

## Dr. Yuwa Hedrick-Wong

Chief Economist & Chair of Advisory Council  
MasterCard Center for Inclusive Growth

Independent Global Economist & Asia Business Strategist



Yuwa Hedrick-Wong's combination of rigorous economic analysis and effective communication is a potent cocktail; he identifies the key developments that matter and interprets their implications in ways that business leaders and investors can understand.

### Professional Experience - original, independent insights

- Yuwa Hedrick-Wong has over 30 years of experience as a global economist, business strategist, author and writer.
- He is currently a global economic advisor to MasterCard Worldwide International, and the Chief Economist and Chair of the Academic Advisory Council at the MasterCard Center for Inclusive Growth.
- He has been until recently an advisor to other organisations; e.g. ICICI and Southern Capital Group.
- He was until recently the Distinguished Visiting Professor of International Business at the Sauder School of Business, University of British Columbia, Canada, and an Adjunct Professor at Fudan University, China.
- He has strong expertise in the dynamic emerging markets of the world, in particular Asia, along with a strong focus on China, India and Southeast Asia.
- He provides macroeconomic analysis and economic forecasts for the world economy, Asia/Pacific and other key emerging economies of the world.
- A highly sought-after presenter for events ranging from major business & investor summits to client seminars and corporate briefings and board presentations.
- Monitors and forecasts economic growth, emerging regional trends, advises on market entry, public policy challenges, impacts of demographic and lifestyle changes and overall business opportunities and threats.

### Published books / papers - an authority on Asia markets

- Over many years, Yuwa was the principal author and editor of the *MasterCard Insights* report series.
- He is the author of four books on demographics: *"The Future and Me; Power of the Youth Market in Asia"* (John Wiley & Sons Feb 2008); *"Holding up Half of the Sky: women consumers in Asia"* (John Wiley & Sons May 2006); *"The Glittering Silver Market: the rise of elderly consumers in Asia"* (John Wiley & Sons September 2006); *"Succeeding Like Success: the affluent consumers of Asia"* (John Wiley & Sons October 2006.)
- He is a regular commentator interviewed on CNBC, BBC World, CNN, in China with CCTV, BTV and CBN, and many others.
- Press interviews in *The Economist*, *International Herald Tribune*, *Asian Wall Street Journal*, *Business Times* (Singapore), *South China Morning Post* (Hong Kong), *Bridge News*, *Asia Banking and Finance*.

## Sample assignments – briefings, research & speeches

- Yuwa Hedrick-Wong frequently addresses global business leader summits; examples include investor forums with CLSA, Goldman Sachs, Morgan Stanley, Nomura, and private bank seminars with firms like HSBC, ABN Amro, and international business summits including the Inter-Arab Cambist Association, CoreNet Global and Forbes Asia. He has addressed client forums for companies like Accenture, HP, Ingersol Rand, Oracle, Orange and SAS Institute and industry conferences across various sectors including travel & hospitality, retail & luxury, real estate and others.
- He makes special presentations to CEOs and Board members around the world, as well as confidential briefings to senior management teams. The many client companies have included Cisco, Cigna, DSM, Grey Group, KPMG, Lanxess, Roche, SAP, Standard Bank of South Africa, Wal-Mart and many others.
- Both independently and through his association with MasterCard, Yuwa has advised a large number of financial institutions across the world, as well as Central Banks in the Asia Pacific region.
- He has also spoken at, or conducted economic research projects with, academic institutions such as the National Economic Research Institute (Beijing), School of Management at Beijing University (Beijing), Business School of Fudan University (Shanghai), Korea Development Institute (Seoul), Samsung Economic Research Institute (Seoul), Institute of Economic Research, Hitatobashi University (Tokyo), Faculty of Finance, Waseda University (Tokyo), School of Economics, University of Asia and the Pacific (Manila) and the Gordons Institute of Business Science at the University of Pretoria (South Africa).

## Yuwa Hedrick-Wong - Personal information and work experience

- He is currently a global economic advisor to MasterCard Worldwide International, and the Chief Economist and Chair of Academic Advisory Council at MasterCard Center for Inclusive Growth
- Has had advisory roles with the Investment Advisory Committee of ICICI, India's largest private bank, and Southern Capital Group.
- He was previously an Adjunct Professor at Fudan University, China.
- From 2011-4, Distinguished Visiting Professor of International Business at the Sauder School of Business, the University of British Columbia, Canada.
- Consultant to Global Demographics (2004-2007) - formerly known as Asian Demographics.
- Chief Strategist with Strategic Intelligence, Economic Advisor and Project Chief Economist with The British High Commission Bangladesh, CEO of Canadian Advanced Medical Services International and Executive Vice President and Managing Director, Horizon Pacific International.
- Yuwa was educated in Canada, holds a BA in Philosophy, Political Science & Economics from Trent University, Canada (1972), an MA in Economics (1979) and a Ph.D. in Economics from Simon Fraser University, Canada (1981).

## Client testimonials - "memorable and actionable"

- *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
- *"I cannot tell you how impressed the audience was with your speech. Since yesterday, I have heard over and over again what a fascinating and incredibly thought provoking presentation you provided. We are so appreciative of your participation and insights.* Senior Manager, Ingersoll-Rand
- *"Yuwa combines a disciplined economist's appreciation for rigorous analysis with a consummate communicator's knack for delivering a message that is both memorable and actionable. He is undoubtedly one of the leading pundits on Asian economic development and business strategy."* President of AT&T China
- *["On behalf of the \[participants\] I would like to sincerely thank you for 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