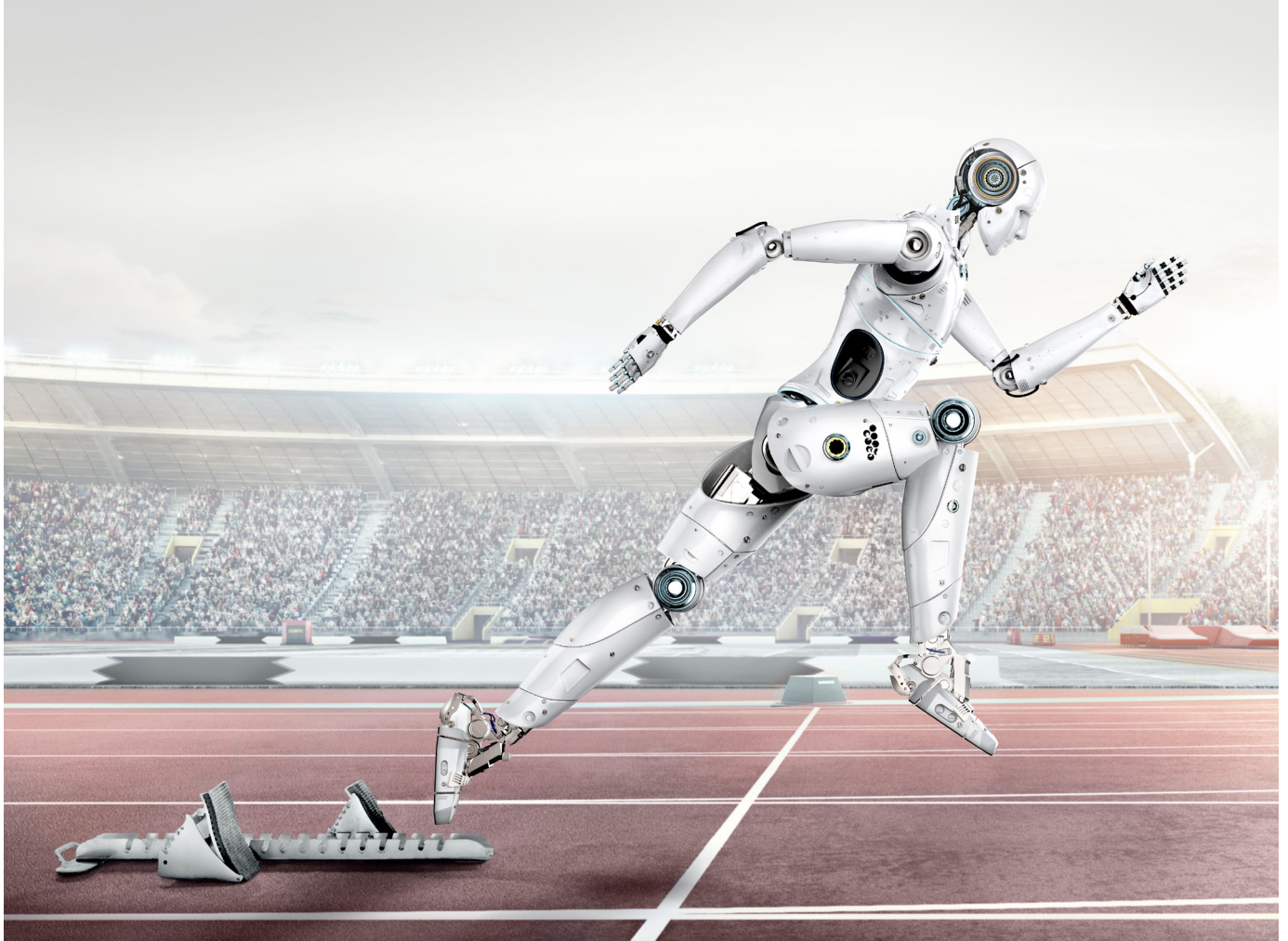




Survival of the fittest, fastest or first 遇強越強 睿智領航

UBS Disruptive Technology CEO Summit 2019
2019 瑞銀創新科技行業 CEO 高峰會

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Amy Lo, Co-Head Wealth Management Asia Pacific, UBS Global Wealth Management, Head and Chief Executive, UBS Hong Kong

UBS **Disruptive Technology** CEO Summit 2019 Survival of the fittest, fastest or first

Disruptive technology: Making the impossible possible

For the fifth year running, investors and entrepreneurs from all over the world gathered at the UBS Disruptive Technology CEO Summit for inspiration and connections.

