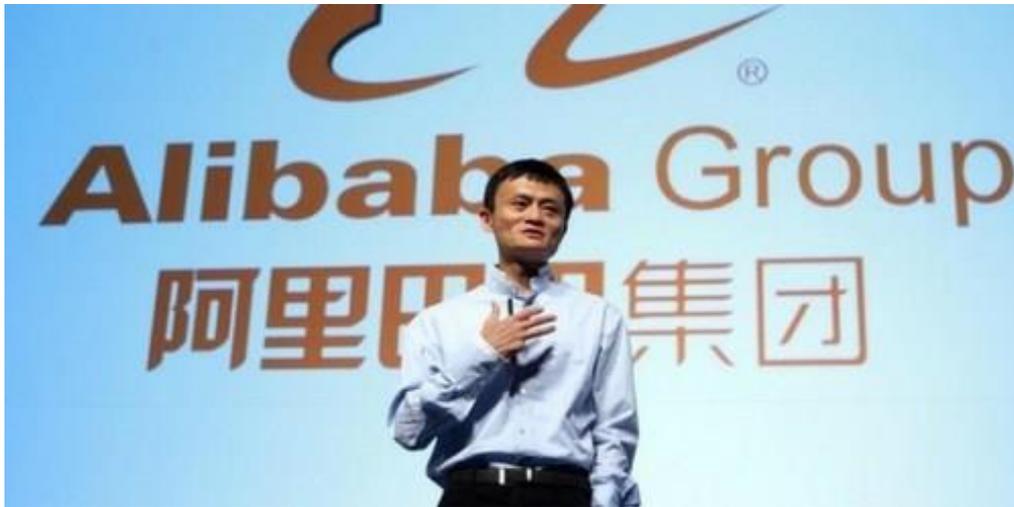




Asia Insight  
CIRCLE

EVENT OVERVIEW



***Adam Najberg, Head of Digital Communications***  
***Inside Alibaba:***  
***Communicating Global Growth***

**Thursday, 18 April from 7:45 to 9:30 am**

**Mandarin Oriental Hotel | L23, The East Room | 5 Connaught Road | Central**

Alibaba is a Chinese multinational conglomerate specialising in e-commerce, retail, Internet and technology. Oddly enough, this year Alibaba turns 20. Yet it's hard to remember a time before e-commerce, #ChinaTech, Jack Ma or Alibaba. Adam Najberg and his colleagues have, over the years, done a great job communicating all that's behind the company.

Adam is accustomed to being on the front line. He heads digital communications at Alibaba Group Holding. His role places him at the forefront of a global growth story. Thankfully, his job isn't over yet. Alibaba has shown remarkable growth - in customers, revenue, employees, countries served, product offering, technology.

He'll peel back the secrets of the culture, and how that contributes to success. He can update us on global growth - and how the media's focus on some elements of #ChinaTech is contagious.

[www.AsiaInsightCircle.com](http://www.AsiaInsightCircle.com)



## Asia Insight CIRCLE

### SPEAKER

- Adam **Najberg** – Head of Digital Communications, Alibaba Group

### ATTENDEES

- Johan **Bygge** – Chairman, EQT Asia Pacific
- Julia **Clyne** – Head of Media Sales, Dow Jones & *Wall Street Journal*
- Mavis **Fan** - Communications Executive APAC, TMF Group
- Ajay **Kapur** – Asia Pacific Equity Strategist & Global Emerging Markets Strategist, Bank of America Merrill Lynch
- Eva **Karlberg** – General Manager, Swedish Chamber of Commerce
- David **Ketchum** – CEO, Current Asia
- Steffen **Naumann** – Co-Managing Director, The Zuellig Group
- John **Ng** – CFO & SVP, LKK Health Products Group Ltd
- Simeon **Pisasecki** – Managing Director, Fung Retail Group Ltd
- Eric **Stryson** – Director, Global Institute For Tomorrow
- Charlotte **Yap** – Head of Strategic Marketing Asia, DXC Technology

### MODERATOR & HOST

- Walter **Jennings** – CEO, Asia Insight Circle
- Santo **Rizzuto** – Director, Asia Insight Circle



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### SPEAKING

#### ADAM NAJBERG – HEAD OF DIGITAL COMMUNICATIONS

Adam Najberg joined Alibaba Group in Hong Kong as head of digital communications in late 2016 from consumer drone company, SZ DJI, where he was global director of communications.

Prior to that, he spent 25 years in journalism – 21 of them at Dow Jones Newswires and The Wall Street Journal as an award-winning foreign correspondent and editor in Asia, Europe and the U.S. He is a father of two grown children, the author of two books and is an avid runner, weightlifter and fiddler.

