



ASIA-PACIFIC ASSOCIATION OF  
COMMUNICATION DIRECTORS



JOIN US NOW AND SHAPE  
ASIA-PACIFIC'S FIRST NETWORK  
FOR IN-HOUSE COMMUNICATORS

# NURTURING COMMUNICATIONS ACROSS THE ASIA-PACIFIC

Dear Colleagues,

The Asia-Pacific has experienced unprecedented growth and development over the past decades and companies have sharpened their focus on the region with high market potential. Communication has become a management task of increasing importance across all continents and now plays a key role in every modern organisation. The past few years have been dominated by the rise of digital technologies, new communication channels and transboundary dialogue across multiple social networks. This new collaborative and conversation-based business environment empowers stakeholders and requires communicators to explore new holistic perspectives about the art and science of building relationships beyond borders.

Thus it is more important than ever that we gather together to debate and promote professional standards that generate trust and endorse an industry reputation marked by high knowledge standards thereby creating and maintaining a strong image for our profession in the region. Being a well-connected communicator is essential in this era of ultra-connectivity.

APACD provides a network for mid- to senior-level in-house communications professionals from all fields and industries across the Asia-Pacific. Even at this early stage in APACD's development, over 500 communicators have signalled their dedication to cross-border exchange, transparency, qualification and knowledge-sharing by joining the association. For those who are keen to join their fellow colleagues, the opportunity is there to support the association in establishing itself as the key community for communication professionals. This being our vision, I would be delighted if you would join us on this journey.



**Pierre Goad** // *President of APACD*  
*Group Head of HR and Communications // HSBC Holdings*

# A COMMUNITY ACROSS BORDERS



## + Flourishing Country Networks

Over the last few months our country networks have flourished with launch events taking place in Singapore, Hong Kong, Japan und Malaysia. The topics discussed covered a wide range of themes from social media policy, over the strategic nature of communications and the opportunities and challenges the communications function must embrace in order to strengthen its position and ensure business success. Especially APACD's dedicated country coordinators were committed to turning every regional event into a unique and engaging experience for members and participants. All launch events have sparked enormous interest and reflect high hopes for the development of APACD country chapters in the months and years ahead.



# MEET THE APACD...

The Asia-Pacific Association of Communication Directors provides an in-house network for mid- to senior-level communication professionals from all fields and industries across the Asia-Pacific region. We offer a forum to exchange and network amongst peers, to advance professional qualifications and to jointly establish common quality standards that create and maintain a strong image for communications. We invite you to join us and create a genuine peer network that promotes the visibility, reputation and skills of our profession.

## + Image and voice of our profession

APACD is a non-partisan association that actively enhances the image of communicators. We support the development of a clearly-defined professional image.

## + Our in-house community

We meet the needs of communication professionals working in an in-house setting, and provide our members with support to master exciting new challenges in the international arena.

## + Expand our peer-knowledge

APACD is committed to bringing together peer expertise by providing informative publications and by organising debates, seminars and other events.

# ...AND SHAPE THE FIRST NETWORK FOR IN-HOUSE COMMUNICATORS IN ASIA-PACIFIC



APACD offers a forum to exchange and debate amongst members and friends, and **advances the visibility our profession** to create a strong voice in a globalised world.



Our members **engage in a community** that continually offers support and expertise while promoting and advancing our communication profession.

# APPLY FOR MEMBERSHIP AND JOIN OUR PEER COMMUNITY



## + Qualification & career enhancement

By establishing common quality standards and advancing professional qualification, APACD will offer the means of qualification and individual professional progress.

## + Knowledge portal & publications

APACD supports the development of a clearly defined professional image and provides various publications and knowledge portals to serve this purpose.

## + A network across borders

We aim to establish universally-valid principles of communications best practise across borders. It will provide guidelines on challenges within the specific communication cultures.



Together we build the first Asia-Pacific network for in-house communicators true to our motto **"for peers by peers"** to foster dialogue and provide a true peer platform.



Our country networks and working groups ensure a **cross-industry and cross-border exchange**, combining the powerful expertise and knowledge of all our members.

# SERVICES: COMMUNITY, EVENTS & KNOWLEDGE



## + Our local peer networks

We provide our members with a local service: our country networks. These networks will host local debates, meetings and discussions that look at the latest trends from a local and region-specific angle.



## + Our expert think tanks

Our members unite to foster a peer-to-peer exchange of knowledge and expertise. Working Groups either explore specific areas of interest, or discuss the common communication challenges faced by a given industry.



## + Asia-Pacific Communications Summit

Taking place on November 19/20 in HK, the Asia-Pacific Communications Summit gathers leading communicators and distinguished experts for a two-day conference to examine the latest developments in the communication industry.



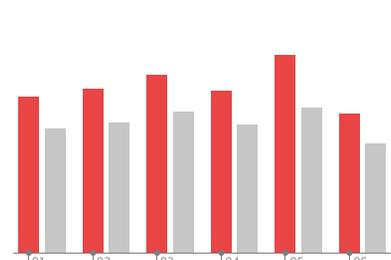
## + Communication Director magazine

Communication Director is one of the leading resources for analysis and expertise on corporate communications and public relations. It features news, commentary, case studies, in-depth interviews and debates.



## + APACD service brochures

Published regularly, our service brochures provide expert advice as well as practical solutions to a wide variety of relevant communication challenges, and thus are an invaluable resource for APACD members.



## + Mapping our profession

APACD will initiate a study presenting a detailed map of the communication profession across Asia Pacific. The results will highlight current developments, potential trends and challenges faced by communicators.

