



**Asia-Pacific
Economic Cooperation**

2012/CTI2/CON/002

Speakers' List

Submitted by: Japan



**Conference on Innovation and Trade:
Policy Considerations Related to
Generating and Absorbing Innovation
Singapore
4-5 April 2012**

APEC Conference on Innovation and Trade

Policy Considerations Related to Generating and Absorbing Innovation

4-5 April, 2012

Sands Expo and Convention Center, Singapore

SPEAKERS LIST *In alphabetical order



Abdul Reezal Abdul Latif

Vice President, Agensi Inovasi Malaysia (AIM)
Chairman, AIM-Triple Helix Alliance Working Committee

Day 2
Session 5

Dr. Reezal has more than 12 years in the innovation and high technology related sectors. During this period he has been involved in setting up of technology and laboratory centers, commercialisation of products and international linkages development. Dr. Reezal has served as Chief Executive Officer of an investment and nurturing company in the area of Biotechnology and Bio-Industry. Prior to this, he was Chief Executive Officer of a natural product healthcare and bio-technology company. At Agensi Inovasi Malaysia (AIM), a statutory body set up under the Prime Minister of Malaysia Office, he heads a unit that is tasked to form joint innovation projects between industry, academia and government in ten (10) targeted strategic technology sectors for human capital and innovation eco-system building. He holds a PhD in Biotechnology and a BSc. in Microbiology from United Kingdom.



Toshihisa Adachi

President & CEO, ITOCHU Technology Ventures, Inc.
Chairman, Japan Venture Capital Association

Day 1
Session 2

Toshihisa Adachi graduated from Tokyo Institute of Technology and joined ITOCHU Corporation. In the first 15 years at ITOCHU Corporation, including 6 years duties in London, he was assigned for exporting Japanese electronic goods to United States and European economies. Upon returning to Japan, he moved to the IT Division and took a responsibility in importing advanced technologies from United States to Japanese market.

From 1995 to 2002, he moved to ITOCHU Techno-Solutions, Inc. (CTC) and build a wide human network in Silicon Valley. At CTC, he took a position of the General Manager responsible for new business planning & development and succeeded in several venture investments. In May 2002, he became the President & CEO of ITOCHU Technology Ventures, Inc. and managing over \$270 million funds focusing on information technologies.

He was appointed to the Director at Japan Venture Capital Association from July 2008 and to the Chairman in July 2011. Since April 2010, he has been serving as a member of Company Law Sub-Committee of the Legislative Advisory Council.



Jake Colvin

Vice President, National Foreign Trade Council



Day 1
Session 2

Jake Colvin is a Vice President at the National Foreign Trade Council, a Washington-based business association that promotes an open, rules-based global economy on behalf of member companies including Caterpillar, eBay, General Electric, Google, Microsoft, Procter & Gamble and Wal-Mart Stores. Jake leads the Council's efforts to promote trade policy solutions to climate change and directs a project dedicated to modernizing global trade rules. Over the past several years, he has helped drive a series of discussions around the economy with business leaders, educators and entrepreneurs to highlight the role of global markets in the success of American communities. He has written for outlets including Business Week, Forbes, Politico and Reuters, and has provided analysis on economic and foreign policy issues for CNN, NPR, Time Magazine and U.S. News and World Report. Originally from Long Island, New York, he is a graduate of the Johns Hopkins School for Advanced International Studies and the University of Richmond.



Monica Contreras Rosales

APEC CTI Chair, Mexico



Day 1
Remarks from APEC CTI Chair

Monica Contreras Rosales graduated from Universidad Nacional Autónoma de México (UNAM) with a bachelor in International Relations and received her master's degree from university of London in Globalization and Economic Development.

She works for APEC for seven years and in 2005 - 2010 served APEC as the Committee of Trade and Investment (CTI) Representative, responsible to coordinate and contribute to Mexico's participation in high level meetings like MRT, AMM, AELM and as well as to coordinate the contribution and participation of public sector, private sector and academia in APEC's themes. Now she plays a CTI chair.

Before she started her career at Ministry of Economy, she had 5 years experience in private sectors, related to international trade. In 1998 – 1999, she worked for Plantamex, as exports coordinator of Mexican plants and herbs to America, Asia and Europe. In 1999 – 2000, she worked for Asociación Nacional de la Industria Química (ANIQ), contributing to identify opportunities to make more efficient and transparent the import and export of textiles and supporting negotiations of Mexico's FTAs in the textile and related chapters. In 2000 -2003, She engaged her career at McGraw Hill Publishing, responsible for National and International Logistics.



