



**KW GROUP ASIA: FDI, Trade, Economic Development & Market Access  
Consulting & Intelligence**

**[WWW.KWCONFEX.COM](http://WWW.KWCONFEX.COM)**



Department for International Trade



World Association of Investment Promotion Agencies



JobsOhio Network Partner



Atlantic Chamber of Commerce  
Representing business since 1896

Chambre de commerce de l'Atlantique  
Représentant les affaires depuis 1896



Gouvernement du Canada  
Service des délégués commerciaux

Government of Canada  
Trade Commissioner Service



INVEST INDIA  
NATIONAL INVESTMENT PROMOTION AND FACILITATION AGENCY



WORLD GOLD COUNCIL



UNITED NATIONS  
ESCAP

Economic and Social Commission for Asia and the Pacific



上海市外商投資協會  
SHANGHAI FOREIGN INVESTMENT ASSOCIATION





# INTELLIGENCE

KW Group is a highly experienced, independent consultancy specializing in supporting economic development, FDI, trade, investment, and market access for clients in the public and private sectors. With a strong focus on the Asia-Pacific region and headquarters in Malaysia, we have been serving clients since 2010. Our expertise spans economic development, investment promotion, trade, policy, research, strategy, capacity building, and market access.

Annually we work with over 100 international businesses, governments, multilateral agencies, donors, investors, and trade organizations to facilitate trade & investment in the Asia-Pacific region. Our extensive networks with regulators, donors, investment promotion agencies, economic development organizations, governments, investors, and business communities help us drive growth for our clients.

