

FINAL CALL: 3 DAYS TILL THE ASEAN-EU BUSINESS SUMMIT 2018

2 MARCH

GRAND HYATT, SINGAPORE



MONTHLY NEWSLETTER

Volume 4/Issue 2 - February 2018

Newsletter Contents:

- Leaders in EU-ASEAN: Claus Andresen, President SEA, SAP
- EU-ABC at Events
- Upcoming Events
- In the News

LEADERS IN EU-ASEAN: AN INTERVIEW SERIES



Claus Andresen

President Southeast Asia, SAP

EU-ABC: How do you see SAP playing a part in the Digital Economy, a major priority with Singapore as the ASEAN Chair?

Claus: SAP is the world's largest provider of enterprise application software, with 76% of the world's transaction revenue touching an SAP system. We focus on technology-driven innovation to help every customer become an intelligent enterprise and participate in the Digital Economy. And we do this through Applications, Business Networks and Platforms.

- **Applications:** SAP delivers packaged solutions for 25 industries and 12 lines-of-business: on premise, cloud, hybrid to support our customers' digitalization journey.
- **Business Networks:** We support our customers trade goods and services through SAP Ariba. The SAP Ariba business network's trade volume is more than US\$ 1tn p.a., and connects more than 3.1m businesses
- **Platforms:** We enable our customers business with SAP HANA, an in-memory, column-oriented, relational database management system. With >21,000 customers globally, SAP HANA is a market-leading platform for real-time computing:

Success for our customers means that they can adapt to the digitization era and thrive in their industries. Our business software helps them develop the agility to meet market challenges, and

gives them the tools they need to seize new business opportunities, create new business models, and engage their customers in the most competitive way.

In addition to creating new solutions for the digital era, SAP recognises that we must partner with our customers to help them make the most of these innovations based on their unique business needs and goals in the Digital Economy. Through our worldwide service and support, we guide companies at every stage of their digital transformation.

EU-ABC: What new projects are you excited about/working on that clients and consumers can keep an eye out for?

Claus: SAP has a higher purpose – to help the world run better and improve people's lives - which goes beyond economic success. We use our considerable resources and broad reach to make a positive global impact on our economy, society, and environment. This mantra is entrenched in everything that we do, and that includes the innovations that we drive to the market. When we talk about our purpose, we also refer to our promise to our customers, and that is to enable them to succeed and win in today's digital economy. In 2018, I'm looking forward to helping customers innovate or co-innovate with the latest technologies that SAP Leonardo has to offer. E.g. Machine Learning, Internet of Things, Blockchain, Analytics and Big Data, all on SAP Cloud Platform.

SAP Leonardo delivers solutions and (micro-) services packaged by industry to help companies power their digital transformation. Within our SAP Leonardo portfolio, we are also offering SAP Leonardo Innovation Services, which use design thinking methods to help companies identify and test new digital business models and offer a fast, low-risk path to SAP Leonardo adoption. We also offer Industry accelerator packages that are designed with a specific business challenge in mind. These fixed-price solutions include cloud subscription licenses, design thinking services, and more.

We will be going big with SAP Leonardo in 2018 and I look forward to collaborating with our customers and partners to drive their digital innovation agenda.

EU-ABC: Could you share an interesting aspect of your job you didn't foresee when becoming SAP's President and Managing Director of SAP Southeast Asia?

Claus: I've always known that SAP is full of purpose-driven individuals. However, I was pleasantly surprised to see that SAP SEA employees are strongly passionate about driving social impact for their respective communities. Many of our team members in SEA are actively involved in programmes to drive change in their communities, whether it's through initiatives to help the less fortunate or programmes that enable youths with IT skills for the future. Our CSR programmes are driven both from the top and ground-up; we empower our employees to drive and participate in the cause they are passionate about.

For example, here in SEA, we partner with the ASEAN Foundation to equip ASEAN youths with the skills they need to tackle society's problems and thrive in the digital economy; build the capacity of innovative social enterprises that put young people on the path to successful careers and build a skilled workforce for the IT sector with training and workforce development programmes. Under the partnership, we run an SAP Social Sabbatical, a pro bono volunteering program where diverse teams of SAP employees are embedded with social enterprises over several weeks. The sabbatical helps solve strategic challenges of social enterprises to help them run better and ultimately maximize their social impact.

In 2017, the program ran in Vietnam, Indonesia and Myanmar in Southeast Asia, reaching twelve social enterprises and impacting over 17,000 lives.

EU-ABC: What is an advantage for software companies in ASEAN versus the rest of the world / previous markets you were working in?

Claus: ASEAN is, first and foremost, a growth frontier region with enormous potential. ASEAN doesn't just represent one economic community, but also one social community. By 2020, almost half of South East Asia's population will be below 30 years of age, representing a growing pool of available talent that we can invest in and work with for a better future.