Evgeny Evdokimov

Managing Director, Infrastructure Department,
Fund for Infrastructure and Educational Programs,
Rusnano Group

**Day 1
Session 2**

Evgeny EVDOKIMOV earned his Diploma in Economics in the University of Mobil, AL, USA and took an MBA degree in Helsinki School of Economics, Finland.

Evgeny has over 15 years' experience in venture capital investments. Prior to joining Rusnano Group in 2008 he participated in the financing of start-up companies in the United States (Roan/Meyers Associates LP, New York), Israel (Kroosh Technologies Inc., Ashdod) and Russia (Equator Association, St.Petersburg,).

Evgeny successfully managed projects for Russian Venture Capital Association (RVCA). From 2003-2008 he worked for Russian Technology Found managing of the development of a portfolio companies at the Board of Directors level. In 2007 – 2008 Evgeny also was involved in the formation of Bioprocess Capital Partners, the management company of the Bioprocess Capital Ventures (BCV).

At the present Evgeny is responsible for the creation of Russian Innovative Infrastructure in nanosphere as Managing Director of Department for Infrastructure Programs, Fund for Infrastructure and Educational Programs that belongs to Rusnano Group, Moscow, Russia.



Seow Hiong Goh

Executive Director, Global Policy & Government Affairs,
Asia Pacific, Cisco Systems

**Day 2
Session 3**

Seow Hiong Goh plays an advisory role to government officials and regulators across Asia Pacific on a range of ICT-related policy issues. He assists governments in adopting policies and regulations that foster investment, innovation, growth and adoption of advanced ICT technologies and services. His current focus areas include advising on national broadband strategies and deployment, convergence policy, cyber-security and e-government.

Mr. Goh was in the Singapore public service for 10 years, where he undertook various responsibilities including Deputy Director for Infocomm Development Policy, Deputy Director for Infocomm Security and Special Assistant to the CEO at the Infocomm Development Authority of Singapore. He was subsequently in private legal practice for several years, before taking up the position as Director, Software Policy for Asia with the Business Software Alliance for five years. He joined Cisco in his present position in 2008.

Mr. Goh has a Bachelor of Arts in Computer Science, with Honors and Distinction in General Scholarship from the University of California at Berkeley, and a Master of Science in Computer Science from Stanford University. He also holds a Bachelor of Law with Honors from the University of London and a Postgraduate Diploma of Singapore Law with Merit from the National University of Singapore. He has completed the Executive Management Program in Strategic Management at the National University of Singapore. He is called to the bar of the Supreme Court of Singapore as an advocate and solicitor.



Shigeo Kagami

Professor and General Manager,
Science Entrepreneurship and Enterprise Development (SEED),
Division of University Corporate Relations (DUCR),
University of Tokyo

Day 1
Senior Executive Conversation
Day 2
Session 4

Dr. Shigeo Kagami has been Professor and General Manager – Science Entrepreneurship and Enterprise Development (SEED) of Division of University Corporate Relations (DUCR) at the University of Tokyo since 2004. He joined the university in 2002 as a faculty member at Graduate School of Pharmaceutical Sciences, where he taught business to students majoring in pharmaceutical and medical sciences. Dr. Kagami is also an auditor of the University of Tokyo Edge Capital (UTECH), a venture capital arm dedicated to the University of Tokyo.

Before he joined the University of Tokyo, he had been a strategy and management consultant and an executive search consultant for more than 17 years. His professional experiences include a consultant at Boston Consulting Group, a founding partner of Corporate Directions, Inc. (CDI), and a partner of Heidrick & Struggles.

Dr. Kagami is a graduate of Hitotsubashi University (BA in Commerce, Tokyo, Japan), and earned his MBA from IMEDE (currently IMD, Lausanne, Switzerland), and completed his doctoral work in management at Weatherhead School of Management of Case Western Reserve University (Cleveland, Ohio, U.S.A.).

Professor Kagami's responsibilities at SEED include 1) Entrepreneurship education program and its student business plan competition, 2) Management of incubation facilities for university start-ups, 3) Relationship management with The University of Tokyo Edge Capital (UTECH) as a board member, and 4) Consulting & mentoring for the University researchers and students for their start-up initiatives.