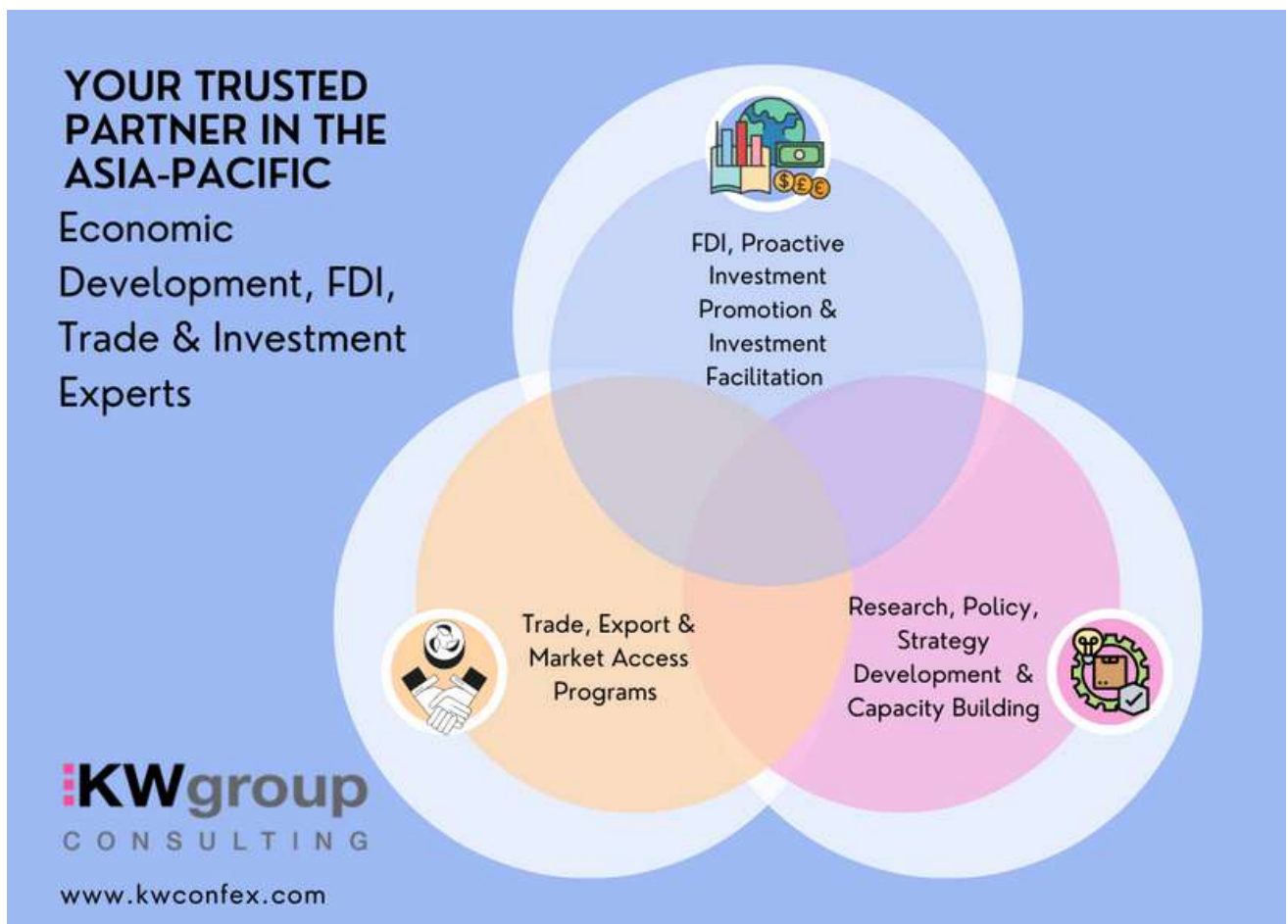


**ANDREW KEABLE**  
MANAGING DIRECTOR



## Unlocking the Opportunities of the Asian Century: Your Trusted Partner in the Asia-Pacific

KW Group is an Asia Pacific consultancy established in 2010 that specializes in foreign direct investment, export development, and strategic advisory services. The company offers market research and analysis, investment facilitation, project management, and business strategy development. KW Group's expertise in foreign direct investment helps clients identify investment opportunities, navigate regulatory landscapes, and expand business operations. Export development is another focus area, with KW Group identifying export opportunities, developing market entry strategies, and providing support throughout the export process. KW Group's strategic advisory services include business strategy development, risk management, and market analysis, with tailored solutions that address clients' specific needs. With a team of experienced consultants and a deep understanding of the local market, KW Group is well-placed to help businesses succeed in the highly competitive Asia Pacific region.



***"We delivered over \$19M USD in ASEAN export sales for a US State Government client in 2021-2022 in a new region."***



WAIPA & United Nations ESCAP APAC IPAs FDI Conference Organized & Chaired by KW Group

## Committed to UN Sustainable Development Goals

KW Group is committed to the UN Sustainable Development Goals and engaged in inclusive trade, gender equality, and climate action through proactive capacity development programs for the trade and investment communities across the Asia Pacific.

We recognize that international trade can drive economic growth and poverty reduction, and we promote fair trade to encourage sustainable business practices and to ensure that trade and investment is to the benefit of everyone, especially marginalized communities.

KW Group acknowledges the urgent need to reduce greenhouse gas emissions and transition to a low-carbon economy to address climate change. KW Group supports investments in renewable energy, reduction of waste and emissions, and innovation in climate action.

By focusing on inclusive trade, gender equality, and climate action, we work towards a more sustainable and equitable future for all.

[www.kwconfex.com](http://www.kwconfex.com)



## ANDREW KEABLE

### **MANAGING PARTNER, COMMERCIAL DEVELOPMENT & ALLIANCES**

Andrew has 26-years experience as a trusted advisor on business development, FDI, economic development, trade, and investment across Europe, the Middle East, and the Asia-Pacific region. For the past 17 years, immersed in the dynamic Asia-Pacific market, developing extensive networks and deep insights into the economic landscape, with a particular focus on the ASEAN region.

As a leading regional expert he has a long track record of successfully facilitating economic development, trade, investment and market access initiatives combined with regional understanding of business cultures, trade and investment policies, advocacy, networks, and ecosystems.



## MICHELLE WONG

### **MANAGING PARTNER, RESEARCH & INTELLIGENCE**

Michelle leads the intelligence and research side of KW Group working directly with global and regional thought leaders around complex fdi, trade & investment projects. She has extensive networks of industry stakeholders and strategic relationships & alliances with international organisations across the private and public sector.

Michelle has worked extensively with donors including organisation of capacity development and technical projects for Islamic Development Bank (Arab Ministers Meetings 2017, 2018), Asian Development Bank, World Bank, Interpol, UNCTAD and International Trade Center as well as managing teams in Asia, Middle East and Africa.

