

# ASEAN-BAC PH, GO NEGOSYO LEAD BIGGEST CONFERENCE OF ASEAN FAMILY BUSINESSES



ASEAN BAC-Ph and Go Negosyo, led by Presidential Adviser for Entrepreneurship Joey Concepcion, together with the Singapore Management University, gather more than 800 notable family business leaders from across the ASEAN in their successful pilot launch of ASEAN Family Business Conference last October 21 at the Dusit Thani in Makati City.

“The longevity of family-owned enterprises relies on the ability of next-gen leaders to systematize their transition plans, professionalize business operations, and harness available technology to lead the transformation of their firms from being traditional to becoming innovative enterprises.”

**JOEY CONCEPCION**  
Presidential Adviser for Entrepreneurship  
Chair, ASEAN BAC-PH and Go Negosyo Founder

More than 800 influential business leaders from local and international enterprises convened in ASEAN-BAC Ph and Go Negosyo's first-ever ASEAN Family Business Conference, organized in partnership with the Singapore Management University (SMU) on October 21 at Makati City.

According to Presidential Adviser for Entrepreneurship and Go Negosyo Founder Joey Concepcion, who also currently sits as the chairman of ASEAN-BAC Ph, the conference, which had the theme "ASEAN Family Businesses of the Future", aimed at tackling the pressing issues encountered by Asian family businesses to reveal best practices in succession, transformation, and sustainability.

The first panel focused on succession planning strategies of prominent family businesses in the country, such as of SM Prime Holdings, represented by Hans Sy, Lucio Tan Group Inc. by Michael Tan, and Bounty Fresh Food Inc. by Tennyson Chen. In another panel, innovative practices of next gen leaders were found to be critical in the transformation of traditional family businesses in Asia. Nguyen Duy of Vietnam's KOVA Trading, Derrick Yap of the PBA Group which is now an Asian powerhouse in robotics and automation, as well as Donny Pramono of Sour Sally, Indonesia's first frozen yogurt brand, all shared their experiences in transforming their family businesses. The last panel dealt with strategies employed by family business successors to counter the so-called third generation curse. Dr. Lee Oi Kum of Houde Foundation, Jojo Concepcion of Concepcion Industrial Corp, Naty Cheng of Multiflex RNC, William Belo of Wilcon Depot, Miguel Aboitiz of Aboitiz Power Corp Business Group, and Nonoy Espeleta of Famcor Franchise Management served as panelists.

With the success of the pilot ASEAN family business conference, the ASEAN-BAC Ph is now gearing up to carry out the same project to other countries that its ASEAN Mentorship for Entrepreneurs Network (AMEN) covers.



PA Joey Concepcion



Hans Sy, Director of SM Prime Holdings



Prof. Arnoud De Meyer, Singapore Management University



Prof. Annie Koh, Singapore Management University



Dr. Robert Yap of YCH Group (Singapore), PA Joey Concepcion, and Serge Pun of Yoma Strategic Holdings, Inc. seated together among the audience.



Rajan Uttamchandani of Equire Financing Inc., Hajah Noor Monasalleana of Seri Pekatan SDN BHD (Brunei Darussalam), and Nguyen Duy of KOVA Trading (Vietnam), among others, served as speakers for the second panel discussion.



Serge Pun, Executive Chairman of Yoma Strategic Holdings, Inc. (Myanmar)



Michael Tan, President and COO of L.T. Group, Inc.



Tennyson Chen, President and CEO of Bounty Fresh Food, Inc. discusses strategies for succession planning with the audience and his co-panelists Serge Pun, Dr. Robert Yap, Hans Sy, Michael Tan, and Chris Po of Century Pacific Food, Inc.



Derrick Yap of PBA Group (Singapore) shares his experience in transforming their family business to his co-panelists Donny Pramono of Sour Sally and Prof. Alejandro Ferraria of ACE Center for Entrepreneurship and Management Education.



Jojo Concepcion of Concepcion Industrial Corp, Naty Cheng of Multiflex RNC, Miguel Aboitiz of Aboitiz Power Corporate Business Group, Dr. Lee Oi Kum of Houde Foundation (Malaysia), William Belo of Wilcon Depot, Ma. Khine Zaw of Earth Group of Companies (Myanmar), and Nonoy Espeleta of Famcor Franchise Management share a panel during the conference.