Dr. Kagami is a director of the Japan Academic Society for Ventures and Entrepreneurs (JASVE).



Osamu Kamikawa

Executive Director, Support Council for ABAC-Japan
Deputy General Manager,
Corporate Planning & Strategy Division, Mitsui & Co., Ltd.

Day 1
Remarks from
ABAC Representatives

Since joining the company in 1974, Osamu Kamikawa has spent his entire career with Mitsui & Co. Ltd., deeply engaged in petrochemical-related business. He has served in many overseas posts, including in New York, USA (1980–1987), Houston, USA (1991 –1999), and Kuala Lumpur, Malaysia (1999–2002). Currently he serves as Deputy General Manager of Corporate Planning & Strategy Division.

Also Mr. Kamikawa became Executive Director of Support Council for ABAC-Japan in April 2011. In 2010 he was Executive Director of ABAC 2010, which was held in Yokohama.

Mr. Kamikawa graduated from Keio University, Tokyo in 1974 with a bachelor of economics.



Ichiro Kawada

President Director, BA Partners Pte Ltd.



Mr. Kawada is Japanese and Founder of “BA Partners Pte Ltd.”, which is management consulting firm established in March 2012.

Before setting up his own company, Mr. Kawada had been engaged in Venture Capital (VC) and Private Equity (PE) industry for 20 years.

He used to be a president of JAIC Asia Holdings Pte Ltd(Singapore), the wholly owned by Japan Asia Investment Co., Ltd. (JAIC: Tokyo Stock Exchange Main Board listed Venture Capital company) and overlooked ASEAN operation.

His expertise in the ASEAN market is exemplified when he headed JAIC’s operations in Thailand for 1 year (1999), PT JAIC Indonesia’s operations for 4 years (2000~2004), and 7 years (2004~2011) in Singapore. He has extensive relationship with Japanese and Local companies throughout ASEAN and has supported a lot of entrepreneur in this region.

He graduated from Rikkyo (St. Paul’s) University, Tokyo, with a Bachelor of Laws (Asian Politics), specific area of study have included Economics, Politics, Laws, Accounting & Corporate management in Asia.

He resides in Singapore.



Robert Kheng

Regional Managing Director-Asia and Managing Director,
Sanden International (Singapore) Pte Ltd.
Corporate Officer, Sanden Corporation



Robert Kheng graduated from the University of Singapore with a Bachelor in Business Administration. He started his career with Cycle & Carriage in 1976, then with General Motors and SKF South East Asia as Vice President of Marketing. At the age of 35, he joined Sanden International (Singapore) Pte Ltd as General Manager for Sales & Marketing and developed new markets in South and South East Asia and the Middle East. He also established a manufacturing plant in one of these new markets. In 2005 he was promoted as the Managing Director of Singapore Company. In 2009, his roles further expanded, and he was appointed as Asian Regional Managing Director and Corporate Officer of Sanden Corporation as well as the Managing Director of Singapore Company.



Steven Lee

Supervisor, HTC Corp.
CEO, VIA Networking Technologies, Inc.

Day 1
Keynote Remarks II

Dr. Steven Lee has over 26 years of experience in IC design and manufacturing. He joined the VIA Group in 2002 and has served in various positions including Executive Assistant to CEO/Chairman, General Manager of VIA Embedded Platform Division, Head of Global Production Management, CEO of VIA Networking Technologies, Inc. and Cooperate Spokesman. Besides duties with VIA, Dr. Lee currently serves as Supervisor of the HTC board and Alternative Member of the APEC Business Advisory Council (ABAC). He is also Founder of IC975 Radio Station and Chairman of Faith Hope Love Foundation.

Prior to joining VIA, Dr. Lee was employed by Lam Research Corporation and served as Executive Vice President of Asian Operations for 4 years. From 1985 to 1998, Dr. Lee was employed by NCR/AT&T in various management positions.

Dr. Steven Lee attained his PhD and D.Eng in Materials Science an Electrical Engineering from the University of California, Los Angeles.



