


**From:** Mark Turnbull mark.turnbull@sclgroup.cc   
**Subject:** Fwd: An idea to bounce off  
**Date:** September 21, 2016 at 16:18  
**To:** Azrin Zikal azrin.zikal@sclgroup.cc  
**Cc:** Brittany Kaiser brittany.kaiser@sclgroup.cc, Tee Edwards tee.edwards@sclgroup.cc, Livia Krisandova livia.krisandova@sclgroup.cc, Alexander Nix alexander.nix@sclgroup.cc

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MT

Hi, Azrin

Warm greetings from New York, and thank you for sending this through. To be honest I'm not sure I entirely understand the idea contained in your deck but let's discuss it in person when I arrive in your part of the world.

In terms of other arrangements:

- As I reflect on it, I'm not sure we're going to get full value from your being in Singapore as an adjunct to the LEAD conference. Having just experienced Concordia in New York I know that it's all a bit of a scramble and that everything takes place 'inside the cordon;' Brittany and I will have our hands full working through a series of meetings on site, many of them spontaneous and taken on the fly. It'll be a very full agenda. So, unless there are specific, identifiable and high-value meetings that you can set up for us over those two days (and perhaps into Friday, after the conference), I would say that your time would be better spent making final preparations for meetings in KL. Having said that (and of course with one eye on cost control), please advise me if you feel strongly that we're at risk of missing opportunities as a result.
- Which brings me to the issue of timing. The ideal scenario would be to see if we can combine KL and LEAD in the same week -- if we can do so, Brittany will be able to cover off both. Would it be possible for example to schedule a courtesy call to the Malaysian PM (and other related meetings) on Mon-Tues (Oct 3-4), so that we can do that in advance of LEAD? Or conversely, schedule it on Fri Oct 7, immediately post LEAD. I appreciate that it's late in the day, and quite understand if it's not possible to change arrangements -- and if that's the case, we'll revert to the previous schedule. Either way, Brittany and I need to confirm flights asap.
- As far as LEAD is concerned, Tee (with Brittany's help) is working through the long list of attendees to identify a short list of target companies we'd like to schedule meetings with during the conference. Criteria would include e.g.: size of company (turnover between \$50m and \$1bn); business-to-consumer rather than B2B; with likely large data use/requirements; and potential to expand into the US. I appreciate your guidance in this process.
- On the KL and Jakarta opportunities, I look forward to a comprehensive briefing so that we're fully prepared to take advantage of the meetings being scheduled, and give ourselves the best chance of cementing relationships and landing the business. Just to be clear on Indonesia, are you proposing that we seek an audience with President Jokowi in the w/c Oct 10, and then return in late November for separate meetings with the Indonesian political parties? And if so, what exactly is the latter business opportunity, and what would it take to convert it?
- In terms of the 'optics' of how you position yourself in the region, I can see that SCL Southeast Asia would work better; no problem with that.

Much to discuss. I head out of NY tomorrow and will be in the London office on Friday.

Best regards  
Mark

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**From:** Azrin Zikal <azrin.zikal@sclgroup.cc>  
**Date:** 21 September 2016 at 02:21  
**Subject:** An idea to bounce off  
**To:** [mark.turnbull@sclgroup.cc](mailto:mark.turnbull@sclgroup.cc)

Hi Mark

Hope all is good in NY. I look forward to hear the many good things that is happening for CA there.

Anyway, I have been reflecting on the works done thus far to get a buy-in for the SEA market. While I still believe what we are doing now is the right way to go and we will eventually break market here (TPPA and ASEAN assisting), I am think of creatively nudging the governments to open their doors, hence the attached idea.

Before u peruse thru the slides attached, a couple of things for ur thots:

- 1- I have been requested to write, which I have and delivered to the Malaysian PM seeking a courtesy call anytime between Oct 9-12, 2016. Hopefully we will get a window
- 2- By the same token, I am also seeking to write on the same subject to President Jokowi of Indonesia. I am currently awaiting advise from his aide in Jakarta
- 3- On the same note, I have just been advised by the Jakarta Candidate Center that since the Jakarta Parliament is not in session at

the moment, influential officer bearers are difficult to gather. Hence they suggest November 20-22, 2016. Looking at those dates from a positive viewpoint, that will give us ample time to properly plan our first impression to the Indonesian political parties. I would need your thoughts on this as if it is a positive response, I would like to actively engage them. Meaning travelling to Jakarta and personally setting up a team to organize rather than leaving arrangements to them and pray that the outcome is as what we hope it would be.

4- I have also request Tee to assist with regards to me making preparations for Lead in Singapore. I have requested to fly in early ie Oct 2nd to make on ground investigations with regards to people that we may be interested to meet and also to identify party who are not attending lead for us to meet up. Pls advise whether u r amenable to this arrangement.

5- The program planned for KL is a 'go'. I will be attending a coordination meeting Oct 26-27th next week to finalize everything. I shld be able to advise properly the set up, arrangements, and the whole do before friday next week.

6- While u r here, I will also set up a meeting/discussion with UMNO's Secretary General.

7- Last but not least, taking into account that we are looking into actively breaking the SEA market, perhaps it would be more effective if you would consider a chance to how I am introduced. Instead of SCL Malaysia, perhaps Into SCL Southeast Asia.

Thats update so far. Hope u can spend some thot esp with regards to the idea attached.

Thanx

AZ

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