

Dr. Yuwa Hedrick-Wong

Economic Advisor
Southern Capital Group, MasterCard and ICICI
Asia Economist, Strategic Advisor and Author



Professional Experience - original, independent insights

- Yuwa Hedrick-Wong has over 25 years' experience as an economist, business strategist and writer
- Adjunct Professor at the Sauder School of Business, University of British Columbia, Canada
- Strong expertise in Asian consumer markets (India, China, Indonesia, Japan, Korea, Australia)
- Conducts macroeconomic analyses and forecasts of Asia/Pacific and advises on policy and strategy
- A highly seasoned, skilled presenter at events ranging from major business conferences to client seminars
- Voted "*Communicator of the Year*" (2004) at the Asian PR Awards for achievements with MasterCard
- 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

- "*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)
- "*Mind the Gap: Singapore businesses in China*" co-authored (Institute of Southeast Asian Studies 2005)
- Editor and principal writer of the *MasterCard Insights* report series
- Commentator interviewed on BBC, CNN, CNBC Asia, CCTV (China), CBN (Shanghai), BTV (Beijing), Channel News Asia, The Bloomberg Forum;
- 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

- Keynote address at a global business leaders summits
- Special presentations to the visiting CEOs and Board members
- Briefing paper written and findings presented to Board members at their global headquarters
- Kick-off presentation and facilitation of a regional off-site strategy and planning meeting
- Presentation and independent discussion-leader at a client alliance partners' gathering

Yuwa Hedrick-Wong - Personal information and work experience

- appointed to the Investment Advisory Committee of ICICI, India's largest private bank
- Advisor to the Chairman, Southern Capital Group (2007-present)
- Previously Adjunct Professor at Funan University, now Adjunct Professor at the University of British Columbia
- Economic Advisor, MasterCard Worldwide, Asia Pacific (1999-present) advising clients and partners and chairing MasterCard's Asia Knowledge Panel of leading economists, policy analysts and strategists
- formerly Director, Global Demographics (2004-2007) (formerly known as Asian Demographics)
- 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.
- educated in Canada, holds a BA in Philosophy, Political Science & Economics from Trent University, Canada (1972), a MA in Economics (1979) and a Ph.D. in Economics from Simon Fraser University, Canada, (1981)

Briefings and research

- has advised financial institutions like Citibank, HSBC, Standard Chartered and DBS, led task forces relating to the Reserve Bank of Australia, Hong Kong Monetary Authority Bank Negara Malaysia and briefed the Chief Executives, Chairmen and Boards of major global organisations, including Cisco, CSLA, Fuji-Xerox, Intel, McCann Ericsson, Lucent, Microsoft, Norske Hydro, Roche, S E Banken, , Standard Bank of South Africa, UBS, UPS
- conducts research projects e.g. working with 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).

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, Economist Intelligence Unit
- *"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, AT&T China
- *"His topics are so timely and his style of presentation is superb. His delivery of the content is clear and concise for senior executives. He can turn a difficult topic into an easy one to understand. I have no doubt in my mind that he will be one of the most distinguished speakers in Asia."* Brian Wong, Consulate General of Canada Hong Kong
- *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