Qingfeng Liu

Chairman and CEO, iFLYTEK Group

Day 1
Senior Executive Conversation

Dr. Qingfeng Liu, Chairman and CEO of iFLYTEK Group, the leading founder of iFLYTEK Group , which is the biggest speech technology provider in the area of Asia Pacific. He is the CEO of iFLYTEK since its inception in 1999 and Chairman of board since 2009 . He is also a Professor of USTC one of the most prestigious university in P.R.China, Director of National Engineering Laboratory for Speech and Language Processing of P.R.C, Deputy to the Tenth and Eleventh National People's Congress of P.R.C, Member of standing committee of All-China Youth Federation (ACYF) Dr. Qingfeng Liu and his team have achieved many significant successes in terms of core research and industrialization of speech technology, among the best in the contest of speaker and language recognition by National Institute of Standards and Technology of US, 6 times championship consecutively in Blizzard Challenge of English Synthesis contest since 2006 , iFLYTEK has been recognized as one of the most potential public company in China by Forbes in 2012, the total market value of iFLYTEK is above 2 billion US dollar.



Peter Lovelock

Director, TRPC (Technology Research Project Corporate)



Day 1
Session 1

Peter Lovelock is the Director of TRPC, Deputy Director of TRP, CEO of QPay Asia - the leading provider of secure, cost-effective mobile payments and mobile banking solutions in the region, and founder of Foresight Consulting which has offices in Singapore, Beijing, and Bangalore. He has more than 25 years experience in technology, telecoms and new media, all across the region. Peter gained his PhD in Hong Kong before working for many years throughout China. Throughout his career Peter has provided strategic advice to the likes of RAND, Microsoft, Mandiri Bank, China Mobile, Accenture, as well as working at various times with the World Bank, the ADB, the IFC, the ITU, APEC, and others. Between 1999 and 2004 he built and ran China's leading IT research consultancy, MFC Insight. Headquartered in Beijing, Insight provided strategic guidance to clients including Ericsson, Vodafone, China Mobile, China Railcom, Nokia, Google, Huawei, PWC, White & Case, and the Singapore Government, as well as to China's State Council. Prior to MFC Insight, Peter worked as a policy analyst at the UN in Geneva, where he was a principal author on the World Telecommunications Development Report amongst others, including many of the Secretary General's speeches from this period.

Peter returned to China, and then India, Indonesia and briefly Australia, before setting up base in Singapore in 2006 where he now runs TRPC's operations as the group's main vehicle for private sector consultation.

In recent years he has authored reports on global data networks and bandwidth developments, broadband wireless access technologies and market growth, consumer premise equipment and multimedia strategies, and convergence policies in Japan, Singapore, China and Australia, among others.



John E. Matheson

Director, Legal Policy-Asia Pacific, Intel Technology Asia Pte Ltd.



Day 1
Senior Executive Conversation

Mr. Matheson is Intel's Director of Legal Policy-Asia Pacific and is based in Singapore at the offices of Intel Technology Asia Pte Ltd. His current role includes responsibility for Intel's legal policy and law reform issues in Asia. Prior to this posting he was Group General Counsel for Intel with responsibility for managing Intel's regional legal team and legal operations across Asia Pacific. He is an intellectual property lawyer by training and holds LL.B and M.Sc.(Hons) degrees from the University of Canterbury in New Zealand. Prior to joining Intel in Hong Kong in 1997 he was a partner in Deacons, a Hong Kong-based law firm, serving in their Hong Kong and Tokyo offices. Mr. Matheson is admitted to practice in Hong Kong, England, Australia & New Zealand and formally, as a licensed foreign attorney in Japan. He has worked and lived in Asia for more than 20 years where his principal focus areas have been IP and innovation together with ethics and compliance. He has extensive experience in IP strategy, law reform and anti-counterfeiting and since 2004 has served as a Vice Chair of the Quality Brands Protection Committee ("QBPC") which represents some 200 MNCs with IP interests in China.



Gonzalo Miranda

Managing Partner, Austral Capital Partners



Gonzalo Miranda is Founding Partner of Austral Capital Partners (www.australcap.com), a venture capital firm based in Santiago, Chile with offices in Palo Alto, California. Austral invests in early stage companies in different industries in Latin America and the United States.

Prior to founding Austral, Mr. Miranda was Managing Director of Endeavor Chile (www.endeavor.org), a global organization that promotes high-impact entrepreneurship in emerging markets. Other past positions include board and committee positions at CORFO-Innova (The Chilean Development Agency) and Fundación Chile, a non-profit, innovation-driven initiative that promotes the development of key industries in Chile.

