspiring Women

Von Wong : "Surviving Virality: How to Stand the Test of Time"
Online Personality and Conceptual Photographer Known for His Hyper-realist Art Style

Azran Osman Rani : "Leading Through Disruption"
Disruptive Innovator, Former CEO of AirAsia X and iflix

12.20PM – 1:00PM

Shivvy Jervis : "Future, Now"
Four-time-award-winning Futurist, Discovery Channel Broadcaster and Britain's 2019 Role Model of the Year

1:00PM – 2:15PM

Lunch

2:15PM – 3.15PM

Lewis Pugh : "Achieving the Impossible"
United Nations Ocean Advocate, Regarded as the World's Leading Inspirational Speaker

3:15PM – 4.15PM

Mark Mobius : "Investment Lessons for the New Decade"
One of the Most Influential Money Managers, Former Managing Director of Templeton Asset Management

4.15PM – 5:15PM

Beau Lotto : "Deviate: The Science of Seeing Differently"
Globally Renowned Scientist Specializing in Perception Research

5.15PM – 5.30PM

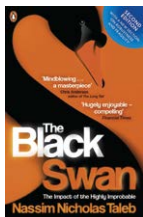
Closing Remarks



SPEAKER PROFILES



RISK



NASSIM TALEB

GLOBALLY RENOWNED RISK EXPERT, AUTHOR, BUSINESSMAN-TRADER

Nassim Nicholas Taleb has devoted his life to immersing himself in problems of luck, randomness, human error, probability, and the philosophy of knowledge. He transformed his interests into three successful careers - as a businessman-trader, a philosophical essayist, and an academic researcher. Although he spends most of his time as a flâneur, meditating in cafés across the planet, he is currently Distinguished Professor at New York University's Polytechnic Institute.

Taleb's books, *Fooled by Randomness* and *The Black Swan* have been published in 31 languages with more than 3 million copies in print. *The Black Swan* idea is currently inspiring research papers in philosophy, statistics, psychology, economics, medical research, epidemiology, political science, and engineering worldwide. *The Black Swan* was described in a review by the *Sunday Times* as one of the twelve most influential books since World War II.

Taleb is one of the few people who can both walk the walk and talk the talk. He both predicted the economic crisis that started in 2008 and made a personal fortune out of it. He specializes in making a living out of human's misunderstanding of uncertainty.

A polymath, he taught in fields so far apart as the psychology of uncertainty and human error, and the pricing of financial derivatives; and has been called a "philosopher-trader-statistician-psychologist" by the Nobel winner Daniel Kahneman in his last book.

SUSTAINABILITY



LEWIS PUGH

UNITED NATIONS OCEAN ADVOCATE, REGARDED AS THE WORLD'S LEADING INSPIRATIONAL SPEAKER

Lewis Pugh is the only person to have completed a long-distance swim in every ocean of the world. Over a period of 30 years he has pioneered swims in the most challenging environments on earth including the Antarctic, the North Pole and the Himalayas and developed an understanding of the beauty and fragility of life and its many ecosystems.

In 2007 he undertook the first long-distance swim across the North Pole to highlight the melting of the Arctic sea ice. He followed this up with a swim across a glacial lake on Mt Everest to draw attention to the melting glaciers in the Himalayas. Most recently he became the first person to swim the 530km length of the English Channel. Pugh's driving purpose is to protect our oceans. In 2016 he played a pivotal role in creating the largest marine reserve in the world in the Ross Sea off Antarctica.

Over 7 million people have viewed his TED talks, and countless others have followed him on BBC, Good Morning America, CNN, National Geographic, Sky News, Al Jazeera and more. His autobiography "Achieving the Impossible" is a Bestseller and was chosen for Oprah's Exclusive Book List.

Lewis has received several awards including France and South Africa's highest honours, as well as the Freedom of the City of London. In 2010, the World Economic Forum named him a Young Global Leader and in 2013 the United Nations Environment Programme appointed him "Patron of the Oceans."





SHIVVY JERVIS

FOUR-TIME-AWARD-WINNING FUTURIST, DISCOVERY CHANNEL BROADCASTER AND BRITAIN'S 2019 ROLE MODEL OF THE YEAR

Voted one of Britain's 2019 Role Models of the Year and Europe's most trailblazing women in digital, Shivvy Jervis is a four-time award-winning Innovation Futurist and Discovery channel Broadcaster.

TED Global commend Jervis as having "a remarkable ability to analyse the socio-economic impact of new technologies", the World Economic Forum cite her as a thought leader beyond compare" and Britain's former Digital Minister finds Jervis to be "a true expert".

Jervis' research, keynote speeches and broadcasts have garnered an astonishing 22 pieces of industry recognition. This includes a national Outstanding Achiever award, being nominated a 'Woman of the Year' by public vote and named one of Britain's 10 most influential South Asian women. Shivvy has also been the youngest recipient worldwide of a prestigious academic fellowship.

