



EDB Partner Workshop

Duration: 1.5hrs

Target Audience:

- Key Decision Makers (C-Level)
- Senior HR Managers

Speaker:



Charles Ferguson
General Manager, Asia Pacific

Doing Business in ASEAN: How to Attract Top Tech Talent in the Region

With a booming internet economy and an increasing digital adoption, the ASEAN region has become a prime destination for investment and technology firms across the world seeking to expand their footprint. For leaders looking to build teams a post pandemic world, how do we tap into the local talent pool, attract them to your workforce, and retain them to ensure success?

Join G-P's session to learn about:

- How to secure top talent and scale your global recruitment efforts
- Where to find talents in the ASEAN region
- How to motivate and empower employees throughout your international expansion journey

Agenda

Time	Topic	Duration	Speakers / POC	Remarks
1500 – 1515	Welcome & Introductions	10 Mins	• Charles Ferguson	To understand prospects background, main challenges in the region
1515 – 1600	Discussion: Doing Business in ASEAN	45 Mins	• Charles Ferguson	G-P Presentation
1600 – 1615	Q&A	15 Mins	• ALL	
1615 – 1630	Closing	15 Mins	• ALL	