Mr. Miranda is member of the Society of Kauffman Fellows and currently holds board positions at ACAFI (Chilean Fund Managers Association), Scopix, Paperless, Producto Protegido and Multicaja. He holds a BSc. and MSc. in Mechanical Engineering from Universidad Católica de Chile and an MBA & MOT (Management of Technology) from the University of California, Berkeley.



Jun Ruan

Vice Secretary, China Solid State Lighting Alliance (CSA)



Dr. Jun Ruan received his PhD degree in Materials Physics and Chemistry from Chinese Academy of Sciences in 2009, MBA degree from Tsinghua University in 2003 and Bachelor degree in Power Metallurgy from Hefei University of Technology in 1996. At present, he is the Deputy Director of Beijing Solid-State Lighting Science and Technology Promotion Center. Dr. Ruan has been nominated as the Deputy Director of China SSL Program management Office and Vice Secretary of China Solid State Lighting Alliance since October, 2003. He is committed to project management, strategy research, standards developing and alliance construction in the field of solid state lighting. He is also devoted to feasibility study, projects evaluation, guideline developing, and project organizing & implementation for Key National Solid State Lighting projects under the advanced material sector for the 863 Program during the 11th Five-Year Plan, and currently participating in the “The Twelfth-Five Year Plan” SSL Strategic Planning. Mr. Ruan has been participated in the setting up of the SSL National Key Lab.



Ichiro Sakata

Professor, Todai Policy Alternative Research Institute,
University of Tokyo

Day 2
Session 3

Dr. Ichiro Sakata was born in 1966.

He is professor at Todai Policy Alternatives Research Institute, the University of Tokyo. He also has a joint appointment as professor at the Graduate School of Engineering. He is also visiting professor, Kyusyu University and consulting fellow, the Research Institute of Economy, Trade and Industry.

He is a member of OECD's Expert Advisory Group (EAG) to the Innovation Strategy, Project leader of ERIA Energy Efficiency Roadmap and an advisor to the Arakawa city government.

His research interests include technology management, technology roadmap and innovation network, focusing on rapidly growing knowledge sectors such as healthcare and renewable energy. He has published more than 70 papers in peer reviewed journals and international conference proceedings.

He received his master's degree from Brandeis University in 1997 and Ph.D from the University of Tokyo in 2003. He has a 20 years' working experience as a senior policy analyst and director at the Japanese Ministry of Economy, Trade and Industry (METI).



Shunsuke Sato

CEO & Founder, Satisfaction Guaranteed Pte Ltd.

Day 2
Sharing Experiences from
International Venture

He founded s1o .Inc in 2006 took advantage of the experience of working at the over sea ad technology company while he was a member of Value Click Japan Inc from 2001.

In 2007, he started an apparel web business called "satisfaction guaranteed" be careful in made in Japan products.

Satisfaction guaranteed gained over 1,300,000 fans from more than 20 economies on Facebook, recognized the most succeeded corporate Facebook Page in Japan. According to stylophane, it marked 36th on Facebook fashion pages in the world.

In 2010, he founded related company called SATISFACTION GUARANTEED PTE LTD in Singapore.

Due to have great assets of social media marketing in Japan, the company gives a lecture all around Japan and be covered by a lot of media such as TV and magazines.



Taro Sato

Managing Director, Innovation Network Corporation of Japan



Day 2
Session 5

Taro Sato graduated from the University of Tokyo, B.A. in economics, in 1991 and joined Ministry of Economy, Trade and Industry, METI. At METI he was engaged and played a leading role in policymaking in the area of energy and environment. In 2008 he was appointed to direct a team to plan and establish Innovation Network Corporation of Japan, INCJ. Since 2009 he has been Managing Director of INCJ. He seeks to restructure the “ecosystem of innovation” in Japan, believing the economy still has a deep potential in technology development and a lot to offer to the world. At the INCJ Taro is now setting a platform to facilitate cross sector cooperation in business building forming partnerships as well as doing early stage investment.



John Ure

Executive Director, Asia Internet Coalition



Day 1
Keynote Speech I

Prof. Dr John Ure is an economist specializing in ICT policy and regulatory issues. Since April 2011 he has been the part-time Executive Director of the Asia Internet Coalition (AIC – see <http://www.asiainternetcoalition.org/>) officially launched in June 2011 by eBay, Google, Nokia, Skype and Yahoo!

