



# MODERATOR AND SPEAKERS OF ASIA FORUM

ESTONIAN  
CHAMBER OF COMMERCE  
AND INDUSTRY

WEDNESDAY, APRIL 18, IN TALLINN, ESTONIA



## LI CHAO

H.E. Mr. Li Chao has been the Ambassador of People's Republic of China to Estonia since January 2018. He joined the Chinese Foreign Service in 1985. Before being appointed Ambassador, he had worked as Director General in administrative and finance departments of China's Ministry of Foreign Affairs from 2008 to 2018. He was Vice Consul General in Chinese Consulate General in Sydney from 2005-2008. He also worked in Chinese Embassy in Barbados and Office of the Commissioner of the Ministry of the Foreign Affairs of China in Hong Kong Special Administrative Region.



## YOKO YANAGISAWA

H.E. Yoko YANAGISAWA is the Ambassador of Japan to Estonia since March 2016. She previously worked as Consul General of Japan in Brisbane, Australia. In the Ministry of Foreign Affairs she has been engaged in different areas such as International Law, Disarmament and Non-proliferation, European Affairs focused on Germany and United Nations Affairs focused on Economic Development. She was posted in Germany, Austria, Turkey and Australia as Japanese diplomat and worked also for the International Atomic Energy Agency as legal officer.



## PIRET POTISEPP

With extensive international experience in 3 regions in the world (Europe, Asia, South-America), Piret is currently working for the Estonian Chamber of Commerce and Industry as head of services department. Previously she has been employed by the Ministry of Economic Affairs and Communications of Estonia and held several positions in private and NGO sector. She has worked in China during 2010-2011 and speaks Chinese on beginner's level.



## RIHO KRUVV

H.E. Mr. Riho Kruuv is the Estonian Ambassador to India, Myanmar and Singapore Sri Lanka, and Ambassador Designate to Malaysia. Prior to this assignment, Ambassador Kruuv held several high ranking positions in the Estonian Ministry of Foreign Affairs, in the Security Policy and Arms Control Division, Political Department and as Chair of the Estonian Export Control Authority. He has also served as the Chargè d'Affairs at the Embassy of Estonia in Canada and as 1st Secretary (Economic and Commercial Officer) at the Estonian Embassy in the United States of America. Ambassador Kruuv has a Master of Arts Degree in International Commerce and Policy from George Mason University in USA, a Bachelor of Business Administration from University of Tartu in Estonia and is a Graduate of the Estonian School of Diplomacy. Ambassador Kruuv is married and has two children.



## PETER J. HWANG

Professor Peter Hwang is from Taiwan, where he graduated from the master's course of Business Administration in 1979. He then attended Michigan State University in the USA and defended his doctoral thesis in 1988. From 1988 to 1999, Peter Hwang worked as Associate Professor in the US, the City University of New York, in the National Taiwan University and in the Hong Kong University of Science and Technology. After that, he taught as a Professor in the National University of Singapore and was Academic Director of Asia Pacific EMBA Program. Professor Hwang has also been a Dean and Professor for Sampoerna School of Business (Indonesia) and Chairman of the Board for Yangzhou Bulb Group (China). In the spring of 2017, Peter Hwang was elected as Professor of Asian Economy in the University of Tartu. In his research, Professor Hwang focuses on international business and cooperation strategy. His work has been published in highly renowned international journals such as Strategic Management Journal, Journal of Business, Journal of Business Venturing, Harvard Business Review, Business Horizons. According to Web of Science, Professor Hwang has over 700 citations. He has been elected as one of the best scientists in the National University of Singapore and received the Best Research award in the Hong Kong University of Science and Technology.



## INDREK PÄLLO



Indrek Pällo is a foreign investments and export promotion professional with over 14 years of experience in the field. From August 2016 til today he runs Enterprise Estonia office in Singapore. Enterprise Estonia Singapore helps Estonian exporters enter the South East Asian market and attracts foreign investments from the region to Estonia. Before establishing the Singapore office Indrek was the Director of Estonian Investment Agency. Before joining Enterprise Estonia in 2013 he was the Director of UK Trade & Investment Baltics and from 2004 to 2007 the Head of Estonian unit at Danish Trade Council. In addition Indrek has been advising the establishment of the Ukrainian export promotion agency.

## HEINO MARIUS



Heino Marius earned a Master's degree in economics from Hamburg University (Germany) and a post-graduate degree in development economics from the German Development Institute Berlin. He started his career working on management and small enterprise development with the International Labour Office (ILO) in Jakarta, Indonesia. He joined the European Commission in 1993 and served in various posts in EU Delegations in Ethiopia and India. In 2000 Mr Marius was posted at EC headquarters in Brussels, working on the Pakistan desk and as Deputy Head of Unit for Pakistan, Afghanistan, Bangladesh, Sri Lanka and the Maldives. Since September 2013 he serves as Deputy Head of Division for South East Asia with the European External Action Service (EEAS). Mr Marius, a German national, is married with two children.

## ALISSA VASSILKOVA



Alissa Vassilkova is an ambitious young entrepreneur who is the co-founder and CEO of a company called Alfred&Partners that develops high quality Estelon loudspeakers. Under the leadership of Alissa, Estelon has reached the markets of the USA, Asia and Russia and has won several reputable awards all over the world.

## ARDO REINSALU



Ardo Reinsalu is the CEO of the company Stigo that has developed an innovative electric moped. Chinese manufacturing and subsidiary have given them unique experience in operating in Asia.



## REET AUS

Reet Aus is a fashion designer who has put her heart into making the fashion world more ethical and developing a fashion environment that values upcycling. Upcycling is a process that enables to channel the post-production leftovers back into production with the help of design, reducing the environmental impact of the fashion industry considerably. From the possibility to implement the upcycling method in the fashion industry, an UPMADÉ® certificate has been developed that involves the analysis of the complete lifecycle of a garment and creates opportunities for using the material with full potential. Most of mass production is causing 18% of production leftovers on average, which is usually simply taken to a landfill or being burned. Each garment in the collection of Reet Aus produced on the basis of the UPMADÉ® method saves 75% of water and 88% of energy on average compared to the resources that are used to develop a new item. The entire collection of Reet Aus has been produced on the basis of UPMADÉ® criteria. Reet Aus works with factories in India and Bangladesh.



## SIIM ESKO

Siim Esko mainly works with large public sector institutions across Asia, Africa and South America to leverage location data from mobile networks. He used to work for the public think tank Estonian Development Fund as an expert on foresight and emerging economies. Siim has graduate degrees in business from Copenhagen and Vienna. He now leads the international business development at Positium. Positium has been analysing big data from mobile network operators for 10 years. The effect has been use of data-driven insights by all levels of government in Estonia. Positium now builds big data analytics for governments of various countries globally.



## ALAR ANTON

Alar Anton has been active in selling and building log houses for almost 20 years already, initially as a builder and later on as the manager of his own business. He has been selling the products on foreign markets for 10 years. He has visited Nigeria as well as China and built hotels in India. As a civil engineer he has been very interested in the construction materials and – methods that are used on different markets. On the basis of those, many of the products have been improved and adjusted to the specificities of the local market.