### ATTENDING

#### JOHAN BYGGE – CHAIRMAN, ASIA PACIFIC, EQT PARTNERS ASIA LTD

Johan Bygge joined EQT in 2011 and is today Chairman of EQT Asia Pacific. Before EQT Johan worked as CFO within Investor AB.

During 1987-2006 Johan served with Electrolux where he held numerous CEO-positions, more recently CEO Electrolux Major Appliance Europe and Asia Pacific and CEO Electrolux Major Appliance International, including operations outside of Europe and North America. Prior to that he served with Ericsson as Deputy Group Treasurer and Deputy Group Controller.

#### JULIA CLYNE – HEAD OF MEDIA, APAC, DOW JONES

As Head of Media, APAC at Dow Jones, Julia is responsible for all sales in Asia across Dow Jones's portfolio of advertising products and solutions. Her team builds bespoke, integrated and multi-channel programs across Dow Jones's media platforms to help organisations reach an influential and highly engaged audience with compelling stories and ideas.

Prior to Dow Jones, Julia lead the advertising team at The New York Times in Asia, having a significant role in expanding The Times's presence in the region by opening new advertising offices in Singapore and Tokyo and helping to launch the services of its T Brand Studio. Earlier Julia worked in Melbourne where she began her career in the publishing industry at Penguin Random House before working at Fairfax Media in advertising sales.



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An Australian, Julia earned her bachelor's degree at The University of Queensland where she studied world religion and French, which took her to France to undertake studies in literature at La Sorbonne Nouvelle - Paris III.

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### MAVIS FAN – COMMUNICATIONS EXECUTIVE APAC, TMF GROUP

Experienced Communications Specialist with a demonstrated history of working in the oil & energy industry. Skilled in Public Affairs, Community Relations Management, Translation, Event Management, and Editing. Strong media and communication professional with a Bachelor of Arts (B.A.) focused in Humanities/Humanistic Studies from Hong Kong Baptist University.

TMF Group is a multinational professional services firm headquartered in Amsterdam, Netherlands. The independent group provides accounting, tax, HR and payroll services to businesses operating on an international scale.

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### AJAY KAPUR – ASIA PACIFIC EQUITY STRATEGIST & GLOBAL EMERGING MARKETS STRATEGIST, BANK OF AMERICA MERRILL LYNCH

Ajay Kapur joined Bank of America Merrill Lynch in June 2013 as the Asia Pacific Equity Strategist and Global Emerging Markets (GEM) Strategist.

Ajay has 27 years of experience, predominantly based in Hong Kong, as a strategist covering Asia and global equity markets across both the buy and sell side. He has one of the most highly regarded franchises in equity strategy and has been consistently top-three rated in a range of major global and Asian external surveys over the years.

Prior to joining BofAML, Ajay served as head of Asia strategy at Deutsche Bank, which he joined in 2010. Prior to Deutsche, Ajay held senior equity strategy roles at Mirae Asset and Citigroup. While at Citigroup, he wrote extensively on economies with significant income and wealth inequalities under the umbrella term Plutonomy. Other innovative work produced by his team includes concepts like Risk-Love (sentiment), the Demi-Ashton Ratio, and Free Liquidity. [4]

Ajay graduated with an economics (Honours) degree from St. Stephen's College, Delhi University, has a PGDM (MBA-equivalent) from the Indian Institute of Management, Ahmedabad, and a Master in Public Affairs from Princeton University, where he received the Woodrow Wilson fellowship. He has been a Chartered Financial Analyst since 1994. He is currently based in Hong Kong.



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### EVA KARLBERG – GENERAL MANAGER, SWEDISH CHAMBER OF COMMERCE

Eva Karlberg is General Manager of the Swedish Chamber of Commerce in Hong Kong, a role she has held for over twenty years.

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### DAVID KETCHUM – CEO, CURRENT ASIA

David is founder and CEO of Current Asia, a company that uses data to create better customer experiences and make marketing more effective. Previously, he founded Upstream Asia, a regional digital and marketing communications network that was acquired by Bite Communications. He also served as SVP, Marketing and Communications for Calvin Klein Asia, and held senior positions with Burson-Marsteller and Hill & Knowlton in Asia, Europe and the US. He's the author of *BIG M, little m Marketing: New Strategies for a New Asia*.

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### STEFFEN NAUMANN, CO-MANAGING DIRECTOR, ZUELLIG GROUP

Steffen Naumann is Co-Managing Director of Zuellig Group., and also continues to serve as Chief Financial Officer, a role he assumed in 2010.

