

CITIES

OUR GUIDE TO WORK-LIFE
BALANCE IN SOUTHEAST
ASIA'S CAPITALS

STARTUPS

INSIGHTS FROM THE MOST
PROMISING ENTREPRENEURIAL
VENTURES IN THE REGION

SPACES

UNIQUE COWORKING
ENVIRONMENTS, THEIR
ACHIEVEMENTS & INNOVATIONS

VOLUME
ONE

2017

SPACES // ASIA

POWERED BY  FlySpaces

COWORKING IN SOUTHEAST ASIA

STAKE YOUR CLAIM IN THIS
RAPIDLY GROWING COMMUNITY

Exclusive interviews
with industry pioneers

SANJAY VERMA of FlySpaces
MARTIN ROLL of Martin Roll Company
LARS WITTIG of Regus Philippines
JOWYNNE KHOR of Kuala Lumpur's MaGIC

Join Singapore's **longest serving,**
independent voice of the private
sector and broaden your personal and
professional networks while creating
value for fellow members.

IT'S TIME WE CHALLENGE THE CONVENTIONAL

Not many other regions in the world can claim to be as exciting as Southeast Asia is today. More than its diverse mix of cultures, languages and histories, Southeast Asia holds several countries undergoing tremendous economic growth; many with a GDP growing at more than 5% per annum. These markets represent a wealth of opportunity that the rest of the world wants to be a part of!

Sanjay Verma, board member of FlySpaces and former CEO of Asia-Pacific for Cushman & Wakefield, believes that "the people living today are of the luckiest generation because there is just so much happening around the world." Sanjay's belief is corroborated by the thousands of startups that have launched over the last few years, devoted to solving every problem you can think of whether in the consumer or business context. In mature markets like Hong Kong and Singapore, and emerging markets like Malaysia and the Philippines alike, there are so many talented individuals and burgeoning startups that are driving progress and pushing forward the bounds of modernity. By challenging the conventional, these businesses are shaping the future. This is what FlySpaces wanted to focus on in its first edition of SpacesAsia.

In the Philippines, we look at Zalora, the former-Rocket Internet venture that has revolutionized online shopping by tailoring its strategies to the Asian market; CEO Paulo Campos reflects on office and company culture. We also chat with Lars Wittig, Country Manager for Regus, as he discusses how the serviced office giant has adapted to changing market trends.

In Singapore, we connect with HipVan, a tech startup that aggregates stylish and affordable home and living pieces online. We also speak to Martin Roll, leading business and brand strategist and acclaimed author of "Asian Brand Strategy," who mentors multinationals and family businesses that aim to overcome regional barriers and to build their brands in the global arena.



In Kuala Lumpur, we reach out to SupaHands, a tech startup that provides digital outsourcing solutions in 20 minute bursts; CEO Mark Koh explains how they help other businesses scale. We also catch up with Jowynne Khor, Program Director of MaGIC, a government-run project that aims to accelerate startup growth and impact in Malaysia. She talks us through her firm belief that the time is ripe for Malaysia to become Asia's startup capital.

Lastly, in Hong Kong, we talk to BSD Code & Design Academy, a startup focused on tech education; CEO Chris Geary discusses the importance of localizing products and tailoring programs for real-world applications. And finally, we interview Sanjay Verma, who I quoted above. He discusses how the changes in the Asian property market mirror the development of the region as a whole as an economic force to be reckoned with.

Among the burgeoning startups in the region is FlySpaces itself; the leading workspace marketplace and booking engine in Southeast Asia. I am extremely proud to be working with a business that empowers other businesses to grow and operate more effectively. My team has used its own market data and vast regional network to put together a series of articles that represent the ever changing Southeast Asian identity. With articles on trends, cities, startups, people, and spaces, SpacesAsia seeks to allow you to discover more of our rapidly developing region, and to be inspired by the progress we are making together.

NICOLE ADARME

EDITOR-IN-CHIEF AND
REGIONAL MARKETING MANAGER
NICOLE@FLYSPACES.COM



ONLINE CONTACT

WWW.FLYSPACES.COM
INFO@FLYSPACES.COM

CONTACT NUMBERS





HONG KONG +852 3911 1312 MALAYSIA +603 2724 7088
PHILIPPINES +632 359 3225 SINGAPORE +65 8508 1476

5 TRENDS

COWORKING IN SOUTHEAST ASIA 2017 06

10 CITIES




YOUR GUIDE TO WORK-LIFE BALANCE

	HONG KONG	11
	KUALA LUMPUR	12
	MANILA	13
	SINGAPORE	15




17 STARTUPS

	BSD CODE + DESIGN ACADEMY	18
	SUPAHANDS	19
	ZALORA	20
	HIPVAN	22

23 PEOPLE

	SANJAY VERMA, FlySpaces	24
	JOWYNNE KHOR, MaGIC	26
	MARTIN ROLL, Martin Roll Company	28
	LARS WITTIG, Regus	30

32 SPACES

	URBAN: SERVICED OFFICES	33
	VOFFICE MY	34
	PENBROTHERS	35
	JUSTCO	36

THE EVOLUTION OF
THE SHARING ECONOMY

ON THE COVER:

ACCELER8 PH, ONE OF MANILA'S
MOST POPULAR COWORKING SPACES



WELCOME NOTE FROM FLYSPACES' CEO, MARIO BERTA

I couldn't be more excited to introduce the world to the first edition of SpacesAsia magazine. This is **NOT** your ordinary inflight magazine that recycles content from 3rd party websites and news articles! We've gone out and gathered insight from the people and businesses that we believe will be making a huge impact on the region, if not the world. This includes top companies like *Zalora*, government institutions like *MaGIC*, and business celebrities like *Martin Roll*.

Our objective is to empower SMEs, startups and entrepreneurs, and to foster a regional community. Aside from our core business, this magazine works to start a conversation about the up and coming influencers among the professional market in Southeast Asia. Ultimately, as office space becomes more and more commoditized, we focus on delivering flexibility, increasing cost efficiency, and making the task of finding perfectly suited spaces more fun.

Enjoy the magazine and visit our website at www.flyspaces.com

MARIO BERTA
CEO, FLYSPACES

TRENDS

COWORKING IN SOUTHEAST ASIA 2017

While other reports tell stories, this one focuses on hard data. FlySpaces has compiled workspace industry information and has gathered first-hand insight from some of the best coworking spaces in the region to bring you the first report of its kind: A report on coworking trends focused exclusively on Southeast Asia.

by: Nicole Adarme



THE TRANSITION TOWARD FLEXIBILITY
THE SOUTHEAST ASIAN CASE

ALL ABOUT THE TIMING
THE VAST AND DIVERSE MARKET

OUR REGIONAL IDENTITY

TRENDS

Running a business requires entrepreneurs to face a myriad of obstacles. Among them, honing a product idea, developing a business plan, forming a strong team, and also finding the perfect space wherein the business can grow. This last task has proven challenging for many entrepreneurs, especially in Southeast Asia where office vacancy rates are among the lowest in the world, startups and SMEs have begun to explore options outside of conventional office leasing; thus the trend of short-term workspace solutions, particularly coworking, has taken flight in the region.

At the beginning of 2016, Deskmag counted 7,800 coworking players around the world. Forecasts indicate that there will be 16,100 by 2016. The largest spaces, in terms of number of members, are located in Asia. Coworking has come a long way since the first space opened in San Francisco back in 2005. Today, the short-term collaborative workspace solution is growing at staggering rates per annum, and Cushman & Wakefield projects that it will occupy 15% of total office supply in Southeast Asia by 2030.



