

Asia Pricing Professionals 7th Annual Pricing Conference 2023

Pricing in the shadows of global recession

Pricing and revenue management insights, by pricing and revenue management practitioners, for pricing and revenue management practitioners!

<http://www.asiapricingprofessionals.com>

<http://www.pricingconference.com>

M Hotel SINGAPORE City Centre
Singapore 11th and 12th of MAY 2023
(Workshops on 10th of MAY)



Our sponsorship partner



Our contribution goes to



Welcome Message

Jesper
Hansson

Message from our President



The world has been toppled around the past few years during the Cov-19 pandemic and what used to be normal has now turned into a new normal. On top of that we are facing a lot of uncertainty of what will happen next.

Companies in APAC have already taken action on their pricing and are expecting more actions to be taken. However, the lingering doubt is there as to whether the actions are correct, or whether they will harm businesses.

This years Pricing Conference will focus on the unstable world we live in at present and will present an opportunity for participants to gain significant knowledge of best practices in uncertain times. It will give you a chance to network with the most knowledgeable Pricing practitioners in Asia and give you the tools to ensure the highest level of confidence in your decision making.

I welcome you to the 2023 Asia Pricing Professionals conference.

A handwritten signature in black ink, appearing to read 'Jesper Hansson'.



<https://www.linkedin.com/in/jesperhansson/>

Table Of Content

01. **10th May 2023** Pre-conference workshops

02. **Conferences**

02.1 **11th May 2023** Morning: Special invite session 1st day of 2023 APP Conference

02.2 **12th May 2023** 2nd day of 2023 APP Conference

02.3 **Purpose of this event** Contribute to an important charity in Singapore

02.4 **Speaker list** Professionals sharing their expertise

03. **Contact, questions, information details & Pricing**



Pricing needs to serve
**the company
Strategy.**

02.1 Pricing in the shadows of global recession

11th May 2023

Agenda Day 1

Morning

09:00-09:30	Introduction and welcome [Jesper Hansson and DOT representative]
09:30-10:30	Keynote: The Unknown Power of Pricing, How Strategic Pricing Can Help in Turbulent Times [Frederic Duhamelle]
10:15-10:45	Coffee and networking break
10:45-11:30	C-level panel discussion: getting prepared for a likely recession, how the pricing function can help deal better with the challenges [Eric Paillard, Romain Zanolo, Frederic Duhamelle, Jesper Hansson]
11:30-11:45	Conclusion and closing of C-Level segment [Jesper Hansson]
11:45-13:00	Networking lunch

Afternoon

13:00-13:15	Introduction to afternoon session [Jesper Hansson]
13:15-14:15	Pricing to overcome Inflationary pressure and post-pandemic effect [Chin Hee Lim]
14:15-15:00	Coffee and networking break
15:00-16:00	How are you dealing with pricing decisions in uncertain times [Sonny Supriady]
16:00-16:30	Pricing strategy considerations in difficult times [Dr. Demain Lee]
16:30-16:45	Closing day 1 [Jesper Hansson]

02.2 Pricing & Revenue Management in the shadows of global recession

12th May 2023

Agenda Day 2

Morning

09:00-09:30	Welcome to day 2 and recap of day 1 [Jesper Hansson]
09:30-10:30	B2B Pricing in a high-inflation environment [Reena Katyare]
10:30-11:15	Coffee and networking break
11:15-12:00	Driving changes to implement a successful pricing function [Frederic Duhamelle]
12:00-13:00	Networking lunch

Afternoon

13:00-13:15	Introduction to afternoon session [Jesper Hansson]
13:15-14:15	Pricing transformation in turbulent times [Deepak Sood]
14:15-15:00	Coffee and networking break
15:00-16:00	How are you dealing with pricing decisions in uncertain times [Samir Kagrana, Priya Matzen and Adelina Pillai]
16:00-16:15	Conference closing [Jesper Hansson]

02.3 Purpose of this event

Help APAC companies to capture untapped profit and sales opportunities through pricing

Help Asia Pricing practitioners grow professionally

Support great Singapore charity. All profits from the conference goes towards the Daughters of Tomorrow charity.

About this interactive session

1. Plan to join Asia Pricing Professionals senior leadership event, focusing on highlighting the increasing importance of pricing in the current high-inflation environment.
2. This highly interactive event provides senior leaders with an opportunity to understand and discuss:
 - Current challenges faced in a near-recessionary economy.
 - The best practices available in order to maximize profits in an inflationary environment.
 - The importance of price managing prices strategically to boost the financial impact on your P/L.
3. The senior leadership event is an invite-only closed event and a great opportunity to network with peers and gain critical cross-industrial knowledge.

