

APEC: FOSTERING GREATER SME PARTICIPATION IN GLOBAL VALUE CHAINS

SESSION 4: TRADE IN SERVICES

Wednesday 26 October 2022 (Online only, 1.5 hours)
12:00pm to 1:30pm Australian Eastern Daylight Time

PANELLIST BIOGRAPHIES

(in order of appearance)



MR REYNALDO GIL G. LOMARDA (PHILIPPINES)

CO-FOUNDER AND PRESIDENT, GREENMINDS INC.

Reynaldo Gil G. Lomarda otherwise known as “Datu Makadingding” in the Indigenous Peoples community is the Co-Founder and President of GreenMinds Inc., a 22-year-old, self-sustaining, service and people-oriented NGO based in Cagayan De Oro city, Philippines. He works with tribal communities, farmers, former rebels and marginalized sectors to help them make the transition from subsistence to a social enterprise level. In his more than two decades in development work, Datu has learned and unlearned appropriate interventions in Community Organization, Mobilization and Development (COMDEV), puts quality over pity and remained passionately crazy and insanely optimistic both literally and figuratively in his uphill line of work.

Datu has received recognition as a mentor and coach for smallholder farmers and agripreneurs locally from Agricultural Training Institute and Department of Trade and Industry (DTI) and from international NGOs in Republic of Fiji, Vanuatu and Solomon Islands. In line with his quest to mainstream and empower farmers, he is also an accredited Organic Inspector of the Organic Certification Center of the Philippines (OCCP). But for all its worth, he still considers the best recognition is being an organic farmer.

Datu holds a BS Agriculture, Major in Horticulture degree from the University of the Philippines Los Banos (UPLB). He is an adopted son of the Higaonon and Matigsalog tribes of the Philippines and Naulasuwatu tribe of Vanuatu.



MR NATHAN AHERNE (AUSTRALIA)

MANAGING DIRECTOR, TSTREET

Nathan is passionate about people, business and technology and he specialises in large scale start-ups and scale-ups with global reach. He has started over 15 successful companies and held c-suite roles in firms across a diverse range of industries, such as mining, sport, finance, construction and technology.

Nathan is highly tuned into people and what works in business and he regularly invents business models that transform companies and industries. He is no stranger to solving big challenges and has transformed TStreet’s capability into a leader of language and language delivery.



MR JASON HAZELL (AUSTRALIA)

CO-OWNER AND DIRECTOR, PLANE SUPPORT

Jason Hazell is the co-owner and Director at Plane Support, a part of the Aerotest Group, and manages the technical engineering part of the business. Jason's career began with completing an apprenticeship in aircraft manufacturing, followed by a degree in Mechanical Engineering. This led to Jason having an extensive career in aviation engineering and manufacturing around the world spanning 36 years.

Receiving a Chartered Engineering status in the UK at 27 years old through the Royal Aeronautical Society, Jason has continued to develop his professional career and is now a CEng, Member of the Institute of Engineers Australia is a RPEQ and is registered on the National Engineering Register (NER).

Jason now utilises his aviation technical engineering experience and skills to design, develop, engineer manufacture aircraft parts and components that are shipped around the world.

Jason has a Bachelor of Mechanical Engineering (Hons), as well as qualifications in CEng/CPEng, RPEQ and National Engineering Register (NER). He is a member of Royal Aeronautical Society, Institute of Engineers Australia and the Engineering Council (UK). He loves spending time with his family, classic motorbikes and cars, the English Premier League and the Gold Coast Titans.



MR JOHN ADAMS (AUSTRALIA)
CEO, SAPPHIREONE

SapphireOne is an Australian company offering Enterprise Resource Planning (ERP), Contact Relationship Management (CRM), Document Management System (DMS), Payroll/HR and Asset Management with global presence.

The Company had its beginnings in 1979. After sitting in his first office in Tekapo building, John had a vision to automate a solution, initially for a General Ledger, and from that seed spurned the creation of Sapphire.

SapphireOne had significant investment in the early 80s from various organisations, the largest investment was by myself, with an investment also from Apple. We always planned to develop the SapphireOne application to be platform independent and to be able to run concurrently on both Microsoft Windows operating systems and Apple Mac OS, right from the beginning of the very early 80s.

Years later, now at 2022 and many 1000s of versions later, SapphireOne now has a global presence with clients in both the Southern and Northern hemisphere. The focus is and has always been on take complex tasks and make them as simple as possible.

A simple idea that we have added to since 1979.



MR DAISUKE "DAI" TAKEI (VIETNAM/JAPAN)

HEAD OF CADDi VIETNAM, CADDi

Dai started his career at Mitsui & Co., Ltd (Mitsui), one of the leading trading and investment companies in 2008 and spent around 10 years for the business development of energy and petrochemical product in global market, including joint venture investment into petrochemical plant in Houston/TX.

In 2019, Dai changed his role at Mitsui and started taking care of investment into start up companies across globe to develop new business opportunities and further the digital transformation in traditional industries.

With strong passion for the digitalization of traditional industries, Dai joined CADDi in 2021. CADDi, established in 2017 by Yushiro Kato (Ex-Mckinsey) and Aki Kobachi (Ex-apple), provide manufacturing platform to optimize the procurement process of big enterprises and enhance the productivity of manufacturing at small-mid enterprises with the company mission, "unleash the potential of manufacturing".

Currently Dai is head of CADDi Vietnam, first overseas branches of the company, to lead the globalization of the platform to support the global participation of local enterprises.