WorkHouse, Singapore

only just beginning to hit its stride. Evan Moore, General Manager of Hong Kong's Urban Serviced Offices, observes that as a relatively new concept on this side of the world, "coworking has proved to be popular with startups, entrepreneurs, and millennials in the region, however, there is a need to educate the market of the multiple benefits of this kind of workspace."

Mikko Barranda of Acceler8, one of the Manila's most innovative coworking spaces, agrees. "Coworking has barely scratched the surface in the Philippines, but it is growing rapidly. There is a lot of opportunity with the rise of millennials who want more in terms of flexibility of workspace and in terms of lifestyle."

As a workspace concept imported from the west, coworking represents quite a drastic change from traditional Asian office setups. In a region where one's office has typically been privatized in order to maintain confidentiality of strategy and operations, a collaborative work environment is essentially a 180 degree turnaround. The adoption and recent multiplication of coworking spaces in Southeast Asia has been the product of global influence and local innovation.

THE TRANSITION TOWARD FLEXIBILITY

These numbers tell us that workspace strategy is changing significantly. The advent of advancing technology, globalization, and the growth of the sharing economy have ushered in an era of increased worker mobility and preference for collaborative work environments and flexible work arrangements.

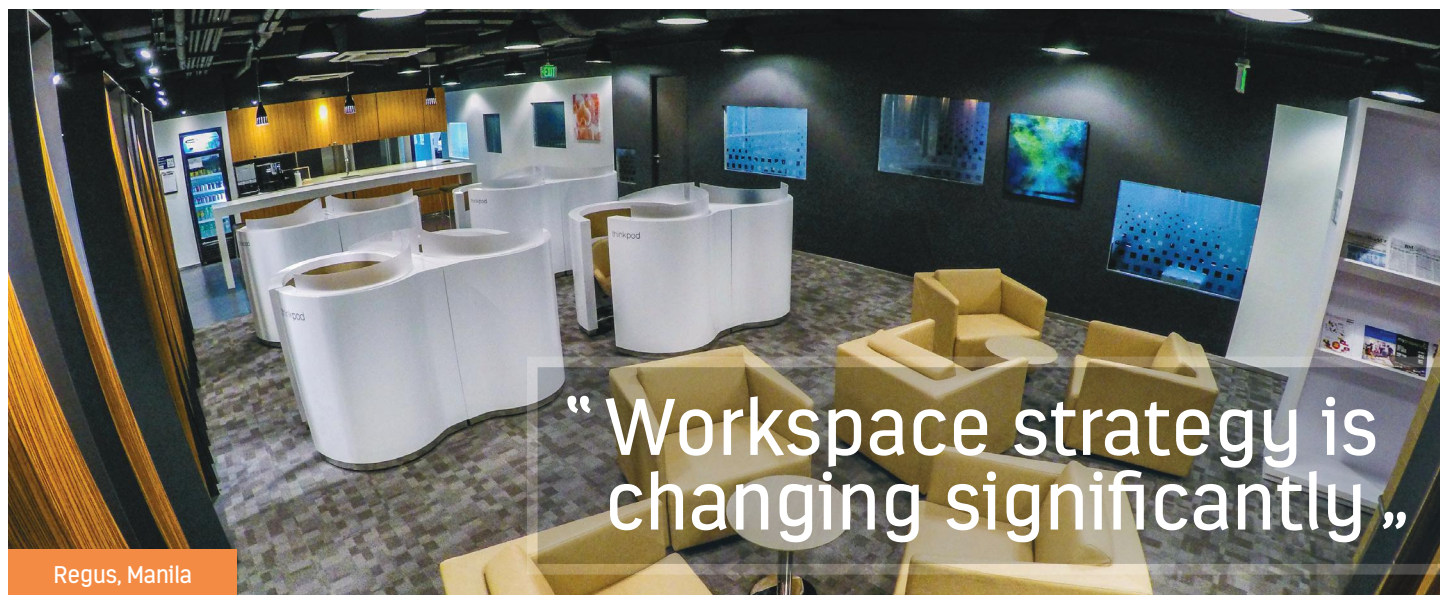
Lars Wittig, Regus' Country Manager for the Philippines, concurs. As the world leader of flexible workspaces, Regus has recognized the shift in demand and has opted to embrace the growth of the sharing economy by introducing more types of workspaces, including hot desks and coworking spaces in over 3000 locations worldwide. Having seen the office market evolve over the last 5 years, Wittig is confident in Regus' decision to adapt to these trends as "the future of workspaces."

THE SOUTHEAST ASIAN CASE

While the shift in demand towards short-term versus conventional workspaces is undeniable, the spread of coworking in Southeast Asia is

ALL ABOUT THE TIMING

The flourishing of the coworking industry in Southeast Asia in 2016 is a strong indication that the region is ready to embrace the trends and



Regus, Manila

“Workspace strategy is changing significantly.”

shifting demands of the millennial generation. The launch of MaGIC, the Malaysian Global Innovation and Creativity Center, a government-run startup incubation and acceleration center with its own in-house coworking space, is a perfect example. Program Director Jowynne Khor cites that today, attitudes have changed and infrastructure has developed enough to encourage collaboration between the government and private corporations, thereby “closing the gap” and moving the Malaysian economy forward. Khor passionately speaks about the importance of MaGIC’s open coworking floor plan at its incubation hub; she determines that the transparency and ease of collaboration between startups at all stages are integral for learning and growth.

As the region’s leading online workspace marketplace and booking engine, FlySpaces has collated thorough data on the status of coworking presently occupying 7% of the 2 million square meters of office supply in mature markets like Hong Kong and Singapore, and 3% of supply in emerging locations, coworking in Southeast Asia, given its late start, is steadily catching up with its counterpart spaces in the West. At the moment, Southeast Asian spaces are quite competitive in terms of price, with mature markets valuing each seat at an average of \$500 per month, and emerging markets at \$200 per month. With average occupancy stacked at 90%, demand in the region has remained strong. “Because Southeast Asia includes the world’s fastest growing economies and a much more tech savvy population than other emerging regions, there is no question about the market potential found here,” says Mario Berta, CEO and Co-founder of FlySpaces.

The strong demand has undoubtedly stimulated growth and development in the industry. This is corroborated by the actions of real estate giants such as CapitaLand in Singapore and Ayala Land in Manila, restructuring their business models and expanding their property portfolios to include coworking spaces.

In the case of CapitaLand, the company has entered into a joint venture with Collective Works that will support up to 250 high performance businesses in a coworking model business center of over 22 thousand square feet. “With Capital Tower’s central location, connectivity to public transport, proximity to clients and partners and premium Grade A specifications and lifestyle amenities, we are confident that the coworking space at this premium building will appeal to a range of fast-growing businesses, entrepreneurs, and



Urban: Serviced Offices, Hong Kong

TRENDS

freelancers seeking to rent fully functional, fitted-out office spaces under flexible lease terms” says CEO of CapitaLand Singapore, Wen Khai Meng.

In addition, WeWork, the third highest valued startup in the world (\$16 billion) and the biggest name in coworking, has just moved into the region, opening locations in Shanghai and Hong Kong. It stands to reason that penetration into Southeast Asia will not be far behind.

THE VAST AND DIVERSE MARKET

The work setting offered by coworking is by no means exclusive or beneficial only to tech startups. The advantages reach much further than the highly rated collaborative atmosphere and professional environment - which, in themselves, are already valuable aspects in a workspace.