Dr Ure has been director of the TRP at the HKU since 1993 and principal author and editor of two books: Telecommunication in Asia: Policy, Planning and Development (HKU Press 1995; 1997) and Telecommunications Development in Asia (HKU Press, 2008). He has authored dozens of papers in journals, book chapters and presentations (see website for full CV), and is on the editorial advisory boards of Telecommunications Policy and Info Journal.

He is now based in Singapore as co-director of the consulting firm TRPC Pte Ltd.



Masayoshi Ushikubo

Chairman of the Board, Sanden Corporation

Day 2
Sharing Experiences from
Leading Global Manufacturing
Enterprise

Masayoshi Ushikubo, who graduated from Waseda University with BA of Electrical Engineering in Tokyo in 1958, started to work at Fuji Electric Company as an engineer. He involved in the development of nuclear engineering equipment. In 1968, he joined Sanden Corporation, a major manufacturer of vending machines, and developed, as the new business, the automotive air-conditioning equipment. Now, Sanden has the reputation as a main supplier of air-conditioning equipment to the automobile manufacturers on the global basis.

His management concept of the Sanden Group companies is based on the TQM (total quality management) and the environment, which is well known in the industry worldwide.



Jiann-Chyuan Wang

Vice President and Director of the Third Research Division,
Chung-Hua Institution for Economic Research

Day 2
Session 3

Jiann-Chyuan Wang is currently Research Fellow and Vice President of Chung-Hua Institution for Economic Research, which is one of the most highly regarded economic think tanks in Chinese Taipei. He is also an adjunct professor at NTUST. His specialization covers industrial policy, technology policy, and international trade.

Over the last twenty some years, he has been responsible for more than 80 research projects, and has published over 50 research papers, 15 of them are SSCI or EI papers. His main research focuses cover topics such as industrial policy measures, restoring competitiveness of traditional industries, SME policy, strategies and policies for promoting biotech industry, and so on.

Besides his academic and research activity, he is also serving as a consultant for the government as well as various industrial associations, and he plays a pro-active consultation role on major issues. In recent years, he has also been publishing newspaper articles concerning issues such as uneven income distribution, the young generation's future, the cross-strait economic relationship, and the government's industrial policy.



Phil Wickham
President & CEO, Kauffman Fellows Program



Phil serves as the President and CEO of the Center for Venture Education in Palo Alto, CA. The mission of the Kauffman Fellows Program is to develop the next generation of leaders in venture capital. Success for Phil means that entrepreneurs are building more enduring companies and investors are achieving superior returns. Overseeing all aspects of the CVE, Phil continues to push the program’s international expansion. He also has a special passion for venture capital’s opportunities globally in helping to meet societal needs.

Phil is a veteran venture investor and startup entrepreneur. Early in his career Phil co-founded the publishing company Reference Media in Tokyo, Japan, grew it to scale and sold it to the Princeton Review, where he became VP of Sales for Japan and Korea. Later, Phil served as General Partner at JAFCO America Ventures, a billion-dollar fund backed by leading Japanese financial and technology players such as Hitachi, Mitsubishi, NEC, Itochu, Nomura, and Nippon Life Insurance. Phil went on to become a partner and run US operations for Copan, a European venture fund based in Munich, Germany, where Phil also served on the Board. He has shepherded more than 30 investments, including Ikanos, Web Methods, Com21, and Emergent. Phil currently serves on the board of S2 Technologies, Trilibis, and Silicon Valley Association of Startup Entrepreneurs (SVASE), and is an advisor to the Creandum fund in Stockholm.

Phil holds a BS from the Aerospace Mechanical Engineering School at the University of Arizona, and an MBA from Rensselaer Polytechnic Institute. When not working--or playing hockey--Phil can be found in Los Gatos with his wife and two daughters (11 and 13 years old).

A Charter Class member of the Kauffman Fellows Program, Phil served his fellowship at OneLiberty/Flagship Ventures in Boston with mentor Ed Kania.

Phil was a CVE founding board member and serves on the board as CEO.



Michael Yap
Executive Director,
Interactive Digital Media (IDM) Programme Office
Deputy CEO, Media Development Authority (MDA), Singapore



Michael Yap is the Executive Director of Singapore’s national Interactive Digital Media (IDM) Programme Office, which has the national agenda to develop Singapore’s interactive media sector. Concurrently, he is the Deputy CEO at Media Development Authority (MDA), Singapore.

