

Bloomberg ASEAN Business Summit 2015

Dear Dr. Sok,

We look forward to welcoming you to the 2nd Bloomberg ASEAN Business Summit, which we are hosting at the Siam Kempinski Bangkok Hotel. The summit is one and a half days of programming on December 3 and 4, with an evening reception on December 3. We encourage all speakers to stay for the entire summit and join us for the related entertainment events.

This briefing document is intended as a reference to make your participation in this summit as engaging and productive as possible. It contains general logistical details and specific information to help you prepare for your speaking session. The following materials can be found in this document:

1. Introduction and context
2. On-site logistics and key contact information
3. Session details
4. Biographies
5. Thanks to our sponsors

Thank you for your participation in the 2nd Bloomberg ASEAN Business Summit.

I have included the session moderator in the email which accompanied this document. Please use the next weeks to further align on themes and flow of the discussion. The complete agenda and speaker line-up can be found here: <http://www.bloomberglive.com/asean/>

Please let me know if you have any questions or if I may help with anything leading up to the event.

Sincerely,

Mark Dawson
Senior Program Director
Bloomberg LIVE

1. INTRODUCTION AND CONTEXT

The Bloomberg ASEAN Business Summit is an intellectually invigorating, high-energy program which helps business leaders get under the skin of the biggest stories to predict ASEAN's future trajectory and identify the emerging opportunities.

The agenda -- through a combination of sharp one-on-one interviews, provocative panel discussions, and rich data visualization -- will give attendees new and important insights into the ASEAN region. The program will move quickly by design, with ample networking breaks built in to enable delegates to continue the conversation with speakers and with each other outside of the main agenda.

2. ON-SITE LOGISTICS AND KEY CONTACT INFORMATION

DATE December 3 & 4, 2015

LOCATION Siam Kempinski Bangkok Hotel
Rama 1 Road 991/9, Bangkok 10330, Thailand

Map, directions & parking info: <http://www.kempinski.com/en/bangkok/siam-hotel/overview/location/>

ARRIVAL TIME & AGENDA

We request that speakers arrive at least **45 minutes before** the session's start time. This is to allow ample time for you to meet your fellow speakers and the moderator, as our program runs on time. Bloomberg staff will be at the registration desk to welcome and escort each speaker to the speaker preparation room -- this is the 'Sarochoa' room which is one of the rooms opposite the main conference room in the hotel.

Once there, each speaker will be introduced to Mark Dawson, who will then introduce the panel moderator and fellow panel speakers to re-confirm the discussion points developed in the weeks prior to the event.

15 minutes before the session start, speakers and moderator will be escorted to the AV desk in rear of the conference room to receive a lapel microphone.

After receiving their microphone, speakers and moderator will be invited to sit at the reserved speaker table at the front of the conference room. When ready, speakers and moderators will be invited to the stage by the summit MC.

After the session, the MC will invite the moderator and speakers to leave the stage. Moderators and speakers must then return to the AV desk at the rear of the conference room to have their lapel microphones removed.

Speakers are invited to stay for the full program.

ON SITE CONTACTS Senior Programming Director: **Mark Dawson**, (852) 6270-2711 (cell); mdawson23@bloomberg.net

Head of Logistics, **Ada Kwong**; (852) 9826-5653 (cell); akwong24@bloomberg.net

Head of Events, Bloomberg LIVE Asia, **Nick West**; (852) 804-0595 (cell); Nwest17@bloomberg.net

PANEL CONTACTS *Moderator:*

Tony Jordan, Bangkok Bureau Chief, Bloomberg News; tjordan3@bloomberg.net

Speakers:

Azeem M. Azimuddin, CFO & Advisor to Chairman, AYA Bank; azeemazimuddin@ayabank.com

Rami Sharaf, CEO, Worldbridge Group; ramisharaf67@gmail.com

H.E. Dr. Sok Siphana, Managing Partner, Sok Siphana & Associates

Contact: Lauren Nguyen, Regional Marketing & Communication Director, ZICOlaw;
laurent.nguyen@zicoholdings.com

CREDENTIALS & GUEST PASSES

Speakers are automatically registered and credentials will be provided upon their arrival at the summit. Please note that the summit is invitation-only and walk-ins are not accepted.

Please let us know if you would like to invite a senior colleague or client/external peer to accompany you on site. Please send requests to Yvonne Tin via ytin7@bloomberg.net

RECORDING OF SESSIONS

The conference will be recorded by Bloomberg and footage may be reused for broadcast, cable cast, multimedia productions, internet distribution, closed-circuit exhibition, illustration, promotional purposes, and/or print distribution.

Bloomberg will stream the entire summit live on the Bloomberg Professional Service/Terminal through LIVE <GO>, making the summit accessible to over 315,000 terminal users.

Parts of the Summit will also be streamed live on <http://www.bloomberg.com/live/asia> (*dependent on news flow for the day)

As part of our marketing efforts, we may reproduce, edit, distribute, transmit, publicly display on our website and social sites the conference video recordings (which may include your speech and image) and use your name and the name of your company in connection therewith. We will not change the meaning of, or the context in which, your statements or comments are made.