Collaboration with people of different backgrounds and with businesses of different industries gives companies diverse insight, a small market to test products on, and a versatile supply of resources to tap into when support is needed. Networking is also built into the coworking space. While this is indeed valuable for startups, the value extends to entrepreneurs, SMEs, and multinationals as well.

The professional work environment, boasted by coworking spaces, is not just for show. According to Deskmag, 71% of coworkers feel more creative and 62% see improvement in the quality of their work in coworking spaces.

In addition to these rather qualitative benefits, coworking also includes more concrete advantages which, in Southeast Asia, tend to be more effective selling points for this relatively new kind of workspace. The strongest of these concrete points is the cost saving. According to FlySpaces’ data, businesses in Southeast Asia can save 18% to 26% in a coworking space where higher rent is offset by savings on design, set-up, administration, maintenance and occupancy costs.

The second point is flexibility - with a short-term contract, businesses are able to scale as needed. They are able to keep more efficient cash-flow and they are able to maximize the utility of the space they’ve rented.

The third concrete advantage is the availability of office amenities. As new age serviced offices, coworking spaces offer all the traditional services

along with a few new gadgets depending on the space. And fast internet is priority number one! As a result, all coworking experiences are plug and play experiences. Businesses only need to plug in their machinery and get started!

These workspace benefits are applicable to a wide range of businesses, including entrepreneurs, startups and SMEs that make up 95% of all businesses in the region. Adding to these market segments, there are 10 million freelancers in Southeast Asia projected to make up 40% of the workforce by 2020. Extending past these markets, coworking has successfully begun to attract multinationals and players in the financial sector. This can be seen by HSBC’s recent acquisition of 300 seats at WeWork’s Causeway Bay location in Hong Kong.



Cowerkz, Singapore

Emergent Research ensures that growth will not be limited to the Southeast Asian region. They estimate that 3.8 million people will be working in coworking spaces by 2020, a number quadruple the 976,000 present today.

The millennial generation has instigated a veritable shift in career perceptions and preferences. “Whereas older generations aimed to climb the corporate ladder, recent years have seen the rise of entrepreneurship - and this entrepreneurial mindset embraces the ideals of coworking because of the savings, flexibility and community” observes Gabrielle Pratte, manager of one of Manila’s biggest coworking spaces, PenBrothers.

This shift in career ideals has certainly extended to a change in preferences regarding where, when and how work gets done. Coworking is suitably positioned to address this change as a workspace that has been designed to be conducive to flexible work arrangements, and as an environment that fosters community.

OUR REGIONAL IDENTITY

Coworking players in Southeast Asia are paving their own paths, incorporating some of the region's most intrinsic values in their spaces. CEO Wan Sing Kong explains that JustCo aims to "create an environment that promotes creativity, motivates individuals, and inspires growth." One of its foremost priorities is to foster the size, diversity and engagement of its community. As Singapore's largest coworking space in terms of both floor area and membership, JustCo hosts businesses of several functions and industries. "Whatever stage your business is at, help and support should be available within the community. Many companies are open to collaboration or partnership, and they will all be within reach of members of JustCo." To facilitate engagement, JustCo holds numerous networking events; it hosts diverse workshops that are relevant to its members' businesses, it encourages collaboration in its common spaces, and it also curates message boards and partnership or collaboration invitations on its internal app, a true example of Singaporean efficiency and effectiveness.

Hong Kong's Urban Serviced Offices in contrast, focuses on design and sustainability, as well as health and wellness. In a city such as Hong Kong, where space is extremely valuable, Urban sees design as a core part of its business. It is essential that its space be well-designed both in terms of practicality and conduciveness to optimal working conditions. Keeping sustainability in mind, the serviced office and coworking space maintains initiatives for reuse and recycling. For its members' health and wellness, Urban offers green tea and lemon water in its pantries; it incorporates 'salad Mondays', it holds periodic yoga classes in its event space,

and it extends gym memberships to its community. "The idea is to integrate work-life balance by bringing balance into work," says Evan Moore.

From spaces in Singapore that host daycare services for coworking parents, to spaces in Manila that offer its members craft beers at 5pm, to spaces in Kuala Lumpur that fill its common spaces with bean bag chairs - coworking in Southeast Asia proves to be as unique and diverse as the region itself.

Total coworking and supply and market size.						
MARKET TYPE	COUNTRIES	TOTAL OFFICE STOCK (SQM)	TOTAL COWORKING STOCK (SQM)	% OFFICE STOCK DEDICATED TO COWORKING	AVERAGE ANNUAL COST PER HEAD	TOTAL SERVICE PER ANNUM
MATURE MARKETS	Singapore, Hong Kong, Australia	25M	2M	7%	\$7000	\$1.788B
EMERGING MARKETS	Philippines, Malaysia, Indonesia, Thailand, Vietnam, Taiwan, India	65M	2M	3%	\$4000	\$972M
TOTAL		91M	4M			\$2.760B

Source: Cushman & Wakefield 2016

“Because Southeast Asia includes the world's fastest growing economies and a much more tech savvy population than other emerging regions, there is no question about the market potential found here ”

- MARIO BERTA
CEO and Co-founder of FlySpaces



White Space, Kuala Lumpur

YOUR GUIDE TO WORK-LIFE BALANCE

CITIES

Explore Southeast Asia's capital cities: Hong Kong, Kuala Lumpur, Manila, and Singapore — and the unique cultural experiences each has to offer, alongside the opportunities for career development and personal growth.

For the full versions of the following articles, please visit www.flyspaces.com/blog



HONG KONG

CITIES

For over 12 years, Hong Kong has held the highest degree of economic freedom in the Southeast Asian region. As a central harbor and gateway to the rest of Asia, its economy is heavily dependent on international trade and finance. From retail therapy to food trips and taking breaks in nature, here's how to achieve work-life balance in the bustling port city.

WHERE TO EAT

Immersing yourself in Hong Kong cuisine means going beyond the safety of Tim Ho Wan and taking an adventurous jaunt through the increasingly rare hawker side streets, exploring the various dai pai dongs or cha chan tengs (tea houses) and braving the unfamiliar menus and deliciously greasy offerings. Stumble through the dizzying crowds at Lan Kwai Fong's night life hotspots or have a laugh at a SoHo comedy club. There's always someone new to meet and an interesting conversation just waiting around every corner. With the city so densely populated, you won't ever find yourself starved or thirsting for excitement.

WHERE TO EXERCISE

Staying in shape can be a challenge when Hong Kong cuisine consists of many greasy dishes; but you don't have to worry because Hong Kong offers an assortment of health and fitness activities. There are several classes you can take from underwater spinning (Hydro), Yoga (Pure Yoga, The Yoga Room, MARI Yoga), CrossFit (CrossFit 852, CrossFit Typhoon) and many more. If you don't feel like taking classes, you can opt to jog through one of the finest waterfront promenades, Ma On Shan.



RECREATION & LEISURE

With almost free port trade, record low corporate and income tax, and a high standard of living, it's no wonder shopping is one of the city's most popular pastimes. Though money can't buy happiness, between Harbour City, Sheung Wan, and Mong Kok, you'll find a treasure trove of deals that'll likely come close. Besides being a shopping mecca and financial epicenter, Hong Kong is a sensational travel destination. Even long time residents can still appreciate the view from Victoria Peak or a visit to the temples or monasteries, while the beaches of Lantau or Sharp Island are refreshing to even the weariest world travelers.

