



The
InsightBureau

DR YUWA HEDRICK-WONG

Global Economist and
Emerging Markets Business Strategist

*An Economist with Astonishing Knowledge
Who Can Talk to Business Executives About
Complex Issues in Ways They Can Understand*

Dr YUWA HEDRICK-WONG

his approach

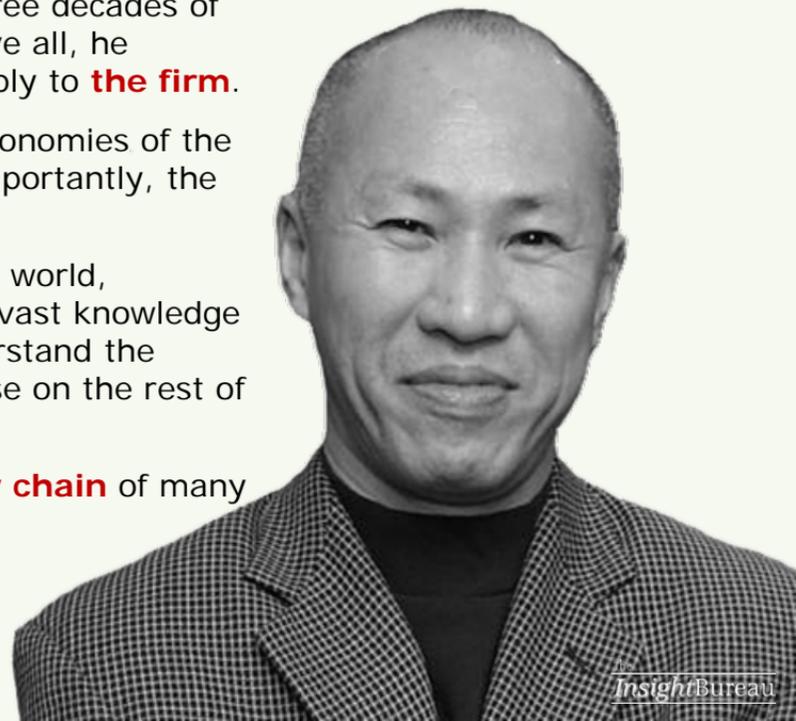
Yuwa Hedrick-Wong enjoys a **tremendous reputation** built up over three decades of advising Boards, Chief Executives and senior management teams. Above all, he manages to relate **macroeconomics** developments to how they will apply to **the firm**.

A truly **global economist**, he understands both the developed world economies of the US, UK and Europe and the economies of the emerging markets, and importantly, the **critical linkages** between them.

He understands the fastest-growing and most **dynamic markets** of the world, especially **Asia**, but also **Africa** and the **Middle East**. In particular, his vast knowledge of **China** provides unique insights and perspective that helps both understand the prospects for the Chinese economy as well as the **implications** of its rise on the rest of the world.

Yuwa also understands the economic dynamics along the **entire supply chain** of many industries, from the point of manufacture right down to the retail outlet.

Invaluable Analysis • Insights • Interpretation



Dr YUWA HEDRICK-WONG

key facts

Currently ...

- An **Independent** global & emerging markets economist
- Global Economic Advisor, **MasterCard** Worldwide International
- Chief Economist and Chair of **Academic Advisory Council** at MasterCard **Center for Inclusive Growth**

Formerly

- Advisor, **Southern Capital Group**
- Advisor, Investment Council of **ICICI**
- Distinguished Visiting **Professor of International Business** at the University of British Columbia Sauder School of Business
- Adjunct professor, School of Management, **Fudan University**
- **Author** of a series of books on consumer markets
- Professional **Speaker** and **Advisor**
- **Ph.D. in Economics** from Simon Fraser University

Flies from **Vancouver**

Presents to business executives around the world, at conferences, client forums management meetings and Board Strategy meetings.



Sample speaking topics:

Prospects for the Global Economy: Identifying the drivers for global economic growth in times of political uncertainty.

The Emerging Markets: As the world focuses more on the world's most dynamic markets, what are the realistic prospects and what is their interrelationship with the developed economies?

China's Economic Role in the World: Understanding how China's economy will evolve is critical to international business strategies. How is China's early growth model changing, and how will China's influence be felt in Asia and around the world?

Dr YUWA HEDRICK-WONG

What people say

Yuwa was **outstanding**. I heard from a couple of folks that he was the **best economist we've ever had** (and that's saying something!). What worked was his clarity and distinct point of view. I can guarantee you, we will have him again soon!" Director, World 50 Inc

Very impressed ... we were especially pleased with his **willingness** to understand what we were trying to convey to our audience." Marketing Manager, Accenture

"Perfect for the occasion. This was exactly what we wanted, presented in a great way." Senior Vice President PSG Asia-Pacific, Hewlett-Packard

"Great. **Very knowledgeable** with good depth of the underlying dynamics. He is open and **engaging** in his style makes everyone at ease with a heavy economic topic." Vice President, PSG SEA and Taiwan, Hewlett-Packard

"It **exceeded my expectations**. We could have listened to you all day. I think your presentation went a considerable way towards positioning the Asia region and focusing the research objectives." VP Corporate Communications, SAP Asia

"A **superb delivery** and an **enlightening** presentation. Everybody was impressed by your ability to link various complex issues together and still come up with an **easy-to-understand**" explanation. You addressed all the topics relevant to the strategic board." Director for Asia Pacific – DSM Nutritional Products

"It was **dynamic**, highly **relevant** and **stimulating**, with sharp and **unique insights**. Despite the challenging time ahead, I have no doubt **you have inspired us**." CEO Asia Pacific, Grey Group



Useful links for Yuwa Hedrick-Wong:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)

Knowledgeable ▪ Engaging ▪ Insightful



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