We shall own all right, title and interest in and to all intellectual property, including copyrights, in works which utilize the Materials. Neither you nor we will seek any compensation against the other for the use of the Materials in our works. You agree not to make any claims against us in regard to the right of publicity or privacy or any similar claims arising from such use, as long as such use is in accordance with the above statement.

PRESS / MEDIA

All conference sessions are **ON-THE-RECORD**. Speakers may speak with the press before and/or after their session but are under no obligation to do so.

Stories from the conference may appear on Bloomberg News, Bloomberg Television, Bloomberg Radio, Bloomberg.com, Bloomberg Businessweek and Bloomberg Markets magazine.

Bloomberg conferences are also open to select outside media. For press questions, a list of attending media, onsite media opportunities, press credentials and issuing a press release for a speaker, please contact: Robert Koh, Corporate Communications, APAC, Bloomberg; O: (852) 2977-2101; rkoh22@bloomberg.net

When speaking to Bloomberg or external media, please specify at the start of individual conversations if you wish your comments to be off the record.

SOCIAL MEDIA

If you would like to promote your participation via Twitter, the hashtag for the event is #bbgasean. The following Bloomberg brands will be engaged at the summit:

@BloombergLIVE | @BloombergNews | @BloombergTV | @BloombergRadio

3. SESSION DETAILS

DATE & TIME

December 3, 2015, **4:10 PM - 4:40 PM**

SESSION TITLE & DESCRIPTION

Greater Mekong: ASEAN Powerhouse or ASEAN Rival?

We ask whether world-leading GMS growth is a good thing for ASEAN and identify the big GMS growth opportunities.

SPEAKERS

Azeem M. Azimuddin, CFO & Advisor to Chairman, AYA Bank

H.E. Dr. Sok Siphana, Managing Partner, Sok Siphana & Associates

Rami Sharaf, CEO, Worldbridge Group

MODERATOR

Tony Jordan, Bangkok Bureau Chief, Bloomberg News

FORMAT

The Bloomberg ASEAN Business Summit combines one-on-one interviews and panel discussions in a format designed to encourage the exchange of ideas. The moderator's role is to steer the discussion, bringing the panellists' expertise to bear in drawing out common themes and issues.

After being invited to the stage by the MC, the moderator and panellists will take their designated seats on the stage. Speakers will sit next to the moderator in alphabetical order by first given name.

The moderator will thank the MC and give a one line personal introduction and a one paragraph scene setting statement.

The moderator will then introduce each speaker's name, job title and company name. Speakers will not be asked to introduce themselves.

After giving the introduction, the moderator will then start the discussion.

The format is intended to resemble an informal discussion on the topic, rather than formulaic answers to questions from each speaker. This will be done by the moderator asking panellists to react to statements made by other speakers in addition to answering posed questions, with the moderator seeking to help the audience to understand any differences in opinion between panellists.

Panellists are encouraged to interject at any time they wish to make a point or react to a point made by another panellist – speakers should not wait for permission from the moderator to contribute.

No prepared speeches or remarks are needed by panellists. If there are certain points or messages you would like to highlight within the panel, please highlight this to Mark Dawson and the moderator in the weeks prior to the event and we will take this into consideration.

The floor will be open up to audience Q&A throughout the session via our Pigeonhole App. This allows all audience members to send questions to the moderator, with the moderator able to ask the most relevant and popular audience questions at any time they deem appropriate if time allows.

CONTENT & LINE OF QUESTIONING

To ensure journalistic integrity, Bloomberg does not supply pre-prepared questions for any of our media interviews. However, I have highlighted below the initial line of questioning that the moderator will follow to enable you to prepare for the panel.

We will ensure that the line of questioning follows the below framework, however, if a pertinent piece of news breaks on the morning of the panel, we will ask for panellists' response to this.

We appreciate the different profiles and geographical responsibilities of speakers we have on the panel, with the skill of our moderators ensuring that only relevant direct questions are asked of each panellist, and speakers achieve an equal amount of airtime on the panel.

Please use the weeks prior to the event to help shape and evolve the below initial line of questioning with Mark Dawson and the moderator.

The entire panel framework is highlighted below and has been developed by Bloomberg:

Initial Panel Discussion Points (not necessarily in order):

- Changes in GMS trade as infrastructure improves and markets become more integrated
- Development plan for connecting GMS economies, including China and Japan high-speed rail plans that could link Yunnan province with parts of India bordering Myanmar
- Weighing economic development vs environmental protection (particularly as it relates to dam-building plans)
- Political considerations with a newly democratic government in Myanmar and a military government in Thailand; can all parties work together?
- Barriers to development, including tariff rate structures and completion of a trade policy reform agenda

4. SPEAKER BIOGRAPHIES

Tony Jordan, Bangkok Bureau Chief, Bloomberg News

Tony Jordan is bureau chief for Bangkok. He was Southeast Asia Regional Bureau Chief for Bloomberg News based in Singapore, overseeing coverage in Singapore, Malaysia, Indonesia, Thailand, Philippines, and Vietnam. Jordan, who has been a journalist for more than 19 years, was previously the Hong Kong-based Managing Editor for Asian Business magazine, and has written and edited for news organizations in about a dozen countries.