ARTS & CULTURE

Arts and culture are an integral part of the Hong Kong experience, from a stroll along the Avenue of Stars to a visit to the real life Chungking Mansions. There are museums and galleries, contemporary as well as traditional shows, performances, and exhibits to attend. There are seasonal events throughout the year, such as New Year dragon parades, Spring Lantern Festivals, Cheung Chau Bun, and the Hungry Ghost Festival, as well as nightly attractions like Victoria Harbour's Symphony of Lights, best viewed from the Avenue of Stars. Be sure to check the calendars because events change schedules from year to year.



Kau Kee Beef Brisket

CITIES

KUALA LUMPUR MALAYSIA

Located at the junction of two great rivers in the vast Klang Valley is Kuala Lumpur, a city name that literally translates into “muddy confluence”. Nowadays, it is a sprawling metropolis marked by soaring skyscrapers and surrounded by lush greenery. Pulsing with life and energy, it is more than just the capital of Malaysia. Kuala Lumpur is at the heart of industry, commerce, finance, history, culture, and modernity in the country.

WHERE TO EAT

Even though Penang is considered to be the nation’s foodie capital, Kuala Lumpur does not disappoint with its banquet of numerous dining experiences. Plenty of neighborhoods have their own individual flavours and characters, such as the family-friendly Bangsar, or the popular open-air food court at Petaling Jaya, or the many Chinese dim sum joints around Brickfields. The best places to eat and drink are the nameless hawker centers, food carts, quaint tea houses, noodle houses, and curry houses ranging from the tourist-packed streets of Bukit Bintang to the posh high-rises of the central business district.

WHERE TO EXERCISE

Work-life balance is within easy reach in Kuala Lumpur because it is already a widely accepted component of working conditions and everyday life. Apart from outdoor gyms and jogging trails at various parks (Titiwangsa, Datuk Keramat, Bukit Jalil) there are many fitness centers and sports complexes (Sports Planet, Challenger Cheras) as well as specialty activities like archery and indoor wall climbing. Besides your usual gym membership, there are public swimming pools, golf courses, tennis courts, and stadiums to choose from.

RECREATION & LEISURE

Scenic hike trails are aplenty in and around Kuala Lumpur including those at Gasil Hill, Broga Hill, or Mount Tok Wan. Weekend travelers can enjoy exploring the country’s other beautiful states, or even cross the border to Singapore. Known for its widespread shopping culture, different mega malls in the capital also offer various alternative recreational activities like ice skating or laser tag. Don’t forget about the various amusement parks (Legoland, Berjaya Times Square) and waterparks (Sunway Lagoon, Desa Water Park) too.

ARTS & CULTURE

One of the more captivating features of the cityscape is the blend of classic architecture and modern design. Preserved British, Dutch, and Portuguese colonial buildings and reclaimed territories like Merdeka Square are spread out between glass-and-steel edifices like the Petronas Towers, but are even more pronounced in UNESCO World Heritage Sites like Penang and Malacca. But just walking around Kuala Lumpur, you will find sculpted facades and beautifully designed structures that house all kinds of residential and commercial endeavors. It describes the expansion of a state that was established on the very principles of innovation and industrialization.



Nasi Goreng with Kebab

MANILA PHILIPPINES

With a GDP growth of 7%, the Philippines is Asia's fastest-growing economy. Its colonial past has resulted in the widespread adoption of English and imbued Western ideals within its culture, making the Philippines a familiar and friendly venue for international investment. Its capital, Metro Manila, is a vibrant metropolis composed of individual urban hotspots. There's the financial and business-minded Makati, the world-class Fort Bonifacio, the shopping haven Ortigas, the bayside Old Manila, and the populous Quezon City, each with their own unique contributions to architecture, culture, and economy.

WHERE TO EAT

While the upscale bars and restaurants of Makati and The Fort attract international crowds, the food parks of Ortigas and Quezon City, as well as the neighborhoods like Maginhawa Street in Teacher's Village, also have a lot to offer. After a productive meeting with your peers, a popular food hub is Kapitolyo where you will find a broad range of emerging restaurants with affordable yet tasty dishes. At night, you can choose among the popular night clubs in The Fort, the rooftop bars in Ortigas, or the jolly pubs of Quezon City and Makati.

WHERE TO EXERCISE

As more and more people prioritize their health and wellness, gyms and fitness centers have opened left and right. You can try different styles of Yoga (Antigravity or Hatha at Beyond Yoga, Flow Vinyasa and Kundalini at Urban Ashram), or join classes ranging from cycling (Ride Revolution, Electric Studio, Saddle Row) to Zumba, contemporary barré (Barre3), various combat sports (Muay Thai, Krav Maga, Yaw Yan, etc.), to circuit and CrossFit training (Primal Ape, CFMNL). If you're on a budget, there are urban parks like the Ayala Triangle Gardens where you can exercise for free or jog during your down time.

RECREATION & LEISURE

Each city has an amazing selection of malls that cater to different demographics. Major mall players in the country have developed commercial centers to take advantage of the large foot traffic coming into the city every day. The Ayala Center in Makati is a premier shopping destination, while the Mall of Asia in Pasay offers plenty of entertainment as one of the region's biggest shopping complexes. More recent ventures like UP Town Center or Uptown Mall in The Fort are sure to present new and exciting options.

ARTS & CULTURE

Each municipality is home to its own rich cultural landmarks and historical sites. Old Manila, as it is fondly called, brings together the country's most prolific museums and galleries (The National Museum, Museum of Natural History, Museo Pambata), hundreds of old colonial-era churches, as well as the famous walled city of Intramuros. Meanwhile, The Fort has been actively collaborating with artists to fill public spaces with funky street art. There are plenty of things to see and do to spend quality time with family or friends, such as visit the Manila Zoo, go on a day trip to Corregidor Island, or visit the Cultural Center of the Philippines to watch a ballet.



Tapsilog



Established in 1988, the French Chamber of Commerce and Industry in the Philippines (CCIFP) promotes and assists French companies in the Philippines as well as Philippine companies in France. A wide range of dedicated business support services such as business matching and market research are provided to better approach the French and Philippine markets, facilitate the set-up of each company, and provide assistance with development.

How does the CCIFP enhance business relations between France & the Philippines through its chamber events?

Social events such as our monthly networking nights are an opportunity for our members

to interact with individuals from different industries and backgrounds. In order to make them more interesting on a personal and business point of view, we also partner with other organizations, allowing members and non-members to increase the reach of their network.

Our yearly gala, the Soirée Beaujolais is a perfect example of linking the French, foreign, and Philippine business communities with 1,500 participants every year. More than just an extravagant networking night, it is also a night of celebration of French culture.

We also hold more business-focused events such as business luncheons, conferences, and economic briefings.

What kind of market insight can you give us regarding foreign companies entering SEA at this time?

Southeast Asia is a growing market of interest for foreign companies. The growth rate of ASEAN is an appealing indicator to foreign companies who are targeting the growing middle

class which is rising in this highly populated part of the world.

More than just consumers, foreign companies also see skilled labor. In countries such as the Philippines, fluency in English is creating enormous opportunities in the BPO sphere. We see several companies entering at first to tap into the consumption potential, but eventually they decide to establish themselves in the country because of the pool of local talent available.

What's next for CCIFP?

Always more events that match the needs of our members and also a wider portfolio of services, with more training, last but not the least, the upcoming 70th anniversary of France-Philippines diplomatic relations in 2017!

info@ccifrance-philippines.org
www.ccifrance-philippines.org

SINGAPORE

What Singapore may lack in size, it makes up for with surprising gems to discover and countless opportunities for career growth. As one of the most progressive economies not only in Asia, but in the world, Singapore's labor force has been touted as one of the best with their multi-faceted skills and strong work ethic. Living and working in Singapore will surely present you with a chance to explore the intricacies of this island city-state.

