



BRUNEI DARUSSALAM

2021



ASEAN-ROK STARTUP FESTIVAL



Implemented under the umbrella of the
ASEAN-ROK Startups Partnership and as part of
activities under Brunei Darussalam
Chairmanship of ASEAN 2021

Date: Wednesday, 8th December 2021

Hosted by Brunei Darussalam via video conference

Organised by:

DARE
Darussalam Enterprise

In collaboration with:


중소벤처기업부
Ministry of SMEs
and Startups

A. PROGRAM CONCEPT

Background

The ASEAN-ROK Startup Festival is one of the eleven programmes considered for implementation under the ASEAN-ROK Startups Partnership that was announced through the Co-Chair's Statement of the 2019 ASEAN-ROK Commemorative Summit held in Busan, Korea.

The Partnership between the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) and the Ministry of SMEs and Startups of the Republic of Korea (MSS, ROK), aims to expand networking, cooperation and knowledge sharing between ASEAN and Korea to ensure a balanced development of the startup ecosystem in both regions, and contribute to the following outcomes:

- i. To create a sustainable and inclusive ASEAN startup ecosystem by addressing the development gap across the region and by creating a conducive environment for networking and cooperation.
- ii. To create an environment where private stakeholders in the startup ecosystem could push forward their inter-regional exchanges and cooperation through open innovation platforms that help more startups scale up into high growth firms.
- iii. To promote shared and inclusive economic growth in the region in support of the vision of the ASEAN Strategic Action Plan on SME Development 2016 – 2025 (SAP SMED 2025) in creating globally competitive and innovative MSMEs and contribute towards the realisation of the ASEAN Economic Community (AEC).

In this regard, Brunei Darussalam will be hosting the ASEAN-ROK Startup Festival as part of its ASEAN Chairmanship activities in 2021. The one-day festival will comprise of startup showcases, keynote speeches, panel discussions and Q&A with regional investors (angels and venture capitalists).

In consideration of the pandemic restrictions, the event will be delivered virtually via Zoom platform.

Objectives:

- Provide an opportunity to spark collaborations between ASEAN and ROK startups.
- Provide an opportunity for ASEAN and ROK startup ecosystem builders¹ to broaden and strengthen the network through sharing of best practices and exchange of information.
- Provide a platform for each ASEAN Member States (AMS) and ROK to showcase the unique startups from their respective countries.

Expected Outcomes

- Ecosystem builders will better understand the challenges and opportunities faced by the ecosystems in each AMS as well as ROK.
- Startups will be exposed to opportunities for technical and/or commercial collaboration within ASEAN as well as between ASEAN and ROK.
- Startups will gain insights into the regional angel and VC investor's decision making process.

B. PROGRAM OUTLINE

1. **Date/Venue:** Wednesday, December 8th 2021, 09:00- 17:00 hrs (GMT+8/ Brunei Time), Virtually via Zoom Platform.

2. **Host/Organizer:** To be hosted by Darussalam Enterprise (DARE) in collaboration with the Ministry of SMEs and Startups of ROK.

3. **Participation:**

The festival will feature and attract multiple stakeholders involved in the startup business ecosystem in ASEAN and ROK, including:

- *Startups*
- *Startup ecosystem builders*
- *Business leaders*
- *Subject-matter experts*
- *Policymakers*
- *Regional Angels and Venture Capitalists (VCs)*

¹ An ecosystem builder is any organization that fosters innovation and entrepreneurship in a region or community through a long-term and system-wide approach. For e.g. Darussalam Enterprise, DARE (Brunei); Malaysian Global Innovation & Creativity Centre, MaGIC (Malaysia); and Enterprise Singapore (Singapore).

4. PROGRAMME

TIME (GMT+8)	SESSION
0830 AM	Connecting to the event page
0900 AM (20 minutes)	<p>Opening</p> <ul style="list-style-type: none"> Yang Mulia Pengiran Hajah Zety Sufina Binti Pengiran Dato Paduka Haji Sani, Permanent Secretary (Industry), Ministry of Finance and Economy, Board Member, Darussalam Enterprise (DARE), Brunei Darussalam Mr. Byeon Taesup, Deputy Minister for SME Policy at the Ministry of SMEs and Startups (MSS), Republic of Korea.
0920 (10 minutes)	<p>Keynote Address and Launch of ASEAN-ROK Startup Festival</p> <ul style="list-style-type: none"> Yang Berhormat Dato Seri Setia Dr Awang Haji Mohd Amin Liew bin Abdullah, CFA, Minister at the Prime Minister's Office, Minister of Finance and Economy II at Ministry of Finance and Economy, Chairman of Darussalam Enterprise, Brunei Darussalam
0930 AM (15 minutes)	<p>Special Remark</p> <p>Remark will be delivered by "Baby Unicorn" Founder from ROK. The remarks will focus on challenges faced by Unicorn startups in the COVID era.</p> <ul style="list-style-type: none"> Mr In-gi Kim, Codestates, ROK
0945 AM (15 minutes)	BREAK
1000 AM (10 minutes)	<p>Startup Showcase 01: Brunei Darussalam</p> <p>A showcase by a startup founder from Brunei Darussalam.</p> <ul style="list-style-type: none"> Mr Loqman Hamdan, CEO, Al Huffaz
1010 AM (5 minutes)	BREAK
1015 AM (45 minutes)	<p>ASEAN-ROK Collaboration</p> <p>Selected ecosystem builders from ASEAN and Korea discuss the following question:</p> <p>With ASEAN's market size of 647 million and Korea's technological and innovation leadership, what are the opportunities for collaboration between ASEAN and Korean startups?</p> <p>Moderator: Mr. Allen Lai, Director- ASEAN & Corporate Affairs, UK-ASEAN Business Council (UKABC), Brunei Darussalam</p> <p>Speakers:</p> <ul style="list-style-type: none"> Ms. Siti Azizah, Deputy Minister for Entrepreneurship, Ministry of Cooperatives and SMEs, Indonesia

	<ul style="list-style-type: none"> • Mr. Mohammad Hazani Hassan, Director, Technology Ventures Malaysian Technology Development Corporation (MTDC), Malaysia • Mr. James Tan, Chairman, Board of Directors of Action Community of Entrepreneurship (ACE), Singapore • Ms. Sansanee Huabsomboon, Director of Business Innovation Centre National Science and Technology Development Agency (NSTDA), Thailand • Mr Kyung Lee, Expert member, Korea Institute of Startup and Entrepreneurship (KISED), ROK
1100 AM (10 minutes)	<p>Startup Showcase 02: Philippines A showcase by a startup founder from Philippines.</p> <ul style="list-style-type: none"> • Mr. Earl Martin S. Valencia, Co-founder and Chief Business Officer Plentina , Philippines
1110 AM (10 minutes)	BREAK
1120 AM (45 minutes)	BREAK OUT SESSIONS
	<p>Ecosystem Spotlight: ASEAN A spotlight on ecosystem builders from each ASEAN Member state, sharing their views on the effects of COVID-19 on their respective ecosystems, the challenges going into the new normal and how they plan long-term for ecosystem resilience in an uncertain future.</p> <p>Moderator: Ms. Aimi Ramlee, Co-founder/Director of Innovation & Growth, Tyne Solution Sdn Bhd, Brunei Darussalam</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ms. Siti Azizah, Deputy Minister for Entrepreneurship, Ministry of Cooperatives and SMEs, Indonesia • Mr. Myo Myint, Directorate of Industrial Supervision and Inspection, Ministry of Industry, Myanmar • Ms. Sansanee Huabsomboon, Director of Business Innovation Centre, National Science and Technology Development Agency (NSTDA), Thailand • Mr Javed Ahmad, CEO, Darussalam Enterprise (DARe) • Mr. Woei Yuan Seng, Deputy Director, SWITCH Programme Office, Enterprise Singapore, Singapore
	<p>Panel Discussion: The Age of COVID A panel discussion between <i>entrepreneurs with a demonstrated record of pivoting due to COVID-19</i>. The discussion will be an opportunity to learn about the challenges they have faced and how they have persevered in overcoming them and forging ahead.</p> <p>Moderator: Ms. Honorable Dayang Nik Hafimi binti Abdul Haadii, Member of the Legislative Council of Brunei Darussalam, Director LVK</p>

	<p>Group of Companies, Member of APEC Business Advisory Council (ABAC), Brunei Darussalam.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Ilham Pinastiko, CEO, Pala Nusantara, Indonesia • Mr. Rungsun Promprasith, CEO, Queue Q (Thailand) Co. Ltd, Thailand • Mr. Minwoo Kim, CEO, Hooo Labs, ROK • Mr. Keeran Janin, Co-Founder of DART and Avantist, Brunei • Dr. Xaysackda Vilaysouk, CEO, Wayha Technology Co.,Ltd, Lao PDR • Mr. Robert Seah, Founder & CEO, Rhodium Studios / Faber Image Media, Singapore
1205 PM (10 minutes)	<p>Startup Showcase 03: Indonesia A showcase by a startup founder from Indonesia.</p> <ul style="list-style-type: none"> • Mr. Arka Irfani, CEO, Bell Society
1215 PM (10 minutes)	<p>Startup Showcase 04: Lao PDR A showcase by a startup founder from Lao PDR.</p> <ul style="list-style-type: none"> • Mr. Vannapha Southivong, CEO Lailaolab ICT Solution CO.,Ltd
1225 PM (10 minutes)	<p>Startup Showcase 05: Malaysia A showcase by a startup founder from Malaysia.</p> <ul style="list-style-type: none"> • Mr. Richard Ker, Vice President, Partnership and Ecosystems Development AERODYNE GROUP
1235 PM (55 minutes)	LUNCH BREAK
1330 PM (10 minutes)	<p>Startup Showcase 06: Korea A showcase by a startup founder from Korea</p> <ul style="list-style-type: none"> • Mr. Minwoo Kim, CEO, Hodoo Labs, ROK
1340 PM (15 minutes)	<p>Special Remarks: Remarks will be delivered by Unicorn Founders² from ASEAN. The remarks will focus on challenges faced by Unicorn startups in the COVID era.</p> <ul style="list-style-type: none"> • Unicorn representative from Indonesia: Mr. Salem Ghandour, Head of International Public Policy and Government Relations, GOJEK, Indonesia
1355 PM (15 minutes)	<ul style="list-style-type: none"> • Unicorn representative from Singapore: Mr. Aaron Tan, CEO & Founder, Carro, Singapore