Agenda

- 09:00-09:30 Introduction to event and charity
- 09:30-10:30 Keynote: The Unknown Power of Pricing, how to make it happen in your company.
- 10:15-10:45 Coffee and networking break.
- 10:45-11:30 Panel discussion: Pricing's role in a recessionary and high-inflation environment. Price management and successful execution of pricing strategies.
- 11:30-11:45 Conclusion and closing of senior leadership segment.
- 11:45-12:45 Networking lunch.

Take away

- **Gain important knowledge** about the pricing lever to boost your financial performance.
- **Gain cross-industry knowledge**
- **Network with peers**
- **Contribute to an important charity in Singapore**



2023 Asia Pricing Professionals Conference Speaker list



Jesper Hansson
President
Asia Pricing Professionals



Frederic Duhamelle
Sr Vice President APAC
Stratence Partners



Samir Kagrana
Head - Strategic Deal Development
& Enterprise Client Solutions
Labcorp



Sonny Supriyadi
SVP. Head, Pricing and Data
Analytics
Maybank Indonesia



Dr. Demain Lee Wen Jun
Strategic Pricing Lead, Global
Emerging Markets
ConvaTec



Priya Narayan Matzen
Senior Director of Market Access
& Pricing
Merck Group



Chin Hee Lim
Pricing Process | Value Based
Pricing | APAC Senior Pricing
Management Director



Romain Zanolo
Managing Director for the APAC
Payment Services (PS) business
IDEMIA



Reena Katyare
CA, CPP. APAC Pricing
Excellence Lead
Bayer Crop Science



Adelina Pillai
Director, Hotel Revenue
Optimization
Southeast Asia



Deepak Sood
GTM Strategy | Commercial
Excellence | Value Based Pricing
Strategy | Revenue Management



Eric Paillard
Managing Director
APAC
ADISSEO



03 Contact, questions, information details & Pricing

Contact, questions & information details



Email

Contact@pricingconference.com



Website

www.pricingconference.com

Pricing

Training Day
SGD 800

C-Level segment only.
incl. breakfast, coffee/tea and lunch
SGD 500

Thursday/Friday pass
SGD 1,500

Bundle, C-Level segment
+ 1.5 Day Conference
SGD 2,000

Bio - Jesper Hansson

President Asia Pricing Professionals

*Jesper Hansson is one of the founders of **Asia Pricing Professionals** and the current elected President. Jesper currently leads the pricing at **Wilhelmsen Port Services** as Global Head with base in Singapore and has worked across industries on commercial optimization for more than 30 years, focusing on pricing and revenue management.*

Jesper has a profound love of pricing and seeks to develop the pricing community across Asia Pacific to enhance the importance and power of the very specific area of specialization. Jesper loves to tell stories and share knowledge and is considered a pricing evangelist and area expert within his field by his peers.



<https://www.linkedin.com/in/jesperlhansson/>

Bio - Frederic Duhamelle

Senior VP Stratence Partners

Support C-Level Executives to build sustainable Commercial and Pricing Capability & Performance | Commercial & Pricing Excellence Builder | Sales & Profit Booster | Change Leader | Happy Singapore PR

Frederic Duhamelle is an internationally renowned pricing expert. Over the last 20 years, he gained a deep experience and expertise across a wide range of industries, such as pharmaceutical, medical device, chemicals, oil & gas, agriculture & automotive industries.

As a Global Executive Leader, Frederic has led worldwide scale pricing transformations as well as capability, team & performance development programs of several companies such as GE, Syngenta, Givaudan, Medtronic, to name a few, delivering significant financial impact.

Frederic earned a M.Sc. Agro Engineering from SupAgro (France), an Executive MBA from ESCP Europe Business School (France, ranked #5 worldwide by the Financial Times 2022). He is also Six Sigma certified & Certified Pricing Professional from PPS.

*Frederic is Senior Vice President at **Stratence Partners**. He supports C-level Executives from various multinationals to establish world-class capabilities and leverage the power of pricing & commercial excellence at scale.*



Stratence Partners
Strategy Optimization, Commercial Effectiveness & Pricing Excellence



<https://www.linkedin.com/in/fduhamelle/>

Bio - Sonny Supriyadi

SVP. Head, Pricing and Data Analytics Maybank Indonesia

Sonny is a seasoned professional and has led Pricing and Data Analytics projects/transformations in Asia, Europe and North America.

Sonny returned to Indonesia in July 2019 after spending 20 years living and working in the UK.

