

Graeme Maxton

Asia Correspondent – *The Economist*
Writer, Commentator and Moderator

Asian economy and business challenges



Professional Experience – engaging insights on Asia business

- well known for his insights, stimulating presentations and event-chairing style, Graeme delivers punchy, clearly articulated analysis on the challenges of doing business in the world's fastest growing economic region. With an eye to global business affairs he draws on over 25 years' consulting and advisory experience
- Graeme is a natural and skilled moderator, renowned for his "in-conversation" interview style – both live and recorded - with CEOs, political and business figures including Carlos Ghosn, President of Nissan, Vincent Cheng, Chairman of HSBC and Frank Braeken, Chairman of Unilever China
- he advises a wide range of businesses including automotive, manufacturing, distribution, financial services, consumer and service sector companies and has also presented to and advised various governments on their industry policies
- until May 2007 he was Regional Director of the Economist Intelligence Unit in Asia, responsible for the editorial content of the *Corporate Network*, a membership programme for senior regional executives, offering independent, opinion-leading research and analysis of trends and issues driving business in the region. He continues to write for *The Economist* as a freelance correspondent on Asia
- he also chaired meetings, CEO lunches and led Economist Conferences Roundtables around the world on a wide range of subjects including energy, defence, banking compliance, manufacturing in China and the automotive industry.

Publishing and media exposure

- a regular freelance contributor for *The Economist*, *The World in*, *The South China Morning Post*, and Economist Intelligence Unit publications like *Business China* and *Business Asia*
- presenter of the Economist Corporate Network's *Doing Business in Asia* video series
- regularly appears on major international news channels including CNN and the BBC as well as radio and is a regular guest, and guest host on CNBC Asia's morning news programme "Squawk Box"
- co-founder in 1992, and director until 2007, of *autoPOLIS*, an automotive industry consultancy which successfully advised multinational clients and governments across the globe. Graeme was the Asia Director providing analysis and presentations at board level for companies building their presence in the region
- author of countless articles as well as two best-selling books co-authored with John Wormald, *autoPOLIS - Time for a Model Change* (Cambridge University Press feature book of the year 2005) and *Driving off a cliff?* nominated for the *Financial Times* 'best book about business' award

Sample assignments

- he presents on wide range of topics from the global economy, Asia's strategic markets, China risks, challenges of managing Asian businesses, Asia's talent challenge and corporate social responsibility.
- Sample presentations titles:
 - *What do the world's economic storms mean for Asia?*
 - *Time for a model change? the outlook and options facing the world's automotive industry*
 - *Count on China - the social, political and economic prospects facing the emerging super-power*
 - *Asia's possibilities - the seven key issues investors all need to understand*
 - *Doing business in China - do yours with care!*
- Graeme chairs entire conferences or moderates keynote sessions and manages live debates
- provides confidential briefings to chief executive officers and boards at global headquarters
- delivers kick-off presentations and facilitate discussion at regional strategy and planning meetings
- keynote speeches at major global industry conferences or business summits
- facilitation of working group sessions at a client off-site meeting
- automotive industry briefings including PT Astra International, Moog, TATA Motors, Ford Motor Company, Renault, Iran Khodro, GKN, SKF, Continental Teves, Visteon, TRW, LeasePlan, Federal Mogul
- client presentations include ABN Amro, Air Products, Acelor, Basell, Bayerische Landesbank, CIC Group, Citigroup, Commerzbank, CSLA, Deutsche Bank, Ernst & Young, Fortis, Freshfields, Hewlett-Packard, KPMG, Macquarie Bank, Sasol, Societe Generale, TNT, Watson Wyatt
- he has chaired many varied business events including industry forums on energy, automotive, banking and compliance, manufacturing in China and defence

Graeme Maxton – personal bio data

- writer, author and commentator on Asia's economies and business challenges
- with The Economist Group in Hong Kong from 2005-2007 but has been a contributing editor for over 15 years, now a freelance contributor to *The Economist* and other Group publications like *The World in*
- co-founder, and director until March 2007, of *autoPOLIS*, a world-respected authority on the automotive industry, advising leading vehicle manufacturers, components manufacturers and government agencies in the automotive industry
- was previously a management consultant with Booz Allen Hamilton and prior to this he had a career in banking with Citibank and American Express
- visiting professor at City University Business School, London, 1988 to 2002
- holds a first-class degree in economics and operations research and an MBA
- lives in Hong Kong and Vienna splitting his time primarily between Asia and Europe