



A BETTER FUTURE WITH CORPORATE PURPOSE

12 January 2023, 9am - 4pm

PROGRAMME

9am - 12pm

Welcome Remarks

Mr. Seah Chin Siong
Chairman, NVPC

Keynote Address

Mr. Edwin Tong
Minister for Culture, Community and Youth
and Second Minister for Law, Singapore

Panel Discussion: Business Begins with Purpose

Company of Good Strategy: A New Way Forward

Mr. Tony Soh
CEO, NVPC

1.30pm - 4pm

Purpose Speaker:

Deep Purpose and How It Drives Performance
Prof. Ranjay Gulati

Panel Discussion: The Power of Embedding Purpose

Panel Discussion: Purpose Accelerates through the Ecosystem

Closing Remarks

Mr. Tan Chuan-Jin
Speaker of Parliament, Singapore
and Advisor, NVPC

SPEAKERS



GUEST-OF-HONOUR
Mr. Edwin Tong

Minister for Culture, Community and Youth
and Second Minister for Law, Singapore



Mr. Tan Chuan-Jin

Speaker of Parliament, Singapore
and Advisor, NVPC



Mr. Seah Chin Siong

Chairman,
NVPC



Mr. Tony Soh

CEO,
NVPC



PURPOSE SPEAKER

Prof. Ranjay Gulati

Professor of Business Administration,
Paul R. Lawrence MBA Class of 1942,
Harvard Business School and
Author of "Deep Purpose"

PANELLISTS

BUSINESS BEGINS WITH PURPOSE



PANELLIST

Mr. Edwin Tong

Minister for Culture, Community
and Youth and Second Minister
for Law, Singapore



PANELLIST

**Mr. Jaime Augusto
Zobel de Ayala**

Chairman,
Ayala Corporation



PANELLIST

Mr. Dilhan Pillay

Executive Director and CEO,
Temasek Holdings



MODERATOR

Ms. Chong Ee Rong

Vice-Chair, NVPC and
Vice-Chair, Singapore
Business Federation

THE POWER OF EMBEDDING PURPOSE



PANELLIST

Mr. Bey Soo Khiang

Vice Chairman,
RGE



PANELLIST

Mr. Samir Singh

Chief Marketing Officer for
Global Personal Care and
Chair for Unilever Asia



MODERATOR

Ms. Fang Eu-Lin

Partner and Sustainability &
Climate Change Practice
Leader, PwC Singapore

PURPOSE ACCELERATES THROUGH THE ECOSYSTEM



PANELLIST

Ms. Deborah Ho

Country Head of Singapore
and Head of Southeast Asia,
BlackRock



PANELLIST

**Mr. Panote
Sirivadhanabhakdi**

Group CEO,
Fraser's Property



PANELLIST

Mr. Ng Tian Chong

Managing Director,
Greater Asia, HP



MODERATOR

Mr. Suhaimi Zainul-Abidin

Board Member, NVPC and
CEO Quantedge Capital

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TOGETHER, BECAUSE