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## ACHIEVEMENTS

Development of MOA between WAIPA & UNESCAP  
 \$19M USD Export Value Achieved For Government Partner 21-22  
 UAE Ministry of Economy MOU  
 UAE Customs Authority MOU  
 APMEN China MOU  
 PDI Vietnam MOU  
 UAE Trade Missions: China, Malaysia, Singapore  
 Saudi Customs: China Trade Mission & UAE GTDW Mission  
 Qatar Free Trade Zone: Trade Missions Malaysia & Singapore (Manateq & Ministry of Petroleum)  
 Oman Trade Mission – GTDW Halal Trade & Logistics  
 Nigeria EPZA Trade Mission China 2019  
 Indonesia – Trade Mission to UAE 2016  
 Korean Free Economic Zone Authority – Trade Mission UAE 2016  
 Namibia – Trade Mission by Minister Trade to UAE 2017

## BILATERAL MEETINGS

WAIPA - UNESCAP  
 UAE Ministry of Economy  
 South Korea Ministry Trade  
 Korea Free Economic Zones Authority  
 Namibia Ministry Trade  
 Malaysia – PM, Minister Trade, Head Sovereign Wealth Fund  
 Singapore – PM, Head Customs, Head Minister Trade  
 Indonesia – Minister Economy & BKPM  
 UNCTAD – Director General (Multiple)  
 International Trade Centre – Executive Director (Multiple)  
 World Customs Organisation – Deputy DG  
 Islamic Development Bank – Arab Ministers Meetings 2016-2018  
 UAE-Huawei  
 UAE-Ericsson

## CAPACITY BUILDING PROGRAMS

World Association of Investment Promotion Agencies (WAIPA) - Asia Pacific Capacity Building Program 2023  
 Islamic Development Bank Arab Ministers meeting 2018, 2017, 2016  
 Asian Development Bank Project Finance Workshops 2015, 2016, 2017  
 China Customs International Workshop (Shanghai Customs College) 2019  
 USAID – Arab Region Trade Facilitation Workshops Dubai 2017, 2018  
 UNODC – Container Control Program Dubai 2017  
 World Bank – Pakistan FBR  
 AUSAID - Fiji Strategic Development Investment Promotion



# Government Networks

*"Implementation of The Regional Comprehensive Economic Partnership (RCEP) will create a free trade zone covering about 30 percent of the world's gross domestic product, trade and population driven by ASEAN making the Asia Pacific region an essential part of any policy or strategy for growth."*

**We work with regional governments across:**

Ministries of Trade & Industry | Ministries of Finance | Ministries of Health | Tax Administrations | Customs Administrations | Statistics Agencies | Investment Promotion Agencies | Export Agencies | Central Banks | Intellectual Property | Law Enforcement

ASEAN Secretariat | APEC | EU-AEAN Business Council – Member | Singapore Business Federation | Vietnam Chamber | Federation of Malaysian Manufacturers | Vistage Malaysia & Singapore | British Chambers | Central Banks | Sovereign Wealth Funds | United Nations Economic & Social Commission for Asia Pacific (UNESCAP) | International Trade Center | International Chambers of Commerce | UNCTAD | IATA | DCSA | World Bank | Interpol | Asian Development Bank | World Bank | Islamic Development Bank | Shanghai Foreign Investment Association | UOB Bank FDI | Embassies & Commercial Counsellors | UNODC

# Key Relationships & Multipliers



# SAMPLE TRADE SUPPORT PROJECTS

We support fdi, trade, export and investment across all sectors in Asia Pacific through our networks.