WHERE TO EAT

Singapore is home to some of the best food in the world because its diverse population is made up of a fantastic mix of Chinese, Malay and Indian ethnicities. From Michelin-starred gourmet meals at Marina Bay to cheap yet scrumptious street grub at different hawker centers (Chinatown, Chomp Chomp, Maxwell Road, Bukit Timah), various areas offer a wide variety of dining options that cater to a huge range of palettes. At night, there are trends toward rooftop bars (Kinki, Loof Bar, 1-Altitude) with sweeping city views, although old favorites along Clark Quay, Arab Street, or Tanjong Pagar are sure hits.

WHERE TO EXERCISE

When it's time to burn all those extra calories after devouring plates of chicken rice, teochew, and kaya toast, you'll find a multitude of health and fitness activities for every professional's needs and lifestyle. If you are more of a gym buff, apply for a membership at The PIT. Those looking for something more intensive should not miss the different mixed martial arts classes

at Juggernaut Fight Club, Impact, Evolve MMA, or Gold's Gym. Trying to squeeze in a short sweat session during your break? Go jogging through the parks located at Raffles Place and Padang.

LEISURE & RECREATION

Singapore is every shopaholic's dream come true. With a mall or flea market on every block, the city state is sometimes described as one big shopping center. You'll find the most famous shopping landmark in downtown Singapore: Orchard Road. On top of that, the colorful side streets of Haji Lane and Bugis Junction, Jalan Besar or Tiong Bahru offer a different vibe than the typically buttoned-up central business districts.

ARTS & CULTURE

When you're done shopping and you have some free time to kill, get to know Singapore a little better through some of its famous landmarks and historic sites. Take a walking tour along Padang and visit iconic buildings including City Hall, the Old Supreme Court, the Parliament House, and the Attorney General's Chambers. If walking is not your thing, try out the Singapore River Cruise. It's a unique way of discovering Singapore and learning about its rich history. You'll see the Raffles Landing Site, the Merlion, the Esplanade, and the Marina Bay Sands.



The Famous Hainanese Chicken Rice



index

HONG KONG

Avenue of Stars (avenueofstars.com.hk)
Chungking Mansions (chungking-mansions.hk)
CrossFit 852 (crossfit852.com)
Crossfit Typhoon (crossfittyphoon.com)
Harbour City (harbourcity.com.hk)
Hydro 1.0 (hydro1hk.com)
MARI Yoga (mariyoga.com)
Mong Kok (hk-mongkok.com)
Pure Yoga (pure-yoga.com)
The Yoga Room (yogaroomhk.com)

KUALA LUMPUR

Berjaya Times Square (berjayatimesquarekl.com)
The Challenger, Cheras (thechallenger.com.my)
Desa Water Park (desawaterpark.com.my)
Legoland (legoland.com.my)
PETRONAS Towers (petronastwintowers.com.my)
Sports Planet (sportsplanet.com.my)
Sunway Lagoon (sunwaylagoon.com)

Ayala Center (ayalamalls.com.ph)
barre3 (barre3.com.ph)
Beyond Yoga (igobeyondyoga.com)
CFMNL (cfmnl.com)
Cultural Center of the Philippines
(culturalcenter.gov.ph)
Electric Studio (electricstudio.ph)
Mall of Asia (smmallofasia.com)
Museo Pambata (museopambata.org)

National Museum of the Philippines
(nationalmuseum.gov.ph)
Primal Ape (primalapecf.com)
Ride Revolution (riderevolution.ph)
Saddle Row (saddlerowph.com)
UP Town Center (ayalamalls.com.ph)
Uptown Bonifacio (megaworldatthefort.com)
Urban Ashram (urbanashramyoga.com)

MANILA

1-Altitude (1-altitude.com)
Attorney-General's Chambers (agc.gov.sg)
Clarke Quay (clarkequay.com.sg)
Esplanade (esplanade.com)
Evolve MMA (evolve-mma.com)
Gold's Gym (goldsgym.com.sg)
Impact MMA (impactmma.com.sg)
Juggernaut Fight Club (juggernautfightclub.com)
Kinki (kinki.com.sg)
LOOF (loof.com.sg)
Marina Bay (marina-bay.sg)
Marina Bay Sands (marinabaysands.com)
The PIT (pitpersonaltrainer.com.sg)
Singapore River Cruise (rivercruise.com.sg)

SINGAPORE



STARTUPS

Insights from some of the most promising entrepreneurial ventures in the region.

BSD | code + design academy

Hong Kong-based startup, BSD Code & Design Academy, modernizes tech education by tailoring courses to contemporary markets and industries.

supahands

Malaysian-based startup, SupaHands, optimizes the business outsourcing industry by offering companies digital customer care, research, and operations services in 20 minute bursts.

ZALORA

The Manila-based franchise of Southeast Asian online fashion retail startup Zalora, paves the way for startup success through their unique office culture and community.

HipVan

Singapore-based startup, HipVan, disrupts the furniture industry with its digital retail solution that increases accessibility to beautifully designed home and living products.

For the full versions of the following articles,
please visit www.flyspaces.com/blog





BSD CODE & DESIGN ACADEMY

Founded by Chris Geary and Nickey Khemchandani, BSD Code & Design Academy brings the learning of code and design to the forefront of global education and makes it affordable, accessible, and applicable to anyone.

Established in 2013, Hong Kong's BSD runs coding and design courses in Hong Kong, Bangkok, and Philadelphia, concentrating on practical educational and professional applications.

At a time when CEO Chris Geary was juggling the operation of several businesses and the oversight of investment ventures, there arose a need for keen decision-making with regard to technology. As somebody without in-depth technical expertise, Geary was challenged to make quick decisions about a field in which he had limited knowledge of.

This predicament drove Geary's motivation to "make technology information accessible." With courses and webinars being taught in key cities in Asia and the US, BSD is working to localize systems

and bridge cultural gaps. To do this, BSD Code Academy has customized their programs to cater to local market demands. "Technology is a world away from what it was originally," says Geary. "Companies are trying to understand how to use digital ideas and use them for practical application."

With regard to localization for young adults, Geary cites students all over the world working toward certifications from different exam bodies such as the American SATs, the UK A levels, and the international baccalaureate. He stresses that "we need to be aware of the educational context and culture these students are exposed to throughout the years... The programs and facilitations should be created in their local language."

As the demand for more globalized capability increases and as workforce trends shift, BSD's rapid growth bears promising outlook. "Even as a small business, we can create a global culture with our company," asserts Geary.

“Even as a small business, we can create a global culture.”

– Chris Geary

CEO and Founder of BSD & Design Academy

BSD aims to launch their own technology platform, talking with several potential partners and investors looking to expand to Chinese, Taiwanese, and Japanese markets.

When asked which qualities attract him to invest in companies, Chris states that he likes pragmatic entrepreneurs. "I've touched about 11 different industries and I've always been able to find success across different industries. I believe entrepreneurs with a strong set of fundamentals make good business people and opportunities with these types allow for a cross between investment and venture building."

As for his tips on how to become successful in the startup scene, he says "I think you have to be really nimble nowadays. You have to have a really solid understanding of what your business is trying to achieve and how you can use technology to achieve that growth. I think that goes together with business pragmatism and that businesses like BSD and FlySpaces in this world can help facilitate those business goals."