A seasoned broadcaster, Shivvy currently discusses hot-button industry themes on the NextTech Insider series, hosts live debate broadcasts Ringside Sessions and is fronting a bold new documentary. She is well-known as the former creator of video series 'Digital Futures and The Trailblazers' which drew a 12 million+ viewership.

Jervis is currently authoring 'Future, Now', an ambitious book for which she is scouring the globe for the most powerful advances and people meaningfully shaping the next decade.



MARK MOBIUS

ONE OF THE MOST INFLUENTIAL MONEY MANAGERS, FORMER MANAGING DIRECTOR OF TEMPLETON ASSET MANAGEMENT

Dr. Mark Mobius has spent over 40 years working in and travelling throughout emerging and frontier markets. During this time, he has been in charge of managing funds totalling over \$50 billion in assets. Prior to launching Mobius Capital Partners LLP in May 2018, Dr. Mobius was with Franklin Templeton Investments for more than 30 years, most recently as executive chairman of the Templeton Emerging Markets Group. During his tenure, the group expanded assets under management from US\$100 million to over US\$50,000 million and launched a number of emerging market and frontier funds focusing on Asia, Latin America, Africa and Eastern Europe.

Prior to joining Templeton, Dr. Mobius was Chief Executive of International Investment Trust. He has also been a key figure in developing the international policy for emerging markets. In 1999, he was selected to serve on the World Bank's Global Corporate Governance Forum as a member of the Private Sector Advisory Group and as co-chairman of its Investor Responsibility Task Force. He is a member of the Economic Advisory Board of the International Finance Corporation (IFC) and has been a supervisory board member of OMV Petrom in Romania since 2010.

He has authored several books including The Little Book of Emerging Markets (2012); Bonds - An Introduction to the Core Concepts (2012); Passport to Profits (1999/2012); Mobius on Emerging Markets (1996). In 2007 he was featured in the comic book: Mark Mobius - An Illustrated Biography.





RICHARD QUEST

CNN ANCHOR, HOST OF 'QUEST MEANS BUSINESS'

Richard Quest is CNN's leading international business correspondent and presenter of Quest Means Business, a show which destroys the myth that business is boring, bridging the gap between hard economics and entertaining television. CEOs and Prime Ministers make a point of appearing on Quest Means Business. In addition to anchoring the five-times-weekly business programme, Quest hosts the monthly programme CNN Business Traveller and CNN Marketplace.

Quest's dynamic and distinctive style has made him a unique figure in the field of business broadcasting. He has regularly reported from the G20 meetings and attends the World Economic Forum in Davos Switzerland each year. He has covered every major stock market and financial crisis since Black Monday in 1987 and has reported from key financial centres globally including Wall Street, London, Sao Paulo, Tokyo and Hong Kong.

He is also the established airline and aviation correspondent at CNN. He currently presents the monthly CNN Business Traveller show, the definitive authority on making the most of doing business on the road - moving from A to B on company time. As a business travel specialist, he has become a voice of authority on subjects like the launch of the Airbus A380. Prior to joining CNN he worked at the BBC where he was the North American business correspondent based on Wall Street for 12 years.



MELATI WIJSEN

ENVIRONMENTAL CAMPAIGNER, FORBES TOP 10 MOST INSPIRING WOMEN

Melati Wijsen is an Indonesian/Dutch activist and change maker. In 2013, when she was just 12 years old, Melati has founded Bye Bye Plastic Bags with her younger sister and has since been leading the movement driven by youth. They have successfully banned plastic bags, straws and styrofoam on their home island Bali as of 2019.

Melati has also started the people movement One Island One Voice and the social enterprise, Mountain Mama's. She has spoken on world stages such as TED and the UN and has also been selected as FORBES top ten most inspiring women in the country.

Being very passionate to protect the ocean; Melati is also an alumni member of the World's Ocean Day Youth Advisory Council of the United Nations. She graduated from high school one year early at the Green School and has since been honoured by TIME as part of the annual list of most influential teens in the world along with CNN Heroes Young Wonders.

Today, Melati is excited about her new Youth empowerment project; YOUTHTOPIA; empowering youth through education and providing them the tools they need to be change makers.



lab
of
misfits

BEAU LOTTO

GLOBALLY RENOWNED SCIENTIST SPECIALIZING IN PERCEPTION RESEARCH

Dr. Beau Lotto is a neuroscientist and world-renowned expert in perception. His research explores the ways in which we experience the world through our own versions of reality. As Beau puts it, "the brain never sees the world as it actually is, only the world that is useful to see." By illuminating these principles of perception, he has helped individuals and companies transform their approach to creativity and innovation.

Beau is also the founder of the world's first neuro-design studio, Lab of Misfits. Part lab, part creative studio, Lab of Misfits takes a disruptive approach to research, partnering with brands to blend science, art and performance to explore pivotal principles in current culture. Their "experiential experiments" invite consumers to engage with brands and offer brands science-backed insights that foster innovation. Lab of Misfits partnerships include: Cirque du Soleil, L'Oreal, The Charles Koch Institute, BCW Public Relations and The London Science Museum.