**TECHNOLOGY (CHINA):** Technology Company – UAE Introduction MOE & Customs – Led to major development of EMEA Distribution Centre in Dubai

**TECHNOLOGY (CHINA):** UAE & Saudi – Led to procurement of major tech contracts \$4 Million USD+

**TELECOMS (EU):** MOU with UAE Government for EMEA distribution centre

**GOVERNMENT SUPPLY CHAIN TECHNOLOGY (EU):** UAE & China introductions – Led to new projects in Middle East & Asia

**FINTECH (Middle East Government):** SE Asia & ANZ Market analysis for investors and multipliers, introductions and recruitment of investors

**AGTECH (Middle East Government):** SE Asia & ANZ Market analysis for investors and multipliers, introductions and recruitment of investors

**LOGISTICS (ASIA):** Project Logistics & Shipping (Malaysia) introduction UAE – Established new logistics network

**GOVERNMENT SUPPLY CHAIN DIGITALISATION (EU):** Dentsu Tracking (Switzerland) – APAC market entry strategy, implementation & representation

**TECHNOLOGY (USA):** Trade Data Monitor – APAC market entry & representation

**SERVICES (EU):** OCO Global - ASEAN & ANZ market entry & representation

**CLEAN ENERGY (CHINA):** Australia Market Access & Investment \$2Million USD

**MINING (EU):** Poland Mining Supplies – ASEAN Market Access & Distributor Shortlist - Introduced major new distributor in Indonesia

**HEALTHCARE TECH (US):** Due diligence on major health tech distributors, connection and introductions

**O&G EQUIPMENT (US):** Due diligence on shortlisted partners. Recommendation to reject and sourcing of new partners

**AEROSPACE (US):** ASEAN Market access report, partner and association shortlisting and recommendations

**FOOD & BEVERAGES (EU):** Market access strategy, sourcing distributors & partners

**BIOTECH (ASIA):** EU market entry and representation

**HALAL INGREDIENTS (Middle East):** Sourcing distributors across Asia

**RADAR DEFENCE SYSTEM (US):** Due Diligence & Partnership Sourcing ASEAN, secured \$10M USD deal in year 1 of project.



## Enhancing Trade Capacity Across Asia

### WAIPA APPOINTS KW GROUP AS REGIONAL ADVISOR, ASIA PACIFIC

The World Association of Investment Promotion Agencies (WAIPA) has announced the appointment of Malaysia-based KW Group as Regional Advisors, Asia Pacific to support WAIPA Asia Pacific members and related WAIPA capacity development activities in support of the region's investment promotion agencies (IPAs).

*"WAIPA is delighted to appoint KW Group as Regional Advisors for Asia Pacific to support our global objective to promote and develop understanding and cooperation amongst the world's investment promotion agencies and to advocate government support for the work of IPAs and recognition of their role in stimulating economic development."*

*KW Group is based in Malaysia and their Asia focus of networks and experience in supporting inbound and outbound FDI, Trade & Investment will be a huge support for WAIPA to allow us to serve the region's investment promotion agencies through a dedicated regional partnership allowing us to accelerate WAIPA global initiatives and to stimulate economic development."*

**Ismail Ersahin, Executive Director,  
World Association of Investment  
Promotion Agencies**

KW Group, has recently initiated a Memorandum of Understanding (MOU) between the United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP) and the World Association of Investment Promotion Agencies (WAIPA). The purpose of this MOU is to promote foreign direct investment (FDI), trade, and investment in the Asia-Pacific region.

As a result of this MOU, KW Group has formed a strategic partnership with UN ESCAP's APAC Trade, Investment, and Innovation team with the purpose to contribute to the development of investment promotion programs, leadership, and capacity building initiatives across the Asia Pacific region.

KW Group's collaboration with UN ESCAP extends across several key areas related to the UN Sustainable Development Goals, including inclusive trade, gender equality, and climate-focused FDI training and development. By working together, KW Group and UN ESCAP aim to promote sustainable investment and trade practices that benefit both the region's economy and its communities.



**WAIPA & UN ESCAP Sign 2 Year MOA, Organized By KW Group**





## ASEAN Secretariat Coordinating Committee on Investment

KW Group, WAIPA and UNESCAP have collaborated with ASEAN Secretariat to develop a regional capacity development program for Least Developed Countries (LDCs) and Developing Economies. This donor-led initiative encompasses a range of vital areas, including Investible Projects, Institutional Investment, Gender Equality in Regional Economic Development Organizations (EDOs), Attracting Climate FDI, Agri-Food FDI, and Attracting Tourism Investment. This transformative program aims to drive sustainable growth and empower these regions to attract investment, foster gender equality, promote climate-friendly practices, and leverage the potential of agri-food and tourism sectors.