Dai holds an MBA from IE Business School in Spain and bachelor degree from University of Tokyo.



MS ELAINE WANG (CHINA)

GENERAL MANAGER, MELINK EXHIBITION CO., LTD

Elaine Wang (王艺琳) is the general manager of Shanghai Melink International Exhibition Co., Ltd. She serves as a consultant of international trading companies.

For 15 years, they have focused on trading and trading services, and successfully managing international exhibition programs in around 30 countries. The company is well known as a pioneering company in emerging markets by exploring new opportunities and bringing benefits to customers to enlarge their market share.



MR YOSHINORI SAKUNO (AUSTRALIA / JAPAN)

GROUP MANAGING DIRECTOR, doq®

Originally from Hyogo, Japan, Yoshi holds an Executive MBA from the Australian Graduate School of Management (AGSM), University of New South Wales and a Master Degree of Digital Media Management from Hyper Island Singapore. Starting his career at advertising agency Leo Burnett Tokyo office (Beacon Communications) in 2001, he continued on to Leo Burnett head office in Chicago in 2006. With over 20 years of international marketing experience for global blue chip brands, Yoshi specialises in building enduring brands and the commercialisation of products into new markets.

In 2009, he founded cross-cultural marketing agency doq® in Sydney. Building a diverse cross-cultural team at doq®, partnering with clients from a broad range of industries, ranging from government institutions to start-ups, the company has won several awards and grown significantly in the area of innovative marketing products and solutions from Japan. In 2014, Yoshi was invited to speak as a cross-cultural marketing expert at TEDxTitech Tokyo.

Since 2014, he has been appointed as the official Australian Market Advisor for the Organization for Small & Medium Enterprises and Regional Innovation, Japan. In 2020, doq®, launched a new media company to operate Australia's longest established Japanese language newspaper, Nichigo Press with Yoshi at the helm as chairperson. doq® has been named as the winner of the Creative Industries category for the 2021 Premier's NSW Export Awards.



MS YOUNG CHEIGH (REPUBLIC OF KOREA)

CHAIR, ASK LAW MOON

Since 2007, Young Cheigh has served as the chair of AskLaw Moon Group, an Australian and Korean based business planning and strategy company. ALM has a worldwide network with other leading firms and associates across the globe which enables them to assist on both domestic and international issues. ALM promotes and bridges the gap between Australia and Korea. They specialize in the Investment (Money Transactions), MedTech, Trade (Export & Import), Intellectual Property Law (IP), M&A, R&D, Regulatory Process and Legal Services including the Business Transfer, Inheritance, Succession, Bestowal, Strategy Management after Succession and Tax Consultation.

Previously she served as the chair of InnovaMed, Australia. She also co-founded MOON & SUN Patent Law Firm (Korea) and worked at Motorola (Korea, Mexico, U.S.A., and Australia).



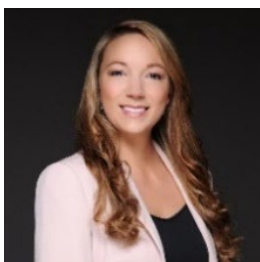
MRS TONYA MCNEAL-WEARY (UNITED STATES)

FOUNDER AND MANAGING DIRECTOR, IBS GLOBAL CONSULTING

Tonya McNeal-Weary is a multi-award-winning entrepreneur, international business expert, and globally accredited management consultant. She is the Founder and Managing Director of IBS Global Consulting, a global management consulting firm that specializes in helping SMEs and government entities build trade linkages in target markets.

Mrs. McNeal-Weary is an international business developer with extensive experience helping businesses connect to global markets. As the Managing Director at IBS Global Consulting, she is a trusted strategic advisor partnering with clients to identify new export markets to maximize business growth. For over a decade, Mrs. McNeal-Weary has been helping companies go global. She travels to countries across the globe, working with and advising entrepreneurs, CEOs, and owners of small businesses on how to "Think Global" and develop disruptive marketing strategies that set them apart from the competition. Her expertise spans market entry strategy, international business development and marketing strategy, and business facilitation. She has facilitated international business deals and cross-border partnerships across a range of industries and worked on multi-billion-dollar projects for international institutions, including the European Commission.

Mrs. McNeal-Weary holds an MBA in International Business from Walsh College in the United States and Executive Diploma in Management Consulting from Grenoble Ecole de Management in France.



MS RAYLENE WHITFORD (CANADA)

PARTNER, INDIGENOUS STRATEGY LEAD, MONITOR DELOITTE

Raylene Whitford is Cree-Métis and a member of the Métis Nation of Alberta. A Partner with Monitor Deloitte Canada, she leads their Indigenous Strategy practice and serves Corporate, Government and Public Service clients. She is also responsible for building a global Deloitte Indigenous community of practice.

Grounded in the energy sector, Raylene previously directed a USD 42 billion capital efficiency project for an integrated national energy company in the Middle East and led an energy company listed on the London Stock Exchange. In 2014, she took a sabbatical from professional services to spend a winter roughnecking on triple pad drilling rig in northern Alberta to gain first-hand experience in the field. Raylene is a Chartered Accountant and is pursuing an interdisciplinary PhD in Indigenous Studies and Business in her spare time.

With her unique, informed, Indigenous perspective, and international experience, Raylene is committed to working with companies and governments to create sustainable economic development opportunities for Indigenous Peoples around the world.