“Don’t hesitate to outsource. Look for ways to speed up processes within the organization that help you scale faster. Every founder wants to scale companies quickly, but you need the right workforce, technology, and knowledge to do so.”

- Mark Koh
CEO of Supahands

Malaysian-based startup, Supahands, optimizes the business outsourcing industry by offering digital customer care, research, operations and database management to entrepreneurs and businesses that are looking to accelerate growth.

Founded in 2014, Supahands is an outsourcing platform that works with companies around the globe to scale and save resources by allowing clients to delegate tedious administrative tasks to a remote team. Supahands’ distributed workforce, which is comprised of SupaAgents, are located around the world and are the core of Supahands’ business operations. The SupaAgents use technology to execute tasks including automation data entry, record transcription, venue reservation, and corporate or consumer research to speed up processes and create more efficient results.

Supahands’ current business model operates on two platforms. The Entrepreneur plan is a self-service where customers work directly with a SupaAgent to outsource small and ad-hoc tasks. Their Business plan is where Supahands works with larger clients doing ongoing day-to-day processes that ultimately scale over time. A company can build a team of 50 people and finish a project without needing to interview and hire anyone.



Targeting high growth tech companies like Uber, K-Fit, and Delivery Hero, Supahands helps speed up processes within their organization.

There are currently 300 collaborators called SupaAgents—some full time, some part time, and some freelancers who are either Malaysian or Filipino. The company’s goal is to have 800 SupaAgents by the end of the year. In terms of market reach, the company is targeting to expand into key markets around the world, with the United States, Australia, Singapore, and Hong Kong as their primary focus.

Supahands’ CEO, Mark Koh, suggests that there is a current rise in the volume of entrepreneurs in the market, an ongoing trend across the world where people are leaving full time corporate jobs in order to try their hand building up their own venture and being their own boss. “Everyone wants to be their own boss and that seems to be the big trend all across the world.”

Mark shares that the timing is great for his company. Supahands has been growing steadily and can claim that at least 1/8 of any company with a venture capital portfolio in Malaysia utilizes its services. This, along with larger-scale

projects between SupaAgent teams and bigger corporations consolidates the need for such a service in the market.

Mark Koh shares that Supahands came about from the realization that the need for outsourced manpower is not only a corporate or big company problem, but is also a need that has to be addressed by individuals, SMEs, and startups that are trying to remain competitive or to scale up.

On what he can advise to aspiring entrepreneurs, Mark points out, “Don’t hesitate to outsource. Look for ways to speed up processes within the organization that help you scale faster. Every founder wants to scale companies quickly, but you need the right workforce, technology, and knowledge to do so.” Supahands is uniquely positioned to cater to businesses with limited assets and manpower for the execution of tasks. For certain tasks, Supahands can supplement the benefits of an experienced workforce, high-technology equipment, and in depth field or industry knowledge. By welcoming outsourcing, a company can scale with relative ease.

STARTUPS



“ People join a startup because they want to belong to something they believe in ”

- Paulo Campos
CEO and co-founder of
Zalora Philippines

The Manila-based franchise of Southeast Asian online fashion retail startup, Zalora, paves the way for startup success through their unique office culture and community.

Zalora aims to be the one-stop destination for everything fashionable in the Philippines by featuring the most relevant and trendy international designers on their online platform.

Since launching in Singapore back in 2012, Zalora has become synonymous with affordable online fashion. Unencumbered by the obstacles faced by traditional brick and mortar retail stores, the company has since expanded across the continent to offer an alternative marketplace for fashion savvy consumers. As part of their latest marketing strategy, pop-up Zalora outlets have sprung up in locations across Southeast Asia and the Philippines, adding a layer of human experience to their original online business model.

Zalora garnered support of over US\$100 million in investments from JP Morgan and private equity firms during its early rounds of funding and swiftly expanded into Malaysia, Thailand, Vietnam, Hong Kong,

Brunei, and the Philippines. Backed by Berlin-based Rocket Internet Group, Zalora consistently reports meteoric growth, experiencing more than double sales revenue between 2012 and 2013 and 100%-200% year-on-year growth since. Zalora's aggressive marketing has enabled them to become the top online fashion destination in Southeast Asia.

Growth has been astronomical, but it wasn't always so. There were doubts whether a B2C e-commerce company was ready to be embraced by the Filipino market. By focusing on unique local needs, specifically on an in-house delivery fleet, cash

on delivery functions, and logistical optimization, Zalora Philippines has overcome initial obstacles. From a 60/40 market ratio between Metro Manila and outside the capital, it now boasts a 65/35 rate, with the majority of orders currently coming from outside Metro Manila.

Asked for his prediction on the e-commerce industry, CEO and co-founder Paulo Campos cites a recent Google study which reveals that the online digital economy in the Philippines is currently at US\$ 500 million, and is expected to grow to US\$9.7 billion by 2025. Growth is sustainable now that the whole ecosystem is in place





and can adapt to changes and innovations dictated by the market.

"At Zalora, your purpose is not just to collect your paycheck at the end of every month. Maybe that's what your parents wanted you to do because that's what they did," begins Campos. "As for me, I've always blazed my own trail. Here, we have a sort of trinity wherein happy employees plus happy customers equals happy company. It's the sense of community that makes our employees like working here. This is what makes us successful."

He recalls those moments in the beginning when he'd have to roll up his sleeves and hustle nonstop to launch the business. He would juggle priorities from setting up operations, meeting clients, solving day-to-day problems, down to

writing web content and doing key analysis. "At the end of the day, we're not manufacturing anything. We're creating a service that simply didn't exist before, so it really comes down to the people to embrace this new concept."

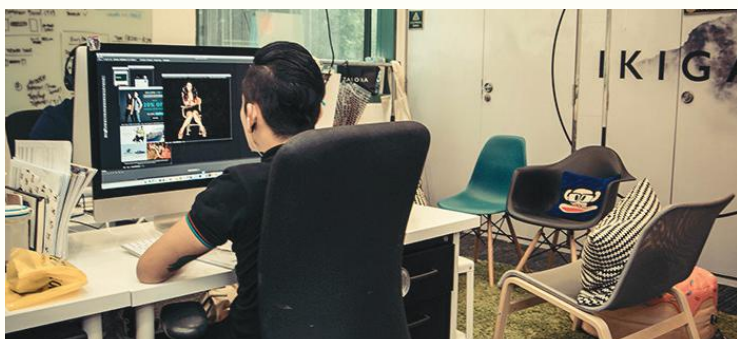
"People join a startup because they want to belong to something they believe in," he explains. "We're a community of people, so it's very important to have that sense of community amongst each other. And it's my job to keep the community strong."

When asked what defines Zalora's office culture, Paulo shares that it boils down to "ownership of what the employees do in their day to day jobs, an emotional connection, and a deep sense of care for the company."

“As for me, I’ve always blazed my own trail”

- Paulo Campos

CEO and co-founder of
Zalora Philippines



STARTUPS



HipVan

Singapore-based startup, HipVan, disrupts the furniture industry with its digital retail solution that increases access to beautifully designed home and lifestyle products.

HipVan is a Singapore-based startup that provides home and living solutions described as “great designs with great quality, at a fair price.”

Considering that Singapore has one of the highest living costs in the world, HipVan makes luxury more accessible by offering beautifully designed products at competitive prices.

HipVan wants to address the main limitations that physical stores have: space and reach. They cut out unnecessary logistics and added expenses inherent in traditional furniture industry business models. With unlimited showroom space online, the company cuts down on rent, maintenance, and overhead expenses without sacrificing product integrity. As far as reach is concerned, having a store online means having the store open 24/7, rain or shine.