The young demography of ASEAN promises a powerful demographic dividend that will drive even stronger economic growth in the coming years. According to the World Economic Forum, as the working-age population in ASEAN grows in number, it will boost the region's spending, but also increase its savings and hence its capacity to invest.

And finally, while ASEAN is a diverse region with very diverse market landscape, the market operates with a common goal – to digitalize for the new economy. Both the public and private sectors are in sync in the need to embrace digitalization to remain relevant and succeed in today's market environment, and this represents a strong opportunity for a software company like SAP operating in ASEAN.

EU-ABC: What does Sustainability look like at SAP?

Claus: At SAP, we strive to promote sustainability in everything we do. We believe that it is not enough to simply have a sustainability strategy but that, instead, our overall corporate strategy must itself be sustainable. Only by achieving this can we fulfill our vision to help the world run better and improve people's lives.

We define sustainability as the creation of social, environmental, and economic value for long-term business success and responsible global development. This means we seek to embed sustainability in everything we do: our solutions, our operations, and our social investment.

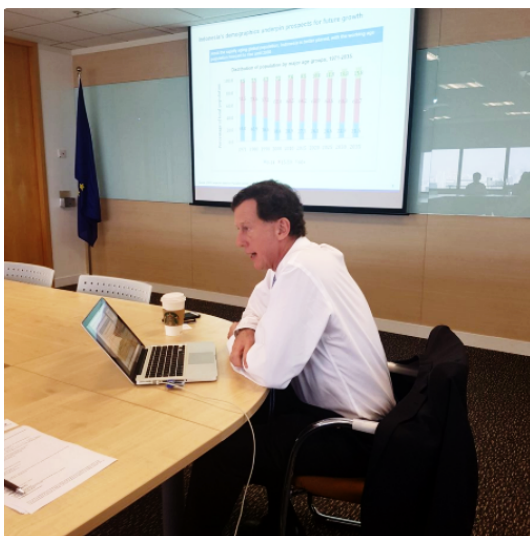
Thank you for your time, Claus! Read his full bio [here](#) and hear him speak on 'Advancing the Digital Economy in ASEAN' at the ASEAN-EU Business Summit 2018. Tickets available [here](#).

EU-ABC AT EVENTS

EU-ABC Meets New ASEAN Secretary-General



From right: Raffaele Quarto, Head of the Economic and Trade Section at the EU; Donald Kanak, Chairman, EU-ABC; H.E. Dato Lim Jock Hoi, Secretary-General, ASEAN; H.E. Francisco Fontan, EU Ambassador to ASEAN; Theodoor Bakker, Vice Chairman, EU-ABC; Chris Humphrey, Executive Director, EU-ABC.



Indonesia Webinar Briefing by Asia Group Advisors' CEO Adam Schwarz

Forward-look: EU-ABC Members Indonesia Mission trip - Mid-April 2018

- Tentative Meetings:
- Ministry of Trade
 - Ministry of Health
 - Ministry of Finance
 - EU Delegation to Indonesia
 - Coordinating Ministry for Economic Affairs
 - Investment Coordinating Board (BKPM)

Members please contact us regarding your interest in meetings [here](#).

UPCOMING EVENTS



EU-ABC's annual flagship summit will be held in Singapore on 2nd March, at the Grand Hyatt Grand Ballroom in Singapore. The AEBS 2018 will be held alongside the ASEAN Economic Ministers Meeting and the EU-ASEAN dialogue session between EU Trade Commissioner Malmström and her ASEAN counterparts.

Don't miss this great opportunity to hear from prominent European and Southeast Asian Ministers and businessmen, trade and policy leaders and many more - confirmed programme can be found [here](#); Confirmed Ministerial panel:



2 March 2018, 08:00 - 18:30
(8:00 - Registration)
Grand Hyatt Grand Ballroom, Singapore

Ticket Prices:
Member organisations: \$400
Affiliated organisations: \$450
Normal delegate: \$500

Last call for registration!



SWIFT Business Forum Indonesia



The Euromoney Indonesia Financing and

Details: 12 March, Grand Hyatt Jakarta.
Register [here](#).

Investment Forum
Details: 4 April, Grand Hyatt Jakarta.
Register [here](#).

AVCJ Private Equity & Venture Forum
Global Perspective, Local Opportunity



AVCJ
Details: 25 April, Mandarin Oriental Jakarta.
Register [here](#).



Corporate Affairs Forum
Details: 26 April, Fullerton Hotel, Singapore
15% discount for EU-ABC Members;
Early-bird ends 1st March. Register [here](#).

IN THE NEWS



[Why some investors choose Vietnam over Philippines](#) - ECCP

ASEAN-EU BUSINESS SUMMIT 2018 SPONSORSHIP OPPORTUNITIES

Click Here!



Copyright © 2018 EU-ASEAN Business Council, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

MailChimp