Backed by a century of entrepreneurial experience in the Asia-Pacific region, the privately owned Zuellig Group holds and manages long-term interests in market-leading companies, with a strategic focus on selected business areas: healthcare and pharmaceuticals, specialized distribution services, agricultural equipment, industrial supplies and solutions, insurance, and property. Steffen Naumann is also a director of Golden Springs Group, an agricultural business active in animal feed, fish farming and genetics.

Prior to joining Zuellig Group, Mr Naumann served as a member of the executive board, chief operating officer and chief financial officer for Axel Springer AG, one of Europe's leading media companies. He has also held executive positions as a member of the board, executive vice president and chief financial officer of Random House, the book publishing division of Bertelsmann, as well as a member of the board and chief financial officer of Bertelsmann Buch AG, the book publishing and book club division of Bertelsmann, one of the world's leading media companies.

Earlier in his career, he served in various finance and corporate development positions for Bertelsmann, McKinsey & Company and Ford of Europe. Mr Naumann graduated in economics and business administration. He is a member of the advisory board of the Global Economic Symposium.



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### JOHN NG – CFO & SVP, LKKHPG

Mr. Ng is Chief Financial Officer and Senior Vice President at LKK Health Products Group. LKKHPG is a global leader in Chinese herbal health products. Its other business arms include Chinese herbs plantation and trading, property investments, and venture capital.

John's experience covers corporate finance and business management. He began his career in the financial advisory team of PricewaterhouseCoopers in New York. In the late nineties, he joined the investment banking division of Lehman Brothers in Hong Kong. He later became a senior corporate finance and strategic planning executive of Hutchison Port Holdings, the world's largest container port operator and a key division of Hutchison Whampoa. Before joining LKKHPG, John was the Managing Partner of Landmark Capital, the Asia investment platform of Swiss industrialist Thomas Schmidheiny.

Mr. Ng received his BS business administration and Master's degree in Accounting from the University of North Carolina at Chapel Hill. He is a graduate of Harvard Business School's Executive Program. Mr. Ng is a CFA charter-holder and a CPA. He was born in Mainland China and is a native Chinese speaker.

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### ERIC STRYSON – DIRECTOR, GLOBAL INSTITUTE FOR TOMORROW

In addition to leading GIFT's dynamic team and business, since 2008 Eric has facilitated more than 30 experiential leadership programmes in fifteen countries. He is well versed in introducing new ideas on governance, business and sustainability and coaching participants to think critically about their role as leaders. Before joining GIFT, Eric spent several years managing multi-stakeholder partnerships between global brands and civil society groups in the United States and China. He writes and speaks regularly on topics related to leadership development and the changing role of business in society. Eric is an alumnus of Stanford University and holds a Masters from Hong Kong University.

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### CHARLOTTE YAP – HEAD OF STRATEGIC MARKETING ASIA, DXC TECHNOLOGY

Charlotte Yap heads up Strategic Marketing across Asia for DXC Technology. She is responsible for driving thought leadership and demand generation of digital transformation and next generation technology solutions. Charlotte has extensive experience in integrated marketing strategy, digital marketing, partner and product marketing. Before this, she was Industry Marketing Director for HP, Asia Pacific & Japan. Prior to joining HP, she held various marketing, product management and presales consulting positions across multiple geographies including Boston, USA and Singapore. Charlotte holds a Master and Bachelor in



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Engineering and has attended on-campus executive programs in MIT Sloan School of Management and Harvard Business School. She is based in Hong Kong.

### MODERATING & HOSTING

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#### WALTER JENNINGS – CEO, ASIA INSIGHT CIRCLE

Walter Jennings has 25+ years of communication strategy experience gained working and living in China, Hong Kong, Australia, Canada, France, and the United States. He leads Asia Insight Circle, and is a Senior Consultant at The Tantalus Group. He provides CEO advisory, corporate communications strategy, and influencer relations consulting and strategy for the firm's clients.

Walter recently served as Vice President, Global Corporate Communication at Huawei Technologies in their corporate headquarters in Shenzhen, China. Huawei is the world's leading telecommunications technology company with 200,000 employees in 170 countries and 2017 revenue of US\$93 billion.

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#### SANTO RIZZUTO – DIRECTOR, ASIA INSIGHT CIRCLE

Santo Rizzuto is the Director of the Asia Insight Circle organization, leading operations and event management. A serial entrepreneur, Santo was the co-founder of Pearl River Antiques, importing high end antiques from China to galleries in Dallas, Chicago, and various cities throughout the state of Michigan.