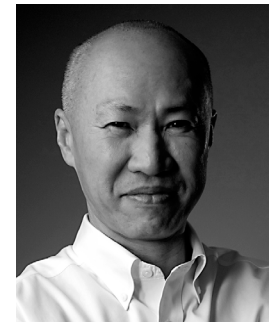


Dr. Yuwa Hedrick-Wong

Economic Advisor -- Southern Capital Group
Chairman – Asia Pacific Knowledge Panel

Independent Global Economist & Asia Business Strategist



Rigorous economic analysis communicated in ways business leaders can understand.

Professional Experience - original, independent insights

- Yuwa Hedrick-Wong has over 35 years of experience as a global economist, business strategist, author and writer, with a deep understanding of the world's emerging markets, and the opportunities that will derive from inclusive growth. He identifies the key developments that matter and interprets their implications in terms that business leaders can understand and act upon.
- He is the Economic Advisor to the Chairman of Southern Capital Group, a private equity firm based in Singapore.
- Chairman of the Asia Pacific Knowledge Panel, an independent group of geopolitical and economic experts from the Asia region, a group initially established to advise the senior leadership of Mastercard, a powerful group from China, India, Hong Kong, Singapore, Thailand and other key markets.
- Until recently, Yuwa was currently a Visiting Fellow at the Lee Kuan Yew School of Public Policy at the National University of Singapore. For several years, he was also the Chief Economics Commentator for Forbes Asia magazine
- Yuwa was formerly with Mastercard International as their Global Chief Economist and Chair of the Academic Advisory Council, and Director of the Center for Inclusive Growth. Before moving into that global role he was based in Singapore as Economic Advisor to Mastercard in Asia/Pacific, Middle East and Africa. At Mastercard, Yuwa led the effort in dissecting and clarifying structural and cyclical trends to evaluate investment and business opportunities worldwide. He also focused on assessing emerging markets in the context of evolving patterns of international trade and globalization.
- Over the years, he has also been the Distinguished Visiting Professor of International Business at the Sauder School of Business, University of British Columbia, Canada, and an Adjunct Professor at Fudan University, China.
- He has strong expertise in the dynamic emerging markets of the world, in particular Asia, along with a strong focus on China, India and Southeast Asia.

Published books / papers - an authority on Asia markets

- *"Inclusive Growth: The Global Challenges of Social Inequality and Financial Inclusion"* (Emerald Publishing 2019) co-authored with Howard Thomas.
- *"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"* (Wiley 2006), *"The Glittering Silver Market: the rise of elderly consumers in Asia"* (Wiley 2006), *"Succeeding Like Success: the affluent consumers of Asia"* (Wiley 2006.)
- Over many years, Yuwa was the principal author and editor of the *MasterCard Insights* report series.
- He is a regular commentator interviewed on CNBC, BBC World, CNN, in China with CCTV, BTV and CBN, 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

A highly sought-after presenter for events ranging from major business & investor summits to client seminars and corporate briefings and board presentations. He monitors and forecasts economic growth, emerging regional trends, trade, public policy and impacts of demographic shifts.

- Yuwa Hedrick-Wong addresses global business leader summits; examples include investor forums with CLSA, Goldman Sachs, Morgan Stanley, Nomura, Fidelity, Janus Henderson and private bank seminars with firms like HSBC and ABN Amro. He has supported international business summits including the Inter-Arab Cambist Association, CoreNet Global, ANREV and Forbes Asia. He has addressed client forums for companies like Accenture, HP, Ingersol Rand, Oracle, Orange and SAS Institute and industry conferences across various sectors including travel & hospitality, retail & luxury, real estate and others.
- 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, Grey Group, KPMG, Lanxess, Roche, SAP, Standard Bank of South Africa, Wal-Mart and many others.
- Both independently and through his association with MasterCard, Yuwa has advised a large number of financial institutions across the world, as well as 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, Hitotsubashi 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

- Economic Advisor - Southern Capital Group.
- Chairman of the Asia Pacific Knowledge Panel – first set up to advise Mastercard but now an independent group of geo-economic experts.
- 2019-2021 - Visiting Fellow with the Lee Kuan Yew School of Public Policy at the National University of Singapore.
- 2007-2019 worked as an advisor to Mastercard Worldwide International, latterly as Global Chief Economist and Chair of the Academic Advisory Council at Mastercard Inc. and previously Economic Advisor for APAC, Middle-East and Africa.
- He was previously an Adjunct Professor at Fudan University, China. From 2011-4, Distinguished Visiting Professor of International Business at the Sauder School of Business, the University of British Columbia, Canada.
- Consultant to Global Demographics (2004-2007) - formerly known as Asian Demographics.
- 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.
- 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"

- *Yuwa was outstanding. I heard from a couple of folks that he was the best economist we've ever had (and that's saying something!). What worked was his clarity and distinct point of view. I can guarantee you, we will have him again soon!"* Director, a C-Suite Membership Programme
- *"I cannot tell you how impressed the audience was with your speech. Since yesterday, I have heard over and over again what a fascinating and incredibly thought-provoking presentation you provided. We are so appreciative of your participation and insights.* Senior Manager, Ingersoll-Rand
- *"On behalf of the participants I would like to sincerely thank you for a superb delivery and an enlightening presentation. Everybody was impressed by your ability to link various complex issues together and still come up with an "easy to understand" explanation. You addressed all the topics relevant to the strategic board".* Director for Asia Pacific – DSM Nutritional Products