

Dr. Yuwa Hedrick-Wong

Distinguished Visiting Professor of International Business
University of British Columbia
Independent Global Economic Advisor

Global Economist & Asia Business Strategist



Yuwa Hedrick-Wong's combination of rigorous economic analysis and effective communication is a potent cocktail; he identifies the key developments that matter and interprets their implications in ways that business leaders can understand.

Professional Experience - original, independent insights

- Yuwa Hedrick-Wong has over 25 years' experience as a global economist, business strategist and writer.
- He is the Global Economic Advisor to MasterCard Worldwide International, as well as an advisor to ICICI and to Southern Capital Group.
- He has recently been appointed HSBC Distinguished Visiting Professor of International Business at the the Sauder School of Business, University of British Columbia, Canada.
- Strong expertise in the dynamic emerging markets of the world, in particular Asia with a strong focus on China, India and Southeast Asia.
- He provides macroeconomic analysis and economic forecasts for the world economy, Asia/Pacific and other key emerging economies of the world.
- A highly sought-after presenter for events ranging from major business & investor summits to client seminars and corporate briefings and board presentations.
- Monitors and forecasts economic growth, emerging regional trends, advises on market entry, public policy challenges, impacts of demographic and lifestyle changes and overall business opportunities and threats.

Published books / papers - an authority on Asia markets

- He writes *GEMS*, the Global Emerging Markets Service of The Insight Bureau, providing bi-monthly economic analysis on the world's most dynamic economies as a resource for TIB clients
- He is the author of four books on demographics: *"The Future and Me; Power of the Youth Market in Asia"* (John Wiley & Sons Feb 2008); *"Holding up Half of the Sky: women consumers in Asia"* (John Wiley & Sons May 2006); *"The Glittering Silver Market: the rise of elderly consumers in Asia"* (John Wiley & Sons September 2006); *"Succeeding Like Success: the affluent consumers of Asia"* (John Wiley & Sons October 2006.)
- He also wrote *"Mind the Gap: Singapore businesses in China"* co-authored (Institute of Southeast Asian Studies 2005.)
- For many years he was the principal author and editor of the *MasterCard Insights* report series.
- He is a regular commentator interviewed on CNBC, BBC World, CNN, CCTV (China), CBN (Shanghai), BTV (Beijing), Channel News Asia, Bloomberg Forum and many others
- Press interviews in *The Economist*, *International Herald Tribune*, *Asian Wall Street Journal*, *Business Times* (Singapore), *South China Morning Post* (Hong Kong), *Bridge News*, *Asia Banking and Finance*.

Sample assignments – briefings, research & speeches

- Yuwa Hedrick-Wong is frequently addresses global business leaders summits; examples include investor forums with firms like CLSA, Goldman Sachs, Morgan Stanley, Nomura, private bank seminars with firms like HSBC, ABN Amro Bank, and international business summits including the Inter-Arab Cambist Association, CoreNet Global, and Forbes Asia. He has addressed client forums for companies like Accenture, HP, Oracle, Orange and SAS and industry conferences in hospitality, travel, retail & luxury.
- He makes special presentations to CEOs and Board members around the world, as well as confidential briefings to senior management teams. The many client companies have included Cisco, Cigna, DSM, Fuji-Xerox, Grey Group, KPMG, Intel, McCann Ericsson, Lucent, Microsoft, Norske Hydro, Roche, Skandinaviska Enskilda Banken, Standard Bank of South Africa, UBS, UPS, Wal-Mart.
- Yuwa has advised a large number of financial institutions across the world both independently and through his close association with MasterCard Worldwide International over the years. He has also advised a number of Central Banks in the Asia Pacific region. He has also spoken at, or conducted economic research projects with, academic institutions such as the National Economic Research Institute (Beijing), School of Management at Beijing University (Beijing), Business School of Fudan University (Shanghai), Korea Development Institute (Seoul), Samsung Economic Research Institute (Seoul), Institute of Economic Research, Hitatobashi University (Tokyo), Faculty of Finance, Waseda University (Tokyo), School of Economics, University of Asia and the Pacific (Manila) and the Gordons Institute of Business Science at the University of Pretoria (South Africa).

Yuwa Hedrick-Wong - Personal information and work experience

- Appointed to the Investment Advisory Committee of ICICI, India's largest private bank (2008-present).
- Advisor to the Chairman, Southern Capital Group (2007-present).
- Global Economic Advisor, MasterCard Worldwide International (2011-present) and Asia Pacific Advisor (1999-2010), advising clients and partners, chairing MasterCard's Asia Knowledge Panel of leading economists, policy analysts and strategists.
- Appointed HSBC Distinguished Visiting Professor of International Business (2011) at the Sauder School of Business, the University of British Columbia, Canada.
- He was previously Adjunct Professor at the University of British Columbia, Canada, and prior to this Adjunct Professor at Funan University, China.
- Formerly a consultant to Global Demographics (2004-2007) - formerly known as Asian Demographics.
- He was previously Chief Strategist with Strategic Intelligence, Economic Advisor and Project Chief Economist with The British High Commission Bangladesh, CEO of Canadian Advanced Medical Services International and Executive Vice President and Managing Director, Horizon Pacific International.
- Yuwa was educated in Canada, holds a BA in Philosophy, Political Science & Economics from Trent University, Canada (1972), an MA in Economics (1979) and a Ph.D. in Economics from Simon Fraser University, Canada, (1981).

Client testimonials - "memorable and actionable"

- *"Dr. Hedrick-Wong is one of those rare speakers who combine big ideas with on-the-ground operations issues impeccably. In addition, he demonstrates an impressive ability to spot and elucidate underlying trends which affect the business outlook in Asia to senior executives and policymakers."* Steven Xu, Director, The Economist Group
- *"Yuwa combines a disciplined economist's appreciation for rigorous analysis with a consummate communicator's knack for delivering a message that is both memorable and actionable. He is undoubtedly one of the leading pundits on Asian economic development and business strategy."* Arthur Kobler, former President of AT&T China
- *Dr. Hedrick-Wong is not only a leading economist, with sharp and unique insights who is not afraid to tackle profound issues, but also an outstanding speaker. His presentations are dynamic, lucid, persuasive and entertaining and always based upon clear and elegant logic, strong empirical support and provocative concepts -- and they never fail to impress."* Professor Xiong-wen Lu, Executive Associate Dean, School of Management, Fudan University
- *"Dr. Yuwa Hedrick-Wong is one of Asia's most interesting, original and thoughtful economists -- in print and in person. An excellent solo presenter as well as a polished moderator."* William Adamopoulos, Publisher, Forbes Asia