Azeem M. Azimuddin, CFO & Advisor to Chairman, AYA Bank

Azeem has 30 years of diversified international experience of Banking and Private Equity Investments; 20+ years with HSBC, Citibank and Société Générale; 15+ years at Board, CEO, CFO and General Management levels; Started & transformed banking businesses and family owned conglomerates in Africa, South and South East Asia, Middle East and North America. Azeem has led more than half a dozen Change Delivery and Enterprise Architecture redesign exercises as part of business transformation for banks, integrating business and technology strategies to drive organizational transformation.

H.E. Dr. Sok Siphana, Managing Partner, Sok Siphana & Associates

Dr. Sok is a practicing attorney and the Managing Partner at SokSiphana&associates/a Member of Zicolaw, a law and consulting firm specialized in international trade, corporate and banking law in Phnom Penh.

Dr. Sok was appointed by Prime Minister Samdech Decho Hun Sen to hold concurrently the position as Advisor of the Royal Government of Cambodia (RGC), as Advisor to the Supreme National Economic Council (SNEC), and as Advisor to the Council for Development of Cambodia (CDC) with rank of Minister in August 2009 and November 2011 respectively. He is the Chairman of the Board of Cambodia Development Resource Institute (CDRI), Cambodia's oldest and prominent independent research institute.

Previously from 1999 to 2005, Dr Sok served as Secretary of State (Vice Minister) at the Ministry of Commerce, where he worked extensively on issues related to trade policies and development, commercial legal framework and economic integration. During his service at the Ministry, he was also a negotiator in Cambodia's accession to the World Trade Organization (WTO). From October 2005 to July 2009 he served as Director at the International Trade Center (ITC) a joint technical agency of the UNCTAD and the WTO in Geneva, Switzerland.

Dr. Sok is holder of a Juris Doctor (J.D.) from Widener University School of Law in Delaware, United States (1992) and a Ph.D. from Bond University School of Law in Queensland, Australia (2009).

Rami Sharaf, CEO, Worldbridge Group

Rami Sharaf, Palestinian 48, joined WorldBridge group in Cambodia as CEO of 31 entities with an annual turnover of 380 Million\$ and a very diverse portfolio.

Prior Rami was the CEO of RMA Cambodia group of companies 2009-2014, Managing a very diverse portfolio of Automotive (Ford, Jaguar & Land Rover) , Franchising (Dairy Queen, Swenson's,...) Infrastructure, Power (Kohler), Agriculture(John Deere), Car Rental (Avis) and Special Banking . At RMA Rami was managing a staff of 1600 employees and grew the business from 34 Million \$ to 142 Million\$ annual turnover.

He is the founder and the ex-Chairman of CAIF Cambodia Automotive Industry Federation (All Authorized dealers in Cambodia), A Governor in Amcham Cambodia and for 3 years in a row Rami represented Amcham in a door knock in DC 2012 and many reverse trade missions to USA and to neighboring countries. Rami was elected twice to serve on the board of the IBC International Business Chamber participated as a Panelist and

speaker in all investment conferences of IBC, World Bank...etc. Rami is a member of Phnom Penh American University board of trustees, the volunteer Chairman of AIESEC Cambodia and also serving as the Honorary advisor for JCI Cambodia (Junior Chamber International). Rami is a speaker at universities and youth conferences, besides serving on the judges panel of different Business competitions and forums. Rami represented the Royal Government of Cambodia in 2013 and 2014 to the ASEAN working group on Automotive.

Prior to RMA Rami worked for Novo Nordisk the world leading Danish pharmaceuticals 1991-2009 in hot spots Israel & Palestinian territories, Jordan, Iraq during Saddam regimen and Post Saddam time and from 2004-2009 was the Country manager of Novo Nordisk Pakistan and was also remotely managing Novo Nordisk Afghanistan.

During the career of 18 years with Novo Nordisk Rami was awarded a number of prestigious awards of Excellence such as The man of the year out of 40,000 employees worldwide during the ISMM, the Global Public Affairs award in 2008, was announced the Role model of the Ethical Manager in Novo Nordisk in the corporate magazine and the shareholders annual report number of times, he invited as an inspirational speaker to speak to the teams in many countries. Rami was invited as a speaker to the Marcs Evans conference on Business Ethics and Anti-Corruption strategies in Brussels in 2008.

Rami gained a wealth of experience in many sectors through his 23 years of career in different countries working under very challenging circumstances but achieving impressive results.

5. THANKS TO OUR SPONSORS

Bangkok Bank -- <http://www.bmo.com/gam>

Capital Markets Malaysia -- <http://capitalmarketsmalaysia.com/>

PTT Group -- <http://www.pttplc.com/>

TCEB (Thailand Convention & Exhibition Bureau) -- <http://www.businesseventsthailand.com/>