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## **APEC SELF-FUNDED PROJECT: FOSTERING GREATER SME PARTICIPATION IN GLOBAL VALUE CHAINS**

### **Session 1: Deep Dive on Logistics and Transport**

Thursday 25 August 2022  
11:30am – 1:00pm Australian Eastern Standard Time (AEST)  
Virtual (via Zoom)

#### **PANELLIST BIOGRAPHIES** (in order of appearance)



#### **MS LE THU HIEN (VIETNAM)**

##### **CEO AND PROPRIETOR, VAMA COMPANY LIMITED**

Hi, I am Le Thu Hien. I graduated from Foreign Trade University in 2004 with a bachelor 's degree. After six years working for a state-owned company as an export manager, I decided to set up my own company Vama Company Limited in January 2010. The company specializes in trading and exporting agricultural products such as pepper, coffee beans, cashew nuts and desiccated coconut, etc. For the past 10 years we have expanded our markets to about 20 countries. We often go to international trade shows and exhibitions such as Gulf Food (Dubai), Anuga Fine Food (Cologne) and Sial (Paris) where we have chances to meet new customers and partners. While doing business I make many new friends in various countries. This is so wonderful and interesting to me. In my free time I like to hike, to cook and reading books with my daughter.



#### **MR ANDREW BLINCO (AUSTRALIA)**

##### **GENERAL MANAGER, OBE ORGANIC**

Andrew joined the OBE Organic team in April 2014 as a consultant before being appointed General Manager – Operations. He leads the production, sales and logistics functions of the company. Andrew is responsible for the coordination of our supply chain, which involves moving livestock from the pure heart of Australia, to our consumers the domestic and export markets. Furthermore, his role is heavily centred around sustainability. He graduated with a Bachelor of Science and completed his PhD in Mathematics at the University of Queensland. Andrew's extensive experience in business analysis and project reporting is evident with his seven years of experience in the mining and construction industry, and prior experience in the financial and higher education sectors.



#### **MS ANA MARIA CHOQUEHUANCA (PERU)**

##### **PRESIDENT, ASOCIACIÓN NACIONAL DE GREMIOS DE LA PEQUEÑA EMPRESA - PYME PERU**

Ana Maria Choquehuanca received a Bachelor's degree in economics from Católica Santa María University and a Postgraduate degree in Equal Opportunities for Women from Zaragoza University in Spain. She is businesswoman with more than 20 years of experience in the private and public sectors.

She currently chairs the Board of Directors of the National Association of Small Business – PYME PERU Association. She is also vice president of the National Confederation of Business Institutions Private companies of Peru – CONFIEP.

Previously, she was president of the National Society of Industries of Arequipa, president of CAMARA PYME, and president of the Association of Industrial Women MISUR PERU. Among other positions, she has been president of the Inter-American Commission of Women of the OAS, vice president for South America of the Parliamentary Network for Climate change of ParlAmericas, and also served as the vice president of the Ibero-American Federation of Women Company FIDEM in Spain.

She served as a spokesperson at the Andean Mipyme Forum in the FTA with the US and was a Peruvian representative at the APEC Women and Economy Forum. From 2017 to 2018 she served as the Minister of Women and Vulnerable Populations and from 2016 to 2019 was a Congresswoman of Peru.



**MS MADONNA ELIZAGA (PHILIPPINES)**

**CHIEF MARKETING OFFICER, ZIGMUND ENTERPRISES**

Madonna Crespo Elizaga was born in Lemery, Batangas. She currently resides with her family in Dumaguete City, Negros Oriental where they established their manufacturing business in 2007 which they started back in 1999 as a cottage industry in Metro Manila.

Madonna is the Chief Marketing Officer of Zigmund Enterprises that produces the LemonCito brand of Calamansi (Philippine Lemon) Juice Concentrate. She serves as the president of Negros Oriental Food Producers Association Inc (NOFPAI) and president of Provincial Processed Fruits and Nuts (PFN) Industry Cluster.

She is a graduate of the DTI's GO Negosyo "Kapatid Mentor Me" programme, which had a significant impact on her entrepreneurial trajectory. In addition, she is a Certified OTOPreneur. In 2021, she received a DOST 7 Outstanding Woman Project Implementer Award.