There's no denying the role that innovation has played in shaping the history of mankind. Today, technology advances at an ever increasing rate.

That is why the UBS Disruptive Technology CEO Summit this year, entitled "Survival of the fittest, fastest or first", drew more than 700 participants to Hong Kong's Rosewood Hotel on Tuesday October 29.

With a line-up of 27 speakers across the biotech, entertainment, agriculture, alternative materials, aerospace, education and consumer retail industries, the event provided participants with new ideas, perspectives and connections.

Kicking off the conference was Mike Lu, CEO of social video platform Triller. He believes that content creation has changed dramatically as the only requirement these days is a smartphone. Consider 7-year-old Ryan who makes USD 22m a year reviewing toys on YouTube, or 28-year-old Tyler who makes USD 500,000 a month live streaming his gameplay of Fortnite.



Mike Lu, CEO, Triller

The key to content these days, Lu said, is being interactive. This is especially true when you want to attract Generation Z customers; born after 1995, they were only 10 when Facebook first emerged as the new challenger and 15 when iPad was launched.

One example of this is what's known as hybrid-reality, and The VOID is a specialist in this space. By building virtual worlds over physical environments, it creates immersive and location-based virtual realities into which players can travel. Imagine participating in "Star Wars" or "Avengers" as an extra – but through virtual reality.

Curtis Hickman, The VOID's Chief Creative Officer, calls this "greater than reality", or "impossible reality", which the team creates through all means of physical and psychological misdirection. The artists do everything they can, including mimicking manmade rain and the smell of fire, to simulate "reality".

"We want people to step into the story and be part of it. It doesn't just look real, it feels real, it feels magic," Hickman said.

David Perry, President and CEO of agritech firm Indigo Agriculture, pointed out that agriculture industry has been slow to adopt digital technologies. This is in spite of the fact that a lot of the industry's problems, including land degradation, water usage, nitrogen runoff, pesticide residues and greenhouse emissions, can be solved through system innovation.

For instance, to encourage greater efficiency in food distribution, Perry wants to create a virtual map of the global food supply. He also aims to remove 1 trillion tons of carbon dioxide from the atmosphere into the soil by engaging with growers, scientists and businesses via the Terraton Initiative.



Curtis Hickman, Chief Creative Officer, The VOID



David Perry, President and CEO, Indigo Agriculture



Mark Luo, Founder and CEO, Huohua Siwei (Spark Education)



Zvi Schreiber, Founder and CEO, Freightos



Andras Forgacs, Co-Founder and CEO, Modern Meadow

Connecting two worlds

Among the technological trends and forces shaping the world, artificial intelligence (AI) is deemed by family offices around the world to have the greatest potential for disruption, according to the latest Global Family Offices report published by UBS.

This view is shared by Dr. Yuanqing Lin, who left his job as Head of Research at Baidu two years ago to set up his company Aibee to pursue the huge opportunity presented by AI.

Aibee uses 3D technology to reconstruct parking garages, shopping malls and even towns. By digitalizing the physical world, Aibee allows users to find their cars easily in multi-floor car parks, or navigate themselves when travelling to a new city using interactive apps.



Dr. Yuanqing Lin, Founder and CEO, Aibee

Lin added that Aibee's technology has improved so much that it now takes a robot only one day, instead of a month, to go to every corner of a 1-million-sqft shopping mall and reconstruct it virtually.



From left to right: Donna NguyenPhuoc, Partner, SPARQ Capital / Pearson Poon, Vice-Chairman of the Supervisory Board of S.T. Dupont S.A, Executive Director, Dickson Concepts (International) Ltd and Executive Director, Harvey Nichols and Company Ltd. / Alistair Crane, CEO, HERO®

The synergy between online and offline experiences was also discussed by Harvey Nichols Executive Director Pearson Poon and HERO® CEO and Co-Founder Alistair Crane. While HERO® connects online customers browsing a retailer's website live with expert sales associates in-store, Poon underlined the importance of creating an environment (both online and offline) that gives customers not only the experience of purchasing but also one of discovery.

"In addition to new products, you want customers to also be able to learn about new designers and original ideas, different from what they've seen before. You want them to come and find something completely new every time," Poon said.