# APACD EXECUTIVE COMMITTEE



**Pierre Goad**   

Group Head of HR and Communications, HSBC Holdings (based in HK and London)



**Christian Schubert** 

Vice President Corporate Communications Asia Pacific, BASF East Asia Reg HQ (based in HK)



**Shravani Dang** 

Vice President and Group Head of Communications, Avantha Group (based in India)



**Rachel Bylykbashi** 

Head of Communications Asia Pacific, Roche Diagnostics (based in Singapore)



**Michael Chapnick** 

Director of Communications & Public Affairs, APEC Secretariat (based in Singapore)



**Roger Pua** 

Senior Director, Corporate Communications APAC, LinkedIn Corporation (based in Singapore)



**Penny Shone** 

Director of Communications, Global Growth & Operations, GE (based in Singapore)



**Minari Shah** 

Head of Corporate Communications, Tata Motors Limited (based in India)



**Azmar Sukandar**  

Director of Communications Asia Pacific, The Nature Conservancy (based in HK)

# LOCAL NETWORKS & COUNTRY COORDINATORS

As the association spans across the Asia-Pacific region, we provide our members with a local service: our country networks. These networks host local debates, meetings and discussions that look at the latest trends from a local and region-specific angle. This will also serve to reinforce our wider community and association and help us to share the accumulated peer knowledge of all our members across the vast Asia-Pacific region. Meet our country coordinators, who are looking forward to growing the APACD with you on a country level. Do get in touch with your ideas!



**Sumeet Chatterjee**   
SVP and Head of Brand and  
Group Communications // RPG  
Enterprises



**Rajan Moses**   
Senior General Manager PR //  
Sapura Group



**Sunny Guglani**   
Head of Communications //  
Airbus Groups India



**Giok Leigh Wong**   
Head of Public Relations //  
Microsoft Malaysia



**Deepa Sapatnekar**   
Head of PR (India & Hong Kong) //  
LinkedIN Corporation

**Karun Budhraja**   
Director, Corporate Marketing &  
Communications //  
AMADEUS ASIA LTD



**Robitahani Zainal**   
Head, Corporate Affairs //  
BASF (Malaysia)





**Bill Yue**   
Director of Communications //  
Texas Instruments



**Jason Kendy**   
Head of Corporate  
Communications //  
UBS Japan

**Elvera Makki**   
Deputy Director Corporate  
Communications & External  
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Indonesia



**Clare Williams**   
Director, Head of Citizenship Asia  
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**Jika M. Dalupan**   
VP for Corporate Affairs  
and Communications //  
Pepsi-Cola Products  
Philippines, Inc.



**Dr. Hannfried von Hindenburg**   
Head of Communications //  
The International Finance Corporation

**Marie Therese Necio**   
VP for Corporate  
Communications and Investor  
Relations // SM Investments  
Corporations



**John Saunders**   
Director, Communications //  
Asia New Zealand Foundation



**Zoe Hibbert**   
VP of Communications for  
Asia Pacific // VISA

# THE APACD'S THINK TANKS: OUR WORKING GROUPS

Our Working Groups function as APACD's own think tanks: spanning the Asia-Pacific region, we invite our members to join our Working Groups and share knowledge and expertise. Working Groups either explore specific concerns and areas of interest, or discuss the common communication challenges faced by a given industry and ensure a thorough exchange of insights, experience and skills. To engage with all members across the continents, we are excited to offer expert webinars providing all members with the opportunity to join our debates and to gain new perspective.

## GET INVOLVED IN OUR FIRST WORKING GROUPS



**Social Media & Community Management**



**Internal Communication**



**Corporate Social Responsibility**



**Risk & Crisis Communications**



**Finance & Insurance**



**Public Affairs & NGOs**



**Tourism & Hospitality**



**Academic Institutions**

# YOUR REASONS TO JOIN THE APACD

## 01 // Strengthen the image of the profession

APACD is a non-partisan association which actively builds and enhances the image of communicators working internationally. The Association outlines the profession and differentiates it from related professional groups. It supports the development of a clearly defined self-conception and represents the interests of its members.

## 02 // Meet colleagues from across the region

APACD provides a network for communication directors and spokespersons and offers them various possibilities to exchange knowledge, experiences and opinions. It fosters cross-national partnerships and exchange between communicators, and provides the relevant platforms for members to connect with each other - for example through its events, networks, services and media.

## 03 // Career enhancement

Members of APACD become familiarised with a large variety of career profiles and paths available in companies, institutions and associations all over Asia. This will help them to discover new career options for themselves and enhance their individual professional progress.

## 04 // Working groups

APACD will establish Working Groups that are either industry or topic specific. These groups will organise workshops and meetings for members to discuss the latest developments and concerns in their field of expertise. Together they can develop new communicative standards and guidelines within their own field.

## 05 // Further training, qualification and events

By establishing common quality standards and advancing professional qualification within the fields of communication and media, APACD will offer means for qualification for those interested in further studies. Such training includes seminars, symposia and other events.

## 06 // Overcome cultural barriers

There are different rules, laws and decrees that organise and regulate communication activities in Asian countries. The APACD aims to establish universally-valid principles of understanding and communicating with each other. It will provide guidelines on communicative challenges within the specific communication cultures of different Asian countries.

## 07 // Publications

APACD will release several publications in print and online that update members on all issues relevant to their work. APACD publications will include Communication Director magazine, the APACD Newsletter, manuals and other service and position papers.

## 08 // Get to know national media markets

APACD will draw a clearer picture of the Asia Pacific media landscape for its members. This will help our members to approach journalists in the most effective ways.