Her desire is to keep producing a quality natural fruit juice concentrate with all of its health advantages, a necessity for every home. She shares her desire and experience in the industry on multiple media platforms, including "Perfect Morning with Cheryl Cosim", "AgriPreneur" with Jiggy Manicad, and "Talk. Shop. Asia."

She credits her success to the support of her family, the community that embraced her vision for uncompromising quality that enriches people's lives through healthy balance choices. But most of all, she said she owes it all to her God and Saviour, Jesus Christ.



**MR KEN KOH (SINGAPORE)**

**CEO, YANG KEE LOGISTICS**

Mr Ken Koh, 40, is the son of the Founder of Yang Kee Logistics Pty Ltd ("Yang Kee" or the "Group"), Mr Koh Yang Kee, and is currently the Group CEO of the company. He graduated from Nanyang Technological University in 2001 with a degree in Electrical and Electronic Engineering. Prior to joining Yang Kee, he was involved in Business Development in Hewlett Packard.

Mr Ken Koh is responsible for the overall management, strategic planning, business development and overseas expansion of the Group's networks, as well as its local and global subsidiaries. He also chairs the Investment Committee of the Executive Committee (Council) that looks at potential merger and acquisitions and investment opportunities.

Mr Ken Koh is a council member of Singapore Logistics Association (SLA), a trade association to fulfil its objectives in close collaboration and engagement with logistics companies and professionals, institutions and academia, industry organizations and partners, government agencies as well as international organizations and businesses. He has also been appointed to sit on the Logistics Skills Council headed by the Singapore Workforce Development Agency to enhance the competitiveness of the Logistics industry workforce, and is also a member of the advisory panel for the Chartered Institute of Logistics & Transport.

As a representative of the Small and Medium Enterprise (SME) community, Mr Ken Koh was appointed by the Taxpayer Feedback Panel as member of the IRAS feedback panel. His other appointment includes being a member of the Pro Enterprise Panel, a public-private partnership set up in 2000 to help businesses overcome rules and regulations by Ministry of Trade and Industry Singapore (MTI). On 4th July 2014, he was appointed as management committee of Cheng San Community Club. Mr Ken Koh is also the Vice Chairman of the Youth Committee of the Teochew Poit Ip Huay Kuan.



**MR DEAN GUM (AUSTRALIA/THAILAND/US)**

**SALES ADVISOR (APAC SALES ENABLEMENT), FEDEX EXPRESS**

Dean Gum has over 30 years in the international express logistics industry working for FedEx Express in Australia.

Dean has worked in several functions including Customer Technology, Sales and Sales Enablement.

As a Sales Facilitator, Dean has conducted training and coaching for FedEx Sales Management and Professionals in the Asia Pacific region and since 2019, has been an International Sales Specialist with a focus on supporting export growth for the Australian

market.

Dean's current role as a Sales Advisor includes developing learning and development programs for the FedEx Sales division in the AMEA (Asia Pacific, Middle East and Africa) region.

FedEx Express is one of the world's largest express transportation companies, offering time-definite delivery to more than 220 countries and territories, connecting markets that comprise more than 99% of the world's gross domestic product.

**MS WASINEE CHIEMANUKULKIT (THAILAND)**

**TAFA-MANAGER, THAI AIRFREIGHT FORWARDERS ASSOCIATION**

Ms. Wasinee Chiemanukulkit graduated from the Chulalongkorn University with a Bachelor of Commerce and Accountancy Major in marketing. In 2013 she received an IATA diploma in air cargo management.

She currently serves as the TAFA Manager for Thai Airfreight Forwarders Association (TAFA).

Wasinee has worked in several positions at the Bangkok Airways Public Co., Ltd. From 2016 to 2020 she served as the Manager for Cargo Marketing. From 2011 to 2016 she was the Senior Sales Executive of cargo and the Chief of Sales for charter flights from 2006 to 2016.

Wasinee has extensive experience in airlines, flights, charter flights, cargo sales and marketing.