Beau's experimentalist, visionary approach to science has won him a wide audience, which has broadened dramatically since 2010 with his significant contributions to two episodes of BBC TV's Horizon programme. One journalist has suggested that Beau could do as much good for the public appreciation of science as Jamie Oliver has done for our appreciation of food and cooking.

Beau's latest book, *Deviat: The Science of Seeing Differently* explores the surprising science of creativity and unveils the unexpected relationship between perception, reality and innovation.

 naluri

AZRAN OSMAN-RANI

DISRUPTIVE INNOVATOR, FORMER CEO OF AIRASIA X AND IFLIX

As someone who has built and continues to build businesses and lead teams from start-up to IPO, Azran passionately believes that organisations and corporations can deploy similar structures, focus and creativity that single-minded entrepreneurs have used to create break-through business models and innovative products and services.

Azran is currently the founder of Naluri Hidup, a digital health technology company providing a cost-effective, accessible digital solution to provide mental health and wellness support. He is active in the internet technology space as a co-founder and investor to iflix, MoneyMatch, Cognifyx, and YellowPorter. He was previously CEO of iflix in Malaysia and its Group COO – a disruptive internet television video-on-demand service that was launched in 2015, and now operates across over 30 markets across Asia, Middle East and Africa.

Prior to that, Azran was the founding CEO of AirAsia X, the world's pioneer low-cost longhaul airline. He led the start-up team that developed the business plan, raised capital, secured relevant licenses, and launched AirAsia X's first flight in November 2007. AirAsia X since expanded from one aircraft to 26, employing over 2,500 staff, and approximately US\$1 billion in annual revenue in 2014.

In addition to his leadership roles, Azran was formerly a management consultant to McKinsey & Company and Booz Allen & Hamilton, and a Stanford University alumnus. He is an Ironman triathlete and loves adventure travel.



LEADERSHIP



JASON LAI



CONDUCTOR AT THE SINGAPORE SYMPHONY ORCHESTRA, LEADERSHIP COACH

Jason Lai is the Principal Conductor at the Yong Siew Toh Conservatory, and former Associate Conductor of the Singapore Symphony Orchestra and Hong Kong Sinfonietta. He has been a prominent figure in Singapore's musical life since his arrival in 2010.

Intent on broadening the appeal of classical music, Jason is also building a unique reputation as a communicator with mass appeal through his television appearances. He has frequently appeared on BBC television as a judge in competitions and talent shows. He was also a presenter and conductor for "Project Symphony", an eight-part series where he was filmed setting up a community orchestra. He has recently been involved in filming for a BBC series "Heart of Asia", and a further series for BBC World "Tales from Modern China".

Despite having toured as a cellist with the Allegri String Quartet, Jason gravitated towards conducting after he won the BBC Young Conductors Workshop in 2002, which led to his appointment as Assistant Conductor to the BBC Philharmonic. Following his work with various British orchestras, he was appointed Artist Associate to the Hong Kong Sinfonietta and became their Associate Conductor in 2009.

Education is an important part of Jason's work in Singapore. At the Yong Siew Toh Conservatory he trains the next generation of conductors, and spearheaded the education and outreach programme, helping the orchestra reach new audiences notably through his Discovering Music and Children's concerts.

CREATIVITY



VON WONG



ONLINE PERSONALITY AND CONCEPTUAL PHOTOGRAPHER KNOWN FOR HIS HYPER-REALIST ART STYLE

Motivated by the desire to be creatively challenged and overcome impossibilities, Benjamin Von Wong has become notorious for his epic photography. His hyper-realistic art style captures viewers in a fusion of special effects and innovative concepts. Benjamin's background in engineering gives him a unique edge for creative problem solving, where technical challenges become friendly. Fuelled by his passion to connect people, Benjamin has an affinity for finding unique talent to bring his complex stories to life.

One of Von's most notable works was when he was commissioned by Huawei to demonstrate the capabilities of their P8 cell phone camera. The creative brief included taking an image, using a live model surrounded by fire, and no use of Photoshop or other image editing software was allowed. Von Wong combined a visual art with pyrotechnics from his mining engineering experience creating a seamless, stunning shot.

He is the ambassador for Wacom and Broncolor GenNext, as well as a Fujifilm X photographer. He is also notable for creating several viral social media campaigns, including the most funded GoFundMe campaign which raised over \$2M for Eliza O'Neill, a sufferer of Sanfilippo syndrome.

He is currently focused on conservation related projects. His passion for environment conservation is reflected in his works such as 'Shark Shepard' which features a model tied under Fiji waters, surrounded by sharks; "The Parting of the Plastic Sea" an installation made from 168,000 used plastic straws and "Cosmic Cave" made out of 18,000 used plastic cups.



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