*His current responsibility at **Maybank** Indonesia is to lead and manage a team of data scientists, market researchers and pricing specialists, developing a relatively new Division to convert data into meaningful and actionable insights for the Bank to better serve its customers.*



Maybank



<https://www.linkedin.com/in/sonny-supriyadi-3973441b/>

Bio - Samir Kagrana

Head - Strategic Deal Development & Enterprise Client Solutions at Labcorp
Expert Mentor at ICP



Samir is an experienced and successful leader with expertise in Deal Development, Strategic Pricing, Commercial Operations and Business Development. He has gained diverse and cross-cultural experience in APAC region, offering an impressive 22 year background in healthcare & biomedical research industries.

*In current role, Samir supports **Labcorp's** Commercial Growth Strategy in APAC and lead Strategic Deal Development and Partnering efforts.*

Samir believes in lifelong learning and development, giving back and making a positive impact in every opportunity he gets.



<https://www.linkedin.com/in/a-prof-dr-detlev-remy-65886315/>

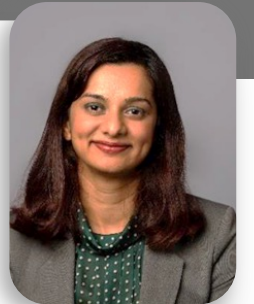
Bio - Priya Matzen

Head of Market Access & Pricing, Asia-Pacific, Merck KGAA

*Priya Matzen is Head of Market Access and Pricing at **Merck Group/EMD Serono**. As a member of the global and regional leadership team, she is responsible for the development and implementation of market access and pricing strategies across Merck portfolio in the Asia-Pacific region. Previously she was Director of Strategic Pricing and Policy, Asia-Pacific at Janssen (Johnson & Johnson company) where she spearheaded pricing and policy strategies for marketed products and pipeline assets. Priya brings over 20 years of strategic and operational experience in market access, pricing, and public affairs from global, regional, and country roles.*

Ms. Matzen is passionate about health care system strengthening in low-and middle-income countries, women's health, ESG and Diversity & Inclusion. During her tenure at Novo Nordisk, she was part of the working group that established women in leadership targets for senior roles in the company. She developed decarbonization strategies for Novo Nordisk before this was recognized as a key sustainability issue.

Ms. Matzen is a pharmacologist by training and received her business education from INSEAD business school, France. She has published on Women and Diabetes and is a visiting fellow at the University of Southampton, UK.



<https://www.linkedin.com/in/priya-narayan-matzen-b159472/>

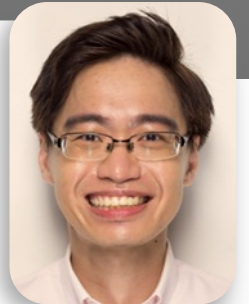
Bio - Dr. Demain Lee Wen Jun

Strategic Pricing Lead, Global Emerging Markets at ConvaTec

Demain has over 15 years of experience across diverse industries such as Med Tech, Life sciences, ICT and Technology, with strategic pricing, tender management, Business management and product management roles. Before joining ConvaTec, he worked for Thermo Fisher, Medtronic, Seagate, Singtel and Hewlett-Packard.

*He is now responsible for shaping, managing, and leading the strategic pricing direction in **ConvaTec's** Global Emerging Market. Demain is passionate about using pricing strategy as an enabler to drive sales productivity, profitability, revenue, and market share.*

Demain holds a doctorate in Business Administration from the University of Liverpool, focusing on pricing and competitive advantage.



<https://www.linkedin.com/in/dr-demain-lee-a4b71b30/>

Bio - Chin Hee Lim

Pricing Process | Value Based Pricing |
APAC Senior Pricing Management Director



Chin Hee is a seasoned, people-oriented and results-driven Finance, Commercial & Pricing professional with 18 years of experience across diverse industries such as Building Technology & Solutions, Water solutions, Fintech, Management Consulting and Advisory services.

He has gained cross-cultural experience in APAC, Africa and Middle East region from MNCs such as Accenture, Ernst & Young, Johnson Controls, Xylem and FIS Global.

Some of his key responsibilities include driving Pricing Strategies, setting up Pricing tools governance and process, Value Based pricing, Competitor price monitoring and benchmarking mechanism.

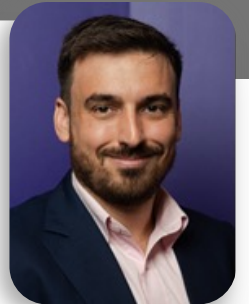
Chin Hee is a Singapore Chartered Accountant and a Certified Pricing Professional from PPS.



<https://www.linkedin.com/in/chin-hee-lim-56734348/?originalSubdomain=sg>

Bio - Romain Zanolò

Managing Director for the APAC Payment Services (PS) business at IDEMIA



***Romain Zanolò** is the Managing Director for the APAC Payment Services (PS) business at IDEMIA and is currently based in Singapore. He oversees the overall management of the APAC FI business, P&L as well as regional corporate strategies. During his years at **IDEMIA**, Romain has led the successful sales and implementation of several projects with banks and fintech's alike.*

On top of Romain's expertise in the payment industry, he has an extensive experience in corporate financial advisory, including financial modeling, transaction support and strategic consulting.