Prior, Michael was the Managing Director of the world’s leading enterprise software company and was the founder and CEO of a software product company that had a presence in more than 30 economies.

During Michael’s appointment as CEO of National Computer Board (NCB), a pre-cursor to the present-day Infocomm Development Authority of Singapore, he spearheaded various national programs to establish Singapore as an icon for info-communications adoption and innovation in the region.

Michael has been recognized for his contributions including the World Economic Forum as one of the “Top 100 Future Global Leaders” and BusinessWeek as one of “50 Stars of Asia”.

He was on the board of directors of various public listed companies, and is currently a member of the Board of Trustees, Singapore Institute of Technology.



Natalia Zaytseva

Project Manager (International Cooperation), Skolkovo Foundation

Day 2
Session 5

Ms. Natalia Zaytseva is responsible for international relations and strategic communications within Skolkovo “Foundation” divisions. One of the major goals for Natalia and her colleagues is to support penetration of high tech products being produced by Skolokovo startups on the global markets via joint research with leading international R&D centers, localization of technologies on developing markets, educational programs for entrepreneurs and engineers, technological platforms mechanisms, etc. Before joining Skolkovo in June 2011 Natalia worked in the field of strategic management and innovation development in Russian industrial corporations (energy and machinery sector), participated in innovative projects coordination within President’s Commission for Modernization of Russian economy. Natalia graduated from Moscow State Institute of International Relations with a master degree in politics, earlier she has received a bachelor degree in management from High School of Business Administration, Lomonosow Moscow State University.

FACILITATOR



Arrow Augerot

Deputy Assistant USTR for APEC Affairs, United States

**Day 1 (Afternoon Session)
Facilitator**

Arrow Augerot is the Deputy Assistant U.S. Trade Representative for Asia-Pacific Economic Cooperation at the Office of the U.S. Trade Representative in March 2008, and is responsible for developing and implementing U.S. trade policy in the Asia Pacific Economic Cooperation (APEC) forum and serves as the U.S. representative to the APEC Committee on Trade and Investment. Prior to this assignment, Ms. Augerot was Deputy Chief Negotiator for the United States-Korea Free Trade Agreement (KORUS FTA) from 2006-2008. Prior to this position, Ms. Augerot was the Director for Telecommunications and Electronic Commerce Trade Policy at USTR where she negotiated and oversaw implementation of agreements related to telecommunications, electronic commerce, and computer and related services. Ms. Augerot received her M.A. in Foreign Affairs/International Political Economy from the University of Virginia and her B.A. in Political Science from the Colorado College. She is married and has one son.



Kenji Goto

Senior Official of Japan,
Ministry of Economy, Trade and Industry (METI), Japan

**Day 1 (Morning Session)
Day 2
Facilitator**

Kenji Goto has served as the APEC Senior Official Member (APEC/SOM) of Japan since July 2011, while concurrently serving in the Ministry of Economy, Trade and Industry (METI) as Japan's Senior Economic Official Member on dialogues with the ASEAN economies (ASEAN/SEOM), Deputy Director-General (DDG) for international regional policy in METI's Trade Policy Bureau, as well as DDG for the Trade & Economic Cooperation Bureau in charge of trade finance, export credit & overseas development assistance.

Previously from 2007 to 2011 he was Minister in the economic section at the Japanese Embassy in Washington, D.C., responsible for trade and energy affairs.

He joined the Ministry of International Trade and Industry (MITI) in 1983 and served in a variety of positions within MITI and its successor METI. His previous assignments include Director of the Industrial Organization & Corporate Systems Division, Director of the Public Relations Office, and Director of the International Division of METI's Agency for Natural Resources and Energy (ANRE).

While at ANRE from 2004 to 2006 he represented METI as the Governing Board member of the International Energy Agency (IEA) in Paris.

From 2002 to 2004 he served as the Executive Director of the Structured and Trade Finance Insurance Department of Nippon Export and Investment Insurance (NEXI), where he completed several project-finance transactions.

Kenji Goto graduated from the University of Tokyo in 1983 with a bachelor of law (LL.B.), and completed his MPA in 1989 focusing on international relations at the Woodrow Wilson School of Public and International Affairs, Princeton University.