



W Singapore - Sentosa Cove
3-5 March 2013

AGENDA THEME: MOBILITY

Mobility is a topic that is both timely and profound. Social Mobility has created new markets and mindsets. Data Mobility is revolutionising how media is bought and sold. With 30% of the world's mobile users living in China and a regional mobile ad market outpacing the world, 2013 will be the year when brands understand the promise of Brand Mobility.

EXCLUSIVE KEYNOTES



Kaiser Kuo

Director of International
Communications, **Baidu**



Sir Martin Sorrell

Group CEO, **WPP**



Roger Fisk

President Obama's Aide and Operative



S Y Lau

Senior Executive Vice President of
Tencent, President of Online Media Group

SOCIAL MOBILITY

Asia has the fastest rising middle class, unlock the best ways to interact with them.



Clifford Rosenberg

MD Australia, New Zealand and
Southeast Asia, **LinkedIn**



Melanie Howard

Chair, **Future Foundation**



Michelle Froah

Senior Director Marketing, APAC,
Kimberly-Clark



Rahul Welde

Vice President of Media, **Unilever**



Tom Doctoroff

North Asia Area Director & Greater
China CEO, **JWT**

CONTENT MOBILITY

Content trailblazers and futurists offer insights into how the Asian market is tackling the global challenge of creating cut-through content.



Andrew Lack

Chief Executive Officer, **Bloomberg
Media Group**



Geoff Tan

Sales Director, **Singapore Press
Holdings**



Indra Suharjono

Executive Vice-President & MD, **MTV
Networks Asia**



Ken Hong

General Manager, Weibo Marketing
Strategy, **Sina Weibo**



Leonardo O'Grady

ASEAN Integrated Marketing
Communications Director, **Coca-Cola**

NATIONAL MOBILITY

How are Asian countries positioning themselves on the global stage and attracting commerce?



Angela MacKay

Managing Director, Asia Pacific, **The
Financial Times**



Jamie Reigle

Managing Director, APAC, **Manchester
United**



Matthew Driver

Division President, Southeast Asia,
MasterCard Worldwide



Vikram Sakhuja

Global CEO, **Maxus**

BRAND MOBILITY

What will the Asian mobile advertising industry deliver in 2013?



Craig Zheng
CEO, Mjoule China



Kei Shimada
CEO, Infinita



Naveen Tewari
Founder & CEO, Inmobi



Sarah Ivey
Executive VP Communication Planning,
Worldwide, Initiative



Trevor Healy
CEO, [a•mo•bee]

INCLUDING MOBILE EXPERTS AND
EXCLUSIVE RESEARCH FROM HAVAS
AND THE WORLD'S FIRST
PRESENTATION DELIVERED
VIA MOBILE FROM OMD!

EXCLUSIVE SESSIONS

inktalks

India's 'TED' arrives at the Festival of Media Asia to create a bespoke session around the theme of mobility.

LOCAL SNAPSHOTS

See the best Festival of Media Awards entries and gain insights from eight markets featuring:



Australia



Bangladesh



Indonesia



Pakistan



Philippines



South Korea



Thailand



Vietnam

AUTO MOBILITY

Asia's auto industry is fraught with complexity, hear from the key players who are driving growth in this category.



Paul Hu
Managing Director, Volkswagen Brand,
Volkswagen Group Import China



Tom Laymac
Head of Interactive Global Marketing,
Chrysler



Joël Céré
Global Director, Insights & Innovation,
eYeka

UPWARD MOBILITY

Asia-Pacific is the world's largest regional luxury goods market, but for how much longer?



Philip McAveety
Executive Vice President & Chief
Brand Officer, Starwood Group



James Thompson
Chief Marketing Officer, APAC, Diageo



Ian Ewart
Global Head of Product, Services and
Marketing, Coutts

DATA MOBILITY

In an exclusive debate, The Festival of Media Asia asks whether the region's media industry is being seduced by the exchange.



Cindy Deng
Managing Director, Turn



Julian Tol
Founder & CEO, BrandScreen



Michel de Rijk
Managing Director, APAC, Xaxis



Sammy Hsieh
Chief Executive, iClick Interactive