**MR CRAIG WHEELER (INDONESIA)**

**CHIEF CUSTOMER OFFICER, SHIPPER**

Craig is a customer relations expert with over 30 years of experience within Europe, US, and Asia. He has decades of extensive experience in international and Indonesia logistics and omnichannel retail business. He is particularly enthusiastic in driving digital growth in Indonesia, one of the countries with the largest and fastest growing digital economy in the world. Craig loves working in teams with his local colleagues in different countries. His expertise will support Shipper to construct exceptional relationships with customers.

Prior to becoming Chief of Customer Officer at Shipper, Craig led digital and omnichannel transformation in one of the largest omnichannel retail groups in Indonesia, which holds well-known retail brands including Mothercare, Coach, and Kate Spade. He recorded an impressive performance by supporting the growth of digital sales more than 40 times in two years.



**MR TAKASHI TSUCHIYA (JAPAN)**

**COO, SHIPPIO**

Takashi Tsuchiya is a co-founder and COO at Shippio Inc. Shippio is a Japan based start-up company which provides digital freight forwarding service to shippers and consignees mainly in Japan. Takashi is responsible for securing the functionality of business to drive extensive and sustainable growth.

He previously worked at Mitsui & Co. which is one of the largest trading companies in Japan. He was a manager at Mitsui & Co., Ltd and engaged in trading emission reductions business and trading energy commodities, and project development in Japan and all over the world.

He holds a BS degree from Columbia university in the United States of America.



**MR PETER KOSMINA (NZ/AUSTRALIA)**

**NATIONAL MANAGER – AUSTRALIA, TRADEWINDOW**

Peter Kosmina began his career in Adelaide working in the shipping industry and now has over 40 years' experience working in and around the international freight and logistics industries.

He held various management roles in shipping industry before becoming the founding CEO of 1-STOP Connections in late 2001. A position he held for 11 years.

After seeing 1-Stop through its initial growth and consolidation period, Peter moved on to start his own supply chain and international trade consultancy business with the MisterMina Group. He has assisted organizations like ContainerChain, AP Moeller Terminals, Fremantle Ports, Patrick Stevedores, Marseille Gyptus Int'l, Cindicium, eCom Asia and the Tasmania Government with advice on how to make the best use of digital assets to maximize supply chain efficiencies.

Peter is now using his sea freight supply chain experience together with his extensive knowledge of Port Community Systems and digitization to assist TradeWindow to expand into the Australian market with their digital solutions.



### **MR HANY AMER (US/AUSTRALIA)**

#### **DIRECTOR OF SALES – APAC, TIVE**

After a couple of decades in International freight and logistics, various executive management roles and CEO for six years leading an international logistics business that partnered with some of the world's largest global brands and Fortune 500 companies, I decided to disrupt my career (pre-covid) in 2018.

Today, I do several different things!

I apply my years of learning in logistics to help solve visibility and condition monitoring issues for shippers moving goods through a supply chain.

We do this at Tive Inc. by providing market leading Real-Time IoT hardware and software visibility solutions.

In addition, I am the Founder of I AM COACH, offering one to one leadership and business coaching, mentoring and public speaking training programs aimed at empowering executives, high potentials and new or aspiring leaders (we are all leaders in different situations) to discover the courage, confidence and resilience to succeed.



### **MR EARL QUA (PHILIPPINES)**

#### **VICE PRESIDENT, IONICS – EMS**

Mr. Earl Lawrence Syjuco Qua received a Bachelor of Arts in economics from Occidental College, Los Angeles, CA in 2002. In 2010, he graduated with a Master of Business Administration from Babson College, F.W. Olin Graduate School of Business, Wellesley, MA. And in 2011, he completed Harvard Business School, Cambridge, MA: Owners and Presidents Management Program – OPM 47.

IONICS-EMS, INC., is a publicly listed (PSE) electronics manufacturing services (EMS) company based in California and the Philippines. From 2010 – 2018 Earl served as its vice president of Original Design Manufacturing. Presently, he serves as the vice-president for both Business Development / Corporate Strategy and Ionics Product Solutions Group, positions he's held since 2013 and 2014 respectively.

In 2016, Earl co-founded VOXP Technologies Inc., a software development, services company and original equipment manufacturer (OEM) that serves Telecom, B2B Business Platforms, B2C Service Platforms and IOT Infrastructure and Analytics Solutions. He currently serves as the Chief Operating Officer.