

Pam Woodall
Asia Economics Editor
The Economist

Writer, Speaker on Global and Asian Economics



Professional Experience

- Ms. Woodall is based in Hong Kong having developed her career as a journalist in the UK based in London. During her 13 years as The Economist's Global Economics Editor, she has been a regular visitor to the US, Europe and Asia
- her reputation has been built upon over 21 years at *The Economist* as a top economist and journalist
- she writes chiefly on international economics, Asian economies, European economies, the rise of China and other emerging economies, and exchange rates
- in recent years Pam has also written about the economics of new technology, asset-price bubbles and the re-emergence of China and India as economic giants
- she is the inventor of *The Economist's* now famous "Big Mac Index"
- her unrivalled understanding of macroeconomics enables her to identify and anticipate key developments that will likely impact strategic business decisions for organisations operating globally
- her coverage spans all industry sectors but she has paid particular attention to global housing markets
- Pam is a outspoken and relishes occasions to debate issues

Published papers and awards

- author of *The Economist's* widely-respected annual survey entitled *The World Economy*
- writes the economic leaders for *The Economist* and also contributes to *Global Agenda* which is part of the editorial content on *economist.com*
- contributes to *The World in* magazine published by The Economist Group
- interviewed regularly on international radio and television including BBC and CNN and many others and is often sought after for interviews in the international press
- jointly-won the 2006 Wincott Foundation award for "senior financial journalist of the year", won "best economics journalist" of 2006 at the *Business Journalist of the Year* awards and won the 2005 Rybczynski Prize awarded by the Society of Business Economists

Pam Woodall - Personal information

- joined *The Economist* in 1985 as Economics Correspondent and become Economics Editor in 1993 and Asia Economics Editor in 2006
- previously worked for Bank of America and before that as an economist in the UK Government Economic Service
- Pam was educated in the UK and gained honours degrees in Economic from Manchester University and the London School of Economics.

Client testimonials

- *I have worked closely with many of the world's leading speakers - you are definitely the quintessential pro!*
Dave Khan, CEO of TriStar Events / Abu Dhabi Corporate Leadership Forum
- *Please pass on to Pam our thanks for her wonderful presentation at the forum in Seoul. It set the tone and themes for the event perfectly and she impressed all the delegates*
Peter Mitchell, Chief Executive, Asian Public Real Estate Association
- *"Your breakfast session on the global economy was a terrific opener for a very successful new event, and your name has come up constantly since as one of the day's outstanding speakers."*
International Management Australia, CFO Forum
- *"You really hit the headlines here yesterday, front page of several newspapers including the biggest selling, Irish Independent. Your presentation was excellent and so well delivered."*
Simply Mortgages, Dublin

Sample assignments

- regularly conducts confidential personal briefings to global Chief Executives
- is invited as a guest speaker at special client functions
- delivers keynote addresses at international regional business summits around the world
- specific speaking engagements have included
 - World Economic Forum - DAVOS - 2006, 2005, 2004
 - Abu Dhabi Corporate Leadership Forum – March 2008
 - Global Real Estate Institute - *Chairman's Retreat* - 2005, 2003
 - Credit Agricole *Asset Management Investment Conference* Abu Dhabi, 2006
 - MasterCard Forum on *Womenomics*, Singapore, 2006
 - International Management Australia *CFO Forum* Sydney, 2005
 - The Bank Credit *Analyst International Investment Conference*, New York, 2004
 - Oracle *CFO Conference*, Sydney, 2004
 - *Australian Industry Group Annual Conference* 2004
 - *The Economist Global Agenda* London 2004, 2005
 - *Simply Mortgages Global Housing Market Conference*, Dublin, 2005
 - Numerous Economist Conferences CEO events; *Government Roundtables in Australia and New Zealand Government*, *Heads of Asia Pacific Operations Roundtable*, *The Leaders' Retreat*