

# ASEAN-CER Integration Partnership Forum

2pm – 5.30pm, Wednesday 29 May 2024

## PROGRAMME

TIME	TOPIC	
2.00pm	<b>Welcome</b>	Chair: Stephanie Honey
2.05pm	<b>Opening Remarks</b>	New Zealand, ASEAN, and Australian representatives
2.20pm	<b>Session 1: Internationalising MSMEs</b> <i>New Zealand Ministry of Foreign Affairs and Trade SEACAPE Report on Barriers and Challenges for Internationalising MSMEs</i>	Professor Siah Hwee Ang, Victoria University of Wellington (New Zealand)
2.50pm	<b>Session 2: An ASEAN Perspective</b> <i>Barriers, challenges and opportunities for MSMEs across ASEAN and beyond</i>	Nik Hafimi binti Abdul Haadii, LVK Group (Brunei Darussalam) – <i>via video</i>
3.10pm	<b>Coffee Break</b>	
3.40pm	<b>Session 3: The MSME Journey</b> <i>Lessons learned and future directions for MSMEs in trade and operating across borders</i>	Ms Jukhee Hong, Executive Director, ASEAN Business Advisory Council Malaysia  Mr Alun Evans, Founder, Antipodean Coffee (NZ)  Ms Cynthia Dearin, Managing Director, Dearin & Associates (Australia) – <i>via video</i>
4.35pm	<b>Session 4: MSMEs, Digital and Services Trade</b> <i>Empowering MSMEs through digitalisation and services trade</i>	Ms Devi Ariyani, Executive Director, Indonesia Services Dialogue Council (Indonesia)  Mr Mitchell Pham, CodeHQ, TradeWindow (New Zealand)  Mr Nikora Ngaropo, NNMD and Young Animators (NZ)
5.15pm	<b>Concluding Remarks</b>	Chair Stephanie Honey
5.30pm	<b>Finish</b>	

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## SPEAKER BIOGRAPHIES

**Professor Siah Hwee Ang** is Professor of International Business and Strategy, Professorial Chair in Business in Asia at *Te Herenga Waka* Victoria University of Wellington, and Director of the Southeast Asia Centre of Asia-Pacific Excellence. He is Reviewing Editor at the Journal of World Business and a member of the OECD's Entrepreneurship Education Collaboration and Engagement Steering Committee. He sits on the board of the Wellington Chamber of Commerce. He has held roles at the University of Auckland Business School, City University London, National University of Singapore and a number of Asian universities.

**Nik Hafimi binti Abdul Haadii** is Executive Director of the LVK Group of Companies in Brunei Darussalam. She is also Advisory Board Member of Abodoo, a member of the Asia Business Leaders' Advisory Council, a Council Member of Brunei's Digital Economic Council, and formerly chaired the Micro-, Small and Medium-Sized Enterprises and Entrepreneurship Working Group at the APEC Business Advisory Council.

**Ms Jukhee Hong** is Executive Director of the ASEAN Business Advisory Council Malaysia and Deputy Executive Director of the ASEAN Business Advisory Council. She is a PhD candidate at the Xian Jiatong University of China. Ms Hong is the Executive Director of the ASEAN Business Club and has led business missions across ASEAN and beyond. She has previously served as an advisor to Malaysia Deputy Ministers of Information and had a career as a media practitioner and journalist.

**Mr Alun Evans** is the founder of Antipodean Coffee, which has restaurants across Jakarta, Kuala Lumpur and Manila, as well as two coffee Roasteries in Jakarta and Kuala Lumpur, roasting under the name Merdeka Coffee. Antipodean Coffee was selected as an AsiaTop80 Café in Asia in 2023 and 2022, and Number 1 Restaurant in Manila in 2020 by RestaurantGuru.

**Ms Cynthia Dearin** is Managing Director, Dearin & Associates and the International Business Accelerator. She is also a keynote speaker, a best-selling author (including of *Business Beyond Borders: Take Your Company Global*), and host of the *Business Beyond Borders* Podcast. She is the CEO of the Australia Arab Chamber of Commerce and Industry, was formerly a Senior Manager at Grant Thornton LLP and was also a diplomat for a number of years at the Australian Department of Foreign Affairs and Trade.

**Ms Devi Ariyani** is Executive Director, Indonesia Services Roundtable Council, and Managing Director at Dash Consulting. She has extensive business experience in manufacturing and services industries, with core specialities in brand, marketing, retail, sales and distribution across a range of sectors and in multinational companies.

**Mr Mitchell Pham, ONZM FCPA**, is Co-Founder of CodeHQ Augen Software Group; Director and Chairperson of Augen Vietnam; Director of Easy Crypto; Strategic Advisor and Chief Digital Officer at TradeWindow; a Trustee of the Asia New Zealand Foundation Board; Entrepreneur-In-Residence at the University of Auckland Business School; Chair of the Strategic Advisory Board of the New Zealand Asia Institute at Auckland University; Co-Founder of the New Zealand-ASEAN Business Alliance; Global Council Member of the Asia Society; and Young Global Leader of the World Economic Forum. Mr Pham was also formerly Chair of the New Zealand Technology Association and FinTechNZ, and formerly Chair of the Digital Council of Aotearoa New Zealand.

**Mr Nikora Ngaropo** is the CEO and Founder of NNMD and Young Animators, as well as the Director of TORO Studios and Programme Director at TORO Academy. In these roles, he works in the digital technology space to support the next generation of digital leaders and combining education and commercial execution in design, animation, software development and ideation. Formerly he was a technical director at Wētā Digital. He has previously been a Council Member of the Digital Council for Aotearoa; a member of Te Rangitukupu, the independent Māori Partnerships Team for APEC; a member of Kāwanatanga ā-Matihiko, an initiative for Māori in the digital realm; a member of the New Zealand ASEAN Business Alliance of Chambers of Commerce across Southeast Asia; an Asia21 Young Leader and an Edmond Hillary Fellow.

**Ms Stephanie Honey** is a former New Zealand trade negotiator and the Managing Director of Honey Consulting Ltd; Trade Adviser to the New Zealand Asia Institute at the University of Auckland; and Lead Staffer (policy advisor) to the New Zealand members of the APEC Business Advisory Council.