Sundeep Gantori, Equity Analyst, Chief Investment Office, UBS Global Wealth Management



Tony Zhao, Founder and CEO, Agora.io



Dr. Wang Lei, CEO, Chengdu Guoxing Aerospace Technology Co. Ltd



Alexander Zosel, Co-Founder, Volocopter



From left to right: Geoffrey Prentice, Co-Founder, Oriente, Co-Founded Skype and Atomico / Leonie Valentine, Managing Director, Sales & Operations, Google Hong Kong

What entrepreneurship means

In addition to new ideas and technologies across sectors, the speakers also shared their insights on how to run a successful business.

Oriente's Geoffrey Prentice, who also co-founded Skype and VC firm Atomico, believes that passion is key to navigating the difficulties of entrepreneurship.

"You have to think, what I'm doing here is really important," Prentice said.

He also believes in the power of a team and the importance of working with people you like. Asked whether he would bet on a team or an idea, he chose team without hesitation. "You spend a lot of time together, you need to like each other."

But fundamentally, Prentice said that the basis of any good company is solving problems.

"If you want to be an entrepreneur, go to work first; learn a real problem and solve it. You have to solve a real-world problem," Prentice told the audience.

Solving problems

Among the speakers embodying this spirit is Ricky Chiu, Founder and CEO of PHASE Scientific, who wanted to make diagnostic tools more affordable, accessible and more accurate. He also wanted to make liquid biopsy technologies viable for early-stage cancer screening.

The pain point he found, was that liquid biopsy could not be applied to early stage patients as the DNA markers in the sample are not concentrated enough to be detectable. With PHASE's technology, Chiu said tumor DNA can be purified from a simple blood draw and concentrated for genome sequencing. Deep analyses can then be done to determine presence of cancer.



Ricky Chiu, Founder and CEO, PHASE Scientific



From left to right: Petr Báča, Founder & CEO, MIWA / Daniella Russo, CEO and Co-Founder, Think Beyond Plastic™ / Dr. Stephen Mayfield, CEO, Algenis Materials

Billy Boyle, Co-Founder and CEO of Owlstone Medical, also focused on the early detection of cancer, and aims to save 100,000 lives. The company is using its Breath Biopsy platform, based on proven microchip sensor technology, to "sniff out" chemical markers from our breath to detect cancer earlier.

"It is a stark reality that one in two of us will be diagnosed with cancer in our lifetime. We must find better ways to treat cancer, but more importantly, better ways to detect cancer earlier, when chances of a cure are dramatically higher," Boyle said.



Billy Boyle, Co-Founder and CEO, Owlstone Medical

Meanwhile, Daniella Russo, CEO and Co-Founder of Think Beyond Plastic™, is building a pipeline of innovation to eliminate global plastic pollution as recycling only deals with 9% of global waste.

A real surprise was Rylie Maedler. This 13-year-old cancer patient, lobbyist, advocate for medicinal cannabis and founder of Rylie's Smile Foundation has championed five laws to grant children in her home state of Delaware access to medical cannabis.

"On medical cannabis, I'm able to be a normal kid and that is what I want for all medically fragile kids," Rylie said.



Rylie Maedler, 13-year-old cancer patient, internationally recognized pediatric cannabis advocate, lobbyist & Founder of Rylie's Smile Foundation



Shaokang Wang, Co-Founder, Infervision



Dr. Antonin de Fougères, CEO, Evox Therapeutics



Matt Reid, Co-Founder & President, Disruption Labs



Left to right: Amy Lo, Co-Head Wealth Management Asia Pacific, UBS Global Wealth Management, Head and Chief Executive, UBS Hong Kong, Group Managing Director / Adrian Cheng, Founder, K11 brand, Executive Vice-chairman, New World Development and Executive Director, Chow Tai Fook Jewellery Group

Getting out of your comfort zone

For Adrian Cheng, Founder of K11 brand, Executive Vice-chairman of New World Development and Executive Director of Chow Tai Fook Jewellery Group, the biggest challenge of launching a new venture from within an established business is getting buy-in from the team.

"People may have different opinions," he said. In the beginning it was hard, but once you have the core team that believes in you, you can sail together."

Cheng advises big companies to be bold. "People are afraid because it's not in their comfort zone. Map your own gap, and just try. If you don't make the move, you'll fall behind."

"You may have losses for a few years and people may criticize you, but you have to pave the way for the next 10 years, not others."

To this end, he focuses on knowledge accumulation when building the K11 Art Mall. This, in his mind, is the next paradigm shift.

"Malls will become kids' haven, more than the zoo, Disney Land, or theme parks," Cheng said. "So you need to have content in the mall, not just shopping. We want to go beyond experience; people want to come and learn, explore and be curious, they want to accumulate knowledge."