**The World Gold Council** is the market development organisation for the gold industry. It works across all parts of the industry, from gold mining to investment, and their aim is to stimulate and sustain demand for gold. KW Group support:

- Policy Development Research and Analysis
- Supply Chain & Anti Illicit Trade Market Assessment & Recommendations
- Strategic Advisory
- Trade & Commodities Intelligence
- Capacity Building & Institutional Relations
- Government Advisory

<https://www.gold.org/>



Gouvernement  
du Canada

Service des  
délégués commerciaux

Government  
of Canada

Trade Commissioner  
Service

KW Group are a Regional FDI Lead Generation supplier for The Canadian Trade Commissioner Service.

- Market development strategy
- FDI lead generation on key investment sectors
- Investment Marketing of TCS related services
- Development of Sector Networks

<https://www.tradecommissioner.gc.ca/>



Advisory

Lead  
GenerationManaged  
ServicesMarketing  
Services

Trade

Business  
Intelligence

**KW Group are the Regional Associate Partner & Representative of OCO Global for Asia Since 2020.**

Supporting Inward and Outbound FDI, Trade & Investment in Asia and The Pacific, Australia & New Zealand. Services include:

- Investment Lead Generation and Outreach (Region, Country, Sector)
- In Market Representation
- Company Trade Advisory (Market Assessment, Sourcing Regional Partners & Distributors etc)
- FDI Consultancy, Marketing & Communications Strategy
- FDI Training Academy (We train all UK DIT Domestic & International Officers)
- Trade Intelligence (Official monthly trade statistics on commodity imports & exports)
- Government, Association & Enterprise Alliances & Networks

## KW GROUP RESULTS

- Secured Missouri Government ASEAN Representation
- Secured Atlantic Canada AMDP Representation
- Secured MIDA Australia, New Zealand, Singapore & USA FDI Lead Generation
- ASEAN & ANZ business development strategy, launch and representation
- Sourcing of Tenders in Asia Pacific
- Bid Development & Management
- Donor Project Development
- Government Alliances & Partnerships
- Industry Partnerships
- Capacity Building for APAC Investment Promotion Agencies

<https://www.ocoglobal.com/>

**OCO GLOBAL**



## Missouri Government

**KW Group are the appointed Regional ASEAN Representative Office of The State of Missouri and Missouri Department of Economic Development since 2020.**

We support export and market access for Missouri based companies looking to establish across the ASEAN region as well as supporting the development of FDI from ASEAN in to Missouri State.

We are responsible for:

- Market access strategy
- Export development programs
- Sourcing distributors and partners
- Supporting development of key sector networks in the region
- Marketing of Missouri State in the region with US Government Commercial Offices, Associations and Business Councils
- Development of Sector Networks
- Trade Missions
- Regional Trade Shows
- FDI leads in to Missouri - Investment lead generation

**<https://ded.mo.gov/>**





## UK Department For International Trade

**KW Group supports ASEAN FDI Lead Generation for UK DIT.**

**Key sectors include cleantech, R&D, Life Sciences & Biopharma, and Mega Projects**

We Support:

- Market development strategy & investment outreach
- Lead generation based on key investment sectors across ASEAN
- Research on key investment sectors and identification of investors
- Outreach to target investors
- Development of key sector networks across ASEAN countries
- Marketing of UK DIT with UK Commercial Offices, Associations, and Business Councils
- Development of Sector Networks
- Trade Missions
- Regional Trade Shows







# Atlantic Canada Chamber of Commerce

Connecting Atlantic Canadian Exporters to New Asian Markets

**KW Group are the appointed Regional ASEAN Partner for Atlantic Canada Chamber of Commerce to support the Asia Market Development Program.**

The Asia Market Development Program (AMDP) is a powerful advisory and consultation program that is helping Atlantic Canada exporters expand their presence and grow sales in new industry sectors and countries in Asia. The program provides exporters with in-market expertise and networks to quickly identify opportunity and connect with qualified customers. Each company works with a professional trade development consultant, based in Asia, to design a market-entry or market expansion strategy specifically tailored to each company's requirements.