The company enjoys the continuous demographic shift in its market; a market that is currently composed of people in their 20s to 30s, also known as digital natives; consumers who are accustomed to buying things online.

There are plans to expand operations in the coming year, with the ultimate goal of being able to compete with Swedish furniture goliath, IKEA, in the next five years. The team is still considering whether opening a physical or even a pop-up store is a right step forward.

Singapore currently fairs in the low single digit percentage of online spending (4%) as supposed to the US (10%) and China (20%), with Paypal forecasting that it will grow twice or thrice the current rate of spending on a yearly basis. Although there is inspiring potential, the Singapore online market faces pre-existing size and price concerns.

HipVan approaches business with a mindset that they are part tech and part retail, constantly trying to improve the consumer shopping experience by providing the right products, prices, quality and brands. It tries to maintain some elements of traditional furniture shopping by allowing users to request fabric swatches.

This continuous pursuit of excellence extends to HipVan's core office culture, which CEO Danny Tan describes as

“In entrepreneurship, there are no rules for success”

- Danny Tan
CEO of HipVan

quintessential of a contemporary startup. “In a startup, no one has time to look over your shoulders to make sure you’re doing your work. Everyone has to row in the same direction so internal hunger and drive is the most important thing.”

Passion is a recurring motif in Danny Tan's advice to entrepreneurs. “Never say never,” he starts. “In entrepreneurship, there are no rules for success. I don’t think there’s a formula... The day you think that you’ve figured it out is the day you start going down.” He believes that “Motivation plays a big role. Most people probably fail because they don’t have the right motivation. That said—if you do, then you can’t really fail. Even if the business itself doesn’t succeed, it doesn’t feel like failure on a personal level.”



PEOPLE

Stories and insights from industry luminaries.

 FlySpaces



Sanjay Verma

HONG KONG

 MaGIC
Malaysian Global Innovation & Creativity Centre



Jowynne Khor

MALAYSIA

 MartinRoll BUSINESS & BRAND LEADERSHIP



Martin Roll

SINGAPORE

 Regus



Lars Wittig

MANILA

The Far East Movement

Sanjay Verma

FlySpaces



As former CEO of the Asia-Pacific division of commercial real estate services company, Cushman & Wakefield, for over 5 years, Sanjay Verma has gained first-hand insight into the region's unique opportunities and challenges. He has observed the market grow and evolve, cultivating valuable learnings along the way. Now, as Advisory Board Member for FlySpaces, he shares his experience and expertise in the field.

"Asia-Pacific, as a region, is one of the fastest growing regions in the world," Sanjay Verma begins. "Not many regions have a number of countries where the GDP is growing at 5% plus." He categorizes the various markets such as Japan and Australia, as mature markets that are very regulated, very institutional, fairly-well structured, and information led. On another side of the spectrum are China and India—large emerging markets with booming economies and a tremendous scope for future demand and supply. The up and coming emerging markets, which have just recently appeared on the economic radar, include Indonesia, the Philippines, and Vietnam. Last are the opportunistic markets Cambodia and Mongolia, which Verma believes are the markets of the future. The potential is apparent across all asset classes, from residential and office to retail and industrial.

For the investment capital market, Japan and Australia remain safe bets, where volatility is minimal, while the large emerging markets, China and India, pose moderate to high risk for development. However, it's the Southeast Asian region (Singapore, Indonesia, the Philippines, Vietnam) that Verma is most excited about. "This is a really dynamic region and has the potential to become as big as China based on opportunity in the future," he explains.

In the past 10 years, there has been a gradual reversal in the trend of domestic to foreign capital investment. Asian capital has shifted outward to the Western market while more and more foreign capital is chasing after Asia's diversity and related returns. "The rate in increase of capital moving from East to West has increased tremendously, which makes the whole capital migration a more balanced approach for the whole world." The job growth in these markets has also affected a boom in office space demand and various construction projects. He goes on to cite the demographic growth potential of Asian countries, 3 of which belong in the Top 4 most populated countries in the world (China, India, Indonesia).

A unique obstacle Sanjay Verma has faced in the newer markets, however, is their lack of transparency. "One has to be willing to invest a lot on information gathering, collation, and ratification. From a real estate standpoint, title risks, execution risks, and government compliance risks are tight."

Another barrier to entry is the geopolitical strain experienced by Southeast Asian markets. Volatile political contexts are not easy to comprehend from an entry standpoint, while rules and regulations are subject to change through time.

Another challenge is that of talent. "I believe that office marketing is moving from pure real estate to the kind of office configurations that will retain and increase talent productivity. That's why I think the coworking industry has its own spot."

This trend has greatly affected conventional office spaces over the years. "7 or 8 years ago, people started talking about how office space has really impacted talent collaboration and productivity. Tenants wanted flexibility in designing their spaces. They wanted spaces that could inculcate innovation and collaboration," says Verma.

Similarly, Sanjay Verma shifted from his long-standing executive position at Cushman & Wakefield to where he is today. "The idea is to do multiple ventures in as much time as I can devote, and to be part of teams and enterprises trying to create a new story or trying to solve a new problem."

"I think people living in today's world are among the luckiest generations because there is just so much happening around the world, with regard to how technology is changing our lives," he lights up. "I encourage the readers to challenge the conventional and create value out of the innovations that are happening around them."

“challenge the conventional and create value out of the innovations that are happening.”

- Sanjay Verma

Board Member, FlySpaces
and Former CEO of Asia Pacific,

Of Might and MaGIC

Jowynne Khor

The Malaysian Global Innovation & Creative Center (MaGIC)



On a mission to make Malaysia the startup capital of Asia, the Malaysian Global Innovation & Creative Center (MaGIC), under the program direction of Jowynne Khor, strives to connect the dots linking entrepreneurs with valuable resources, to establish networks that spark collaborations, and to create structural improvements in the startup ecosystem.

Focusing on three core activities, MaGIC strives to support the success of startups in Malaysia.

First of these core activities is Education. The MaGIC Academy was established to teach both tech and non-tech programs ranging from 2-week short courses to longform training that last from 9 to 12 weeks. These programs are open to all, though in-house clients are prioritized and given specifically curated curriculums to fit their unique needs.

The next core activity is Acceleration, also called the Magic Acceleration Program (MAP), where enrollees can either take the Social Enterprise (SE) or the ASEAN track which caters to 50 Southeast Asian entrepreneurs. The latter is a 4-month program that equips startups with the right tools and skills geared towards success in the region, exposing them to a pool of 150 potential investors, and broadening their opportunities for growth.

Exposure is the final core activity. Once a year, 50 homegrown startups are sponsored by MaGIC to attend a 2-week program in Silicon Valley. The startups undergo a preparatory week at a Stanford collaborative program before becoming immersed in the practical business environment and culture.

Jowynne Khor is the Director for Community and Events at the Malaysian Global Innovation & Creative Center and the co-founder of Gorgeous Geeks, a community that empowers professional women in the male-dominated tech industry.

"It's lonely to be a female in this industry, which is why I want to empower and support them. I felt this, realized it, and wanted to do something about it," explains Khor. Having experienced both successful and failed startups, she has honed her experiences into building more efficient ecosystems and adding value to entrepreneurial ventures.

She spoke to FlySpaces about the opportunities in Southeast Asia, the contemporary state of coworking, as well as the benefits of these evolving trends.

FlySpaces: Why is Malaysia an ideal environment for tech companies?