² A 'Unicorn' is a startup with a valuation of \$1 billion or more; a unicorn founder of such a startup. E.g. Anthony Tan from Grab, Ferry Unardi from Traveloka, Maximilian Bittner from Lazada Group).

<p>1410 PM (10 minutes)</p>	<p>Startup Showcase 07: Myanmar A showcase by a startup founder from Myanmar.</p> <ul style="list-style-type: none"> • Mr. Zaw Ye Naung, Co-Founder and CEO, Shwe Taung Ngyo Gyi Co Ltd, Myanmar
<p>1420 PM (10 minutes)</p>	<p>Startup Showcase 08: Cambodia A showcase by a startup founder from the Cambodia</p> <ul style="list-style-type: none"> • Mr. Khy Tykea, Co-founder, CEO of BLOC Delivery, Cambodia
<p>1430 PM (10 minutes)</p>	<p>BREAK</p>
<p>1440 PM (45 minutes)</p>	<p>BREAK OUT SESSIONS</p> <p>Panel Discussion: The Future Business leaders and/or subject matter experts discuss exciting new ideas, trends and technologies that shape big opportunities in the coming years.</p> <p>Moderator: Mr. Haji Amirul Shahnoel bin Mohd Noeh, Capability Development In-Country Value, Brunei Shell Petroleum Company Sdn. Bhd</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Dr. Shian Lee, CEO, Alphaswift Industries Sdn Bhd, Malaysia • Mr. Ng Yi Ming, CEO & Founder, Tribe, Singapore • Dr. Rassarin Chinnachodteeranun, CEO & Co-Founder, Listen Field, Thailand • Ms. Le Na, CEO of Phu Quy Agricultural Farm Joint Stock Company, Vietnam • Dr. Sang Kug Chung, CEO, Microsystems, ROK <p>Panel Discussion: Startups That Lasts ASEAN ecosystem builders come together to discuss long-term strategies and scalable leadership. This will help startups think critically about the strategic principles needed to endure past the startup phase.</p> <p>Moderator: Mr. Soon Loo, Director, Mission Holdings, Brunei Darussalam</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Mr. Kyung Lee, Expert Member, Korea Institute of Startup and Entrepreneurship (KISED), ROK • Mr. Brian Koh, Director, NUS Enterprise, Singapore • Mr Wientor Rah Mada, Director of Marketing Business of Smesco, Indonesia
<p>1525 PM (10 minutes)</p>	<p>Startup Showcase 09: Singapore A showcase by a startup founder from Singapore.</p>

	<ul style="list-style-type: none"> Mr. Ted Chen, Co-founder and CEO, Evercomm Singapore Pte Ltd, Singapore
1535 PM (10 minutes)	<p>Startup Showcase 10: Thailand A showcase by a startup founder from Thailand.</p> <ul style="list-style-type: none"> Mr. Chanvit Sanguansintukul , COO of Shippop Co. Ltd, Thailand
1545 PM (10 minutes)	<p>Startup Showcase 11: Vietnam A showcase by a startup founder from Vietnam.</p> <ul style="list-style-type: none"> Mr Hoang Trung, Lozi Vietnam Joint Stock Company, Vietnam
1555 PM (10 minutes)	BREAK
1605 PM (45 minutes)	<p>Investors AMA (Ask Me Anything) Regional Angels and VCs share the inside scoop on what investors are looking for, how they pick startups for investments, identify red flags and what they need to learn from initial pitches to move forward with the funding process.</p> <p>Moderator: Mr. Edzwan Adanan, Senior Investment Manager, Darussalam Assets, Brunei Darussalam</p> <p>Speakers:</p> <ul style="list-style-type: none"> Mr. Edward Tay, CEO, Sistema Asia Capital, Singapore Mr. Tawan Boonyawat, Moonshoot Venture Capital Co. Ltd., Thailand Mr. Myoungsoo Song, CEO, Plug and Play, ROK Mr. Shaharul Azam Saleh, SVP, Technology Ventures Division, MTDC, Malaysia
1650 PM (10 minutes)	<p>Closing Remarks</p> <ul style="list-style-type: none"> Mr. Javed Ahmad, CEO, Darussalam Enterprise, Brunei Darussalam Mr. Kim Yong Moon, President, Korea Institute of Startup and Entrepreneurship (KISED), ROK
1700 PM	END