Prior to his current role, Romain was based in Hong Kong, as APAC Deputy Regional Director for Oberthur Technologies (now IDEMIA), where he looked after strategic marketing, pre-sales of advanced fintech offers and pricing as well as bid management. Prior to this, Romain lived in Paris and Tokyo, as Strategy and M&A project manager for IDEMIA and concluded several acquisitions for the group. He started his career in corporate finance consulting and worked on the merger of 3 airlines to launch HOP! Airline (by Air France).

Romain is also a FinTech start-up mentor at F10 in Singapore. He has been co-leading IDEMIA submission for the MAS Global CBDC Challenge that has been shortlisted among the finalists. He holds two Masters Degrees; in Management from ESCP Europe and in Engineering & Applied Mathematics from CentraleSupélec, France.



<https://www.linkedin.com/in/romainzanolo/?originalSubdomain=sg>

Reena Katyare, CA, CPP

APAC Pricing Excellence Lead, Bayer Crop Science

Reena is a seasoned, deep accomplished and results-driven Finance & Pricing Professional with over 16 years of experience in APAC region across diverse industries such as Agro Chemical, Medical Devices, Investment banking, in driving Pricing Strategies, Value Based pricing, Price governance, Financial Planning & Analysis, Channel Management and Tender Management.

*Reena is currently responsible for driving Pricing excellence and Pricing transformation for **Bayer Crop Science APAC business**.*

Reena is a Chartered Accountant and a Certified Pricing professional from PPS.



<https://www.linkedin.com/in/reenakatyare/>

Bio - Adelina Pillai

Director, Hotel Revenue Optimization – Southeast Asia



Adelina Pillai serves as Director of Hotel Revenue Optimization for Southeast Asia & Pacific at Preferred Hotels & Resorts. In this role she provides member hotels across the region and globally with tailored revenue-focused support, including market intelligence data from feeder and emerging markets, tactical rate pricing insights, and strategic solutions to support their distribution and revenue optimization goals. She also works with the brand's portfolio of luxury hotels across Southeast Asia & Pacific to drive guest loyalty via the I Prefer Hotel Rewards program for direct channel optimization.

Adelina joined Preferred Hotels & Resorts in 2014 and brings more than 20 years of progressive experience within the hospitality industry specializing in hotel revenue management, distribution, and e-commerce. Prior to joining the independent hotel brand, she held revenue management positions at Millennium & Copthorne's Orchard Hotel Singapore and Marina Mandarin Singapore where she was responsible for maximizing room sales and led digital marketing campaigns focused on boosting e-commerce revenues and profitability. A passionate hospitality professional, Adelina is a strong advocate of continuous learning and recently earned certification from AHLEI - American Hotel & Lodging Educational Institute / STR for Hotel Industry Analytics (CHIA) and has been a HSMAI Certified Revenue Management Executive (CRME) since 2015. She is based in Singapore.



<https://www.linkedin.com/in/adelina-pillai/>

Bio - Eric Paillard

Managing Director APAC, ADISSEO



*With more than 25 years in the feed industry, **Eric** is currently the Managing Director for **Adisseo** Asia Pacific.*

Eric, started his career as an engineer in agriculture. He holds a master is sales and marketing (IAE Paris-Sorbonne business school) and completed the Executive Management Program of CEDEP - The European Centre for Executive Development co-located on the INSEAD campus in Fontainebleau.

Before moving to Asia in Jan 2021, Eric served in various positions focusing on Sales, Marketing and Business development at global level, leading Adisseo's teams to profitable and sustainable growth.

Eric has Practical experience in pricing management for specialty and commodity products and is driven by continuous improvement and change management to create value for customers.

Adisseo, one of the world's leading experts in feed additives, strives to be the partner of choice in animal nutrition, providing solutions and additives for animal feed.

Our mission is to feed the planet in a high-quality, affordable, safe and sustainable way.



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Bio - Deepak Sood

GTM Strategy | Commercial Excellence | Value Based Pricing Strategy | Sales Operations | Deal Desk Management | Revenue Management

Deepak Sood is a senior Value-Based Strategic Pricing professional with 20 years of APAC experience in B2B and B2C within IT, FMCG, and Fintech industries.

He has demonstrated a record of exceeding profitability goals, turning around loss-making/underperforming units to deliver revenue and profits by improved price realization, and margin optimization by implementing frameworks and guidelines along with process governance.



<https://www.linkedin.com/in/deepaksood/>



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