Jowynne Khor: Compared to the rest of Southeast Asia, Malaysia is at the right time, right now. We need the government to come in first. If they say that this is the way to go as a nation, they provide support, and thus that makes it easier. The movement also needs to be picked up by corporations. Since the opportunity was created, other opportunities open as well. Startups in Singapore have a somewhat saturated market; but in Malaysia, the gaps are still there and there are several problems that still need to be solved. That's why it's the perfect time and place to set up these tech companies.

FS: Describe MaGIC's coworking space.

JK: Our space has an event team and a community team. We build a community by using events as a reason to bring people together. When people all come together, this makes a community. These people are gathered to work, live, and stay together. They start thinking about what they can do for the community. They can plan, design, and craft things together.

Our programs start from ideation stages, where people meet each other, form teams, and come up with creative ideas. These ideas are then converted into concrete products. This all happens inside the coworking space. Ideation bootcamp is run by my whole team to help startups prepare for our Acceleration program. Hackathon is a platform for them to do this. We want to create a funnel for them to become successful in the Malaysian environment.

We have 54 startups currently here with us. Some only have 2 to 3 people in them, and we have a total of 94 in the space. It's a very open space that's community driven. We encourage everyone to network with each other. There are no boundaries, so they can all cowork together.

FS: What is the final message you'd like to leave with our readers?

JK: When you want to be part of this ecosystem, no matter which role you're playing, you should understand that everyone is important. No matter what position, gender, etc.—everybody plays an important role and we all have to acknowledge this. Hence, we can come together and move forward. When we don't realize this, we blame each other and we think others aren't doing enough and are not given enough opportunity, and in this way, we can't succeed.

“ When you want to be part of this ecosystem, no matter which role you're playing, you should understand that everyone is important. ”

- Jowynne Khor

Director for Community and Events
at the Malaysian Global Innovation &
Creative Center and Co- founder of
Gorgeous Geeks



A Brand Apart

Martin Roll

In his much lauded book, *Asian Brand Strategy*, Martin Roll writes, “Today, businesses and consumers are placing increasing importance on brands. Brands give a sense of identity, stimulate the senses, and enrich life experiences. People have a need to affiliate and surround themselves with things they know well, trust, and aspire to be.”

A thought leader, facilitator, mentor, and advisor to boardrooms and business executives, Martin Roll is an internationally recognized business strategist. He is a Senior Advisor to McKinsey & Company, a panelist and speaker at global conferences, an accomplished professor at Singapore’s Nanyang Business School, and a frequent guest lecturer at INSEAD and several other global business schools. Much of his own personal brand has been about delivering consistently reliable advice and building trust with his clients.

“Authenticity is an important characteristic to have,” says Roll. “You just have to be yourself and hopefully that’s what clients get. When I talk about authenticity—high level of quality and high level of confidence, these are what I try to bring to clients.”



Roll speaks extensively about the value of strong brands in today’s constantly changing market, specifically in Asia.

FlySpaces: What attracted you to grow and focus your career in Asia?

Martin Roll: My attraction to the region grew throughout the 90s when I worked in and out of touch with Europe, and served several multinational clients... I dealt a lot in Asia, and it was a very different planet. It was very ancient. There was the Asian financial crisis. And nobody talked about China.

I have never followed the crowd, never followed the mainstream. For example, when everyone went to join McKinsey in London, or went to private agencies in Silicon Valley, you could be absolutely sure I would go the other way. People thought I was crazy and were saying, “What the heck are you going to do in Asia?” I said I was going to work. People didn’t believe me. They thought I was going on some kind of poetic beach holiday. Now they’ve all come together and said I made the right choice.

“Be daring and be different.”

- Martin Roll

Business and Brand Strategist,
Martin Roll Company

FS: How has the Asian market changed since your company launched in 2001?

MR: It has become much more solid. I think Asia has grown up. It used to have a sort of inferiority complex—and it still kind of does. Anything that comes from the other side—tech from Germany, dreams from Hollywood... It was very understated when I came here. But Asia today is a very modern and contemporary place. It’s a very ancient and old place full of traditions, but has been modernized at the same time. Asia is starting to gain its own strengths and personality. It’s shaped up in so many areas and is still continuing to change.

FS: What are your predictions for the Asian market?

MR: I think it's going to move forward. It is in no way done yet. It's going to modernize even further. When it comes to regulatory affairs, I think it's extremely important for Asian countries to work together. Asia used to be a bunch of isolated nations and states. I think that in an era of globalization, collaboration and co-creation, it's very important that Asia keeps those frameworks and makes sure that they work together well. For example, ASEAN.

One thing that Asia should never become is arrogant and complacent. But it does happen and is a natural thing to happen when you become successful, almost like a science.

FS: How would you differentiate brand strategy in Asia?

MR: There are two ways to look at this.

One: Asian brands moving overseas. There's too much of this aspiration to become brands mimicking their Western counterparts (like Apple, IBM, etc.) I think it's very important for Asia to find its own voice. It's very important for it to have confidence to bring Asia to the world and not only replicate and become another, for example, mobile brand that looks just like the other one.

Two: Western brands coming into Asia. They also need to adapt (I call it "globalize"), and bring in some sort of global offering. Asian consumers are very fickle, so these Western brands should have a deep understanding of Asian market traits, strengths, and weaknesses. These are very important. Western brands have to make Asia their home. You can't just replicate a strategy and bring it here to Asia. It varies by industry and context.

FS: What would be your chief advice for startups trying to establish themselves in their industries?

MR: They should seek to build a brand identity and establish what they stand for very early. Most of them inherently do so, but in my experience they somehow get started a little too late. I think it's important in the early years that they even out the foundation to try and—I would say—dream big, in the sense of where they really want to be.

Get started early. I ask my clients very often, "What do you want your legacy to be?" It's an angle where you try to force people into a relation 5 to 10 years out. Working with branding and marketing strategy at a very early stage is quite important to get that going. This is not about big budgets. This is more about making sure everything you do—

“I think it's very important for Asia to find its own voice. It's very important for it to have confidence to bring Asia to the world and not only replicate and become another example mobile brand that looks just like the other one.”

- Martin Roll

Business and Brand Strategist,
Martin Roll Company

tactics, touch points, formality, and communication through all lines, where that goes, people, whatever you can imagine—is aligned.

FS: What's next for you?

MR: To continue my journey. My client roster is very diverse—half of them are in Asia and half are global in other locations. My next frontier is about family business. I realize that 70% of Asian firms are family owned, so I think my next book will be on family businesses how to transform a family business, and how to transform for the next generation.

FS: Your final message?

MR: Be daring and be different.



PEOPLE

"As employees continue to modify their approach to work and career, employers will inevitably follow, and so will commercial real estate developers."

- Lars Wittig

Country Manager
Regus Philippines

LEADING AN INDUSTRY

Lars Wittig

Regus Philippines



Regus has built its reputation as the world's leading provider of serviced workspaces—with business centers, executive suites, conference rooms, lounges, and virtual offices—spanning 3000 locations, 900 cities, and 120 countries. For over two decades, their business has surged alongside fluctuating work trends, changing office cultures, and shifting demographics.

Lars Wittig, Country Manager for Regus Philippines, is excited to be at the forefront of this industry. In developing the 25 different Regus centers across the country, he deals with region-specific conditions, advantages, and obstacles; from Metro Manila traffic to the localized characteristics of different locales.

In the thick of the Asian financial crisis in 1999, Regus established its very first office space in the Philippines, at The Enterprise Center in Makati. "That was very remarkable timing," begins Lars Wittig. "Investors, corporations, big companies—regