

Richard Martin

Managing Director - IMA Asia
Speaker, Moderator, Advisor, Consultant



Professional Experience - original, independent insights

- Richard Martin has over 25 years' experience observing, researching and writing about Asia-Pacific
- independent analysis on Asia's economic and political development
- a globally acclaimed Asian markets expert, previously at the centre of the Economist Intelligence Unit's research and consulting business and latterly advisory programme for Asia in Sydney and Melbourne
- advisor to Australian and MNC corporations on Asia strategy and market entry
- contributor to media - print, radio and television, e.g. CNBC, *ABC News*, *The Australian*
- strategic advisor to a range of industries including a wide range of manufacturers
- respected for his research and analytical skills, bringing great depth to presentations and discussions

Published papers - respected authority on Asian markets

- various reports and articles for the Economist Intelligence Unit up to 2006 including *Business Asia*
- *Make or Break* (1997 – MTIA), *Australia's Investment Challenge* (1996 - EIU)
- *Asia-Pacific Executive's Brief* - Editor since 1996 - a 14-country, monthly market intelligence paper

Sample assignments

- confidential personal briefing to the Chief Executive Officer on his visit to Asia
- briefing paper written and findings presented to Board members at global headquarters
- kick-off presentation and facilitation of a regional strategy and planning meeting
- keynote speech at a cross-boarder trade and investment summit in California
- moderator of a two-day programme in Sydney for an Australian company investing into Asia

Richard Martin – personal biodata

- Founder and Managing Director of IMA Asia, conducts research assignments and organises a CEO executive meetings programme focused on Asian markets
- graduated in politics - Sydney University, holds a Masters in Asian Studies from London University
- an advisor to many corporations including: Ansell, Alcan, Cadbury-Schweppes, Dow, Dow Corning, Eaton, HP, Horwath, IFF, P&G, NOL, Novozymes, Rohm & Hass, SGL Carbon, Starbucks and Sun Life