In a matter of months, you can go from wondering where to begin developing sales in Asia, to meeting with potential customers or sales agents. If you have considered exploring new sales to Japan, South Korea, or any of the 10 ASEAN nations, the AMDP will leverage your resources with market information and strategies for establishing new business relationships in the identified Asian countries.

We are responsible for:

- Market access strategy and consulting for AMDP exporters
- Sourcing distributors, partners & business development strategy
- Supporting development of key sector networks in the region
- Marketing of AMDP in the ASEAN region with Government Commercial Offices, Associations and Business Councils
- Development of Sector Networks

<https://www.atlanticchamber.ca/asia-export-ready>





# Malaysian Investment Development Authority

**KW Group are the appointed Regional FDI Lead Generation supplier for The Malaysian Investment Development Authority (MIDA) supporting Australia, New Zealand and Singapore FDI development in to Malaysia.**

We are responsible for:

- Market development strategy
- Lead generation based on key investment sectors across Australia, New Zealand and Singapore
- Sourcing distributors and partners
- Development of key sector networks across the countries
- Marketing of MIDA with Malaysian Government Commercial Offices, Associations and Business Councils
- Development of Sector Networks
- Trade Missions
- Regional Trade Shows

**<https://www.mida.gov.my/>**





## Investment Fiji

### 5 Year Strategic Planning

As part of our partnership with OCO Global we successfully tendered and won the 5 Year Strategic Development Planning for Investment Fiji as part of a government mandate to change the agency to a full investment promotion and export promotion focused agency - The project included:

- Policy Review
- Stakeholder Consultations
- Stakeholder Workshops
- Competition Benchmarking
- Recommendations and Final Report
- Post Strategy Implementation



## NCER Malaysia

### Dubai Expo 2020 Investor Meetings

As part of our partnership with OCO Global, UAE we successfully managed foreign investor meetings as part of Northern Corridor Economic Region's participation at Dubai Expo

- Investor Briefings
- Long List of Potential Investors
- Short List of Investors
- Outreach to Investors
- Meetings with Investors at Dubai Expo

The logo features the word "dentsu" in a lowercase, white, sans-serif font, positioned above the word "TRACKING" in a much larger, bold, uppercase, white, sans-serif font. Both are set against a solid teal background.

# dentsu TRACKING

## **KW Group are Regional Development Partner & Representative of Dentsu Tracking Since 2020.**

Dentsu Tracking is a world-leading expert in supply chain regulation and transformation. Our solutions and services provide end-to-end visibility across the supply chain, from the factory through to distributor and logistic providers, down to retail outlets. A brand of Dentsu Aegis Network.

Core solutions are used by governments to reduce the availability of illicit trade with tools for data-driven enforcement. On 21 December 2018, the European Commission appointed Dentsu Tracking as the sole provider to operate the central platform of an EU-wide traceability system. Our corporate product line helps protect brands and citizens with solutions for the Grey Market, Retail Insights, and Digital Warranties (IoT, Blockchain).

## **KW GROUP RESULTS**

- Asia Pacific business development strategy, launch and representation
- Membership of EU-ASEAN Secretariat to lobby regional governments on major EU track & trace references and capacity development
- Sourcing of Tenders & RFPs across Asia Pacific
- Bid Development & Management
- Donor Project Development
- Government Alliances & Partnerships
- Industry Partnerships
- Brand Protection Business Development
- Capacity Building Workshops for APAC Governments - Ministries of Health, Tax, Customs, Finance & NGOs
- Client Development: Ministries of Health, Finance, Tax & Customs Administrations, Brand Owners, NGO's

**<https://dentsutracking.com/>**





**KW Group are the Regional Development Partner & Representative of Trade Data Monitor Since 2020.**

TDM is the world's top supplier of trade statistics to governments, corporations, manufacturers, law firms, trade associations and international organizations on six continents.

TDM collects monthly import and export statistics from customs agencies, statistics institutes and other sources in over 110 countries, then uses proprietary software to assemble, organize, and publish the data in user-friendly charts.

TDM offers unrivaled market intelligence in real-time in a dozen languages, and all currencies, months and sometimes years before the competition.

