



Scale-up SG Webinar

COVID-19 and its Economic Impact

28 May 2020 | 9.00am – 10.30am | Join via webex



Dear Scale-up SG CEOs,

We are encouraged by your great response to our last webinar!

PwC is organising another webinar on “COVID-19 and its Economic Impact,” exclusively for PwC’s Cohort 1 and 2 companies. We look forward to have you and the rest of the cohort again, together with our ESG colleagues to learn more about navigating through this crisis.

Please read on for more details and the registration link below.

About the webinar:

The COVID-19 outbreak, which was declared a pandemic by the World Health Organisation on March 11, 2020, has caused a huge impact on people's lives, families and communities. As the international response develops, COVID-19 continues to present significant challenges to people and organisations around the globe.

In addition to serious health implications and the extra load put on healthcare services, businesses all over the world are reeling from the economic impact of the pandemic. Enterprises worldwide are facing cash flow issues, with some filing for bankruptcy protection. The gloomier climate sends surviving businesses into greater uncertainty. What then should business leaders be considering in light of COVID-19 to pull through the crisis and emerge stronger once the outbreak eventually recedes?

In this webinar, Dr Wilson Chew, published author and partner in PwC's Entrepreneurial & Private Business Practice (Strategy), will share his views on the economic impacts of COVID-19 and how the pandemic will reshape the business landscape. He will be joined by Chairman of OUE Commercial REIT Management Pte Ltd, Mr Lee Yi Shyan, and SMU Principal Research Associate of Sim Kee Boon Institute for Financial Economics, Mr. Thomas Lam.

We hope you are able to join us. We are also pleased to extend 2-3 invites should any of your key executives wish to attend. A confirmation notification with the webinar link will be sent from PwC closer to the date.

Webinar date and time:

Date: Thursday, 28 May 2020

Time: 9.00am - 10.30am

Agenda:

- 1) Context: COVID-19 and past pandemics
- 2) COVID-19: Economic impact
- 3) Responding to the 'New Normal'

[Click here to register!](#)

Questions?

Feel free to drop a note to scale.up.sg@sg.pwc.com if you have further enquiries.

Best regards,

Scale-up SG Programme Management Office, PwC Singapore

About the speakers**Lee Yi Shyan**

**Chairman (OUE Commercial REIT Management Pte Ltd)
Chairman (Business China)**

Mr Lee is the Chairman of OUE Commercial REIT Management Pte Ltd., OUE Lippo Healthcare Limited and OUE USA Services Corp. In addition, he is the Chairman and Director of ICE Futures Singapore Pte. Ltd. ("IFSG"). He is currently the Adviser of Keppel Corporation Limited, and Director of Sino-Singapore Tianjin Eco-City Investment and Development Co., Ltd. He is the Chairman of Business China in the non-profit organisation sector whose launch was witnessed by Mr Lee Kuan Yew and Mr Wen Jiabao.

Mr Lee is currently an elected Member of Parliament for East Coast GRC while he was the Senior Minister of State for the Ministry of National Development, Ministry of Trade & Industry and Ministry of Manpower. Prior to this, he was the Chief Executive Officer of International Enterprise Singapore, the Deputy Chief Executive Officer of SPRING Singapore and held senior operational and staff positions in the Economic Development Board.

**Thomas Lam**

**Principal Researcher, Sim Kee Boon Institute for Financial
Economics (SMU)
Independent Economist / Forecaster / Strategist**

Thomas Lam has nearly two decades of experience in the financial industry, with expertise ranging from covering the global economy, deciphering financial markets, including macro forecasting, to advising on investment strategy. He commenced his career in New York, initially at a large money-center bank and subsequently at a hedge fund. Thereafter, Tom joined UOB Group and then, as chief economist, established a research team at OSK-DMG/RHB Securities Singapore Pte. Ltd. He is currently a Principal Researcher at Sim Kee

Boon Institute for Financial Economics (SMU).

Tom has been ranked consistently among the world's top five most accurate economists on forecasting the US economy by Bloomberg from 2013 through April 2017 (placed third, last published). Formerly, he was also recognized as the second best US forecaster worldwide for 2008 to 2009. Additionally, Tom has been widely publicized as one of "Wall Street's Most Prophetic Economists". Moreover, he was exclusively identified by Bloomberg to have accurately predicted the onset of the 2009 US recovery 16 months ahead of the official announcement.



Dr Wilson Chew
Partner (Strategy), PwC

Dr Wilson Chew is a partner (strategy) in the Entrepreneurial and Private Clients practice of PwC Singapore. He specialises in corporate strategy for fast-growing medium-sized enterprise.

Throughout his career, Dr Chew has worked with entrepreneurs and family businesses to develop growth strategies to help achieve their expansion goals. His vast private sector experience, supported by his research work in academia, are antecedents of applied business methodologies designed to help enterprise owner-operators map out growth charts that are targeted at achieving their business goals. This includes developing strategic/execution plans and aligning them to the firm's corporate position in its chosen market segments and further, identifying innovation opportunities to establish differentiation.

Over the last 20 years, Dr Chew has served companies that span a large spectrum of industries in Singapore and the region. These include the Automotive, Chemical Engineering, Energy, Security, Food & Beverage, Commodities Trading, Real Estate Development & Construction, Consumer Electronics, Information Technology, Precision Engineering and Healthcare. Singled out by The Edge weekly as a thought leader in strategy, Dr Chew was awarded the Asia Brand Leadership Award in 2008. His work is established in his sell-out books. The latest is entitled "Differentiation: How To Win In A Disruptive Market published in 2017.

Dr Chew is a scholar with a Doctorate in Business Administration from the University of South Australia, a Master of Business Administration degree from the University of Strathclyde Graduate Business School (where he is a visiting lecturer) and completed his post-doctorate studies in Corporate Board Leadership at Harvard Business School.