**KW GROUP RESULTS**

- Asia Pacific business development strategy, launch and representation
- Bid Development & Management
- Client Development:

Government Agencies

Statistics Offices

Commodities Companies

Associations

Chambers of Commerce

Central Banks

Trade Agencies

Customs Administrations

Ministries Trade

Export Agencies

Investment Promotion Agencies

Shipping Companies

**<https://tradedatamonitor.com/>**



## Event Portfolio

KW Group leadership team have over 35 years experience in managing and launching major international trade shows, conferences and trade missions for Informa PLC (Arab Health, Hospital Build Asia, Aesthetics Asia, Primary Healthcare Middle East, Cityscape Asia, Phuket Boat Show) and Marcus Evans (Tall Buildings, Green Construction, Renewable Energy, O&G Asia).

KW Group own the successful international event profile **Global Trade Development Week** delivering 18 international editions, with Government MOU partnerships for editions in Dubai and Shanghai.

- Global Trade Development Week Middle East, Dubai Exhibition & Conference
- Global Trade Development Week Asia, Shanghai Exhibition & Conference
- Halal Trade, Manufacturing & Logistics Conference & Exhibition
- Anti Illicit Trade, Brand & IPR Protection Conference & Exhibition
- Intermodal Supply Chain Security Conference
- Trade Technologies & Digitalisation Conference
- Trade Facilitation Congress
- Transport & Logistics Congress
- FDI & Investment Promotion Conference
- Free Trade & Special Economic Zones Conference (Asia & Middle East)
- Trade Finance
- Public Private Partnerships in Emerging Markets Conference
- Customs & Compliance Conference
- Biotech Partnerships & Alliances Conference

**UAE - MALAYSIA TRADE MISSION**

Organised by KW Group in 2018 as the first major trade & investment mission in ASEAN by the UAE Government the mission was led by His Excellency Sultan Bin Saeed Al Mansoori, Minister of Economy, UAE to facilitate bilateral trade, meetings and investment promotion activities.

**Key Sectors:**

- Halal Trade & Logistics
- Manufacturing & Services
- Islamic Banking & Finance
- Clean & Renewable Energy
- Real Estate Investment
- Franchising & Retail
- Technology & Innovation - Agtech, Fintech & Advanced Manufacturing
- Infrastructure – Ports, Zones & Transport

KW Group as the primary consultant were responsible for the program, marketing, operations, logistics, partnerships, government liaison and event management. We worked extensively with key local trade organisations, chambers of commerce and related associations connected to the key sectors.

**Deliverables**

- 400 Attendees
- Business Matchmaking - Over 600 Pre-Planned Meetings
- Signing of 6 new MOUs between Malaysia and UAE
- Bilateral meetings included sovereign wealth funds (Khazanah & Temasek), Ministers, Prime Minister of Malaysia and meetings with heads of key industry associations
- Exhibition & Pitch Sessions



UAE DELEGATION TO MALAYSIA 2018





MOU Between UAE Ministry of Economy and KW Group



UAE Ministry of Economy & KW Group hosting Dr Mukhisa Kituyi, Director General UNCTAD



Trade Facilitation Capacity Development Program hosted at Shanghai Customs College



Press Conference KW Group with UAE Ministry of Economy & Federal Customs Authority



KW Group organised COFACE Middle East Country Risk Conference for 400 Trade Finance Professionals





Islamic Development Bank, Arab Ministers Meeting hosted by UAE Ministry of Economy & KW Group



MOU Signing between APMEN, China & KW Group



Ministers & Trade Leaders attending GTDW Middle East



Bilateral Trade Ministers meeting between UAE & Malaysia organised by KW Group



KW Group Team



## Contact

### **ANDREW KEABLE**

andrewk@kwconfex.com

+6012 2352012

### **REGISTERED ADDRESS**

KW Group Sdn Bhd

Horizon Penthouse,

1 Powerhouse,

No.1 Persiaran Bandar Utama,

Bandar Utama,

47800 Petaling Jaya, Selangor

Malaysia.

COMPANY REG: (960207-P)

## Online

[www.kwconfex.com](http://www.kwconfex.com)

[www.kwglobaltrade.com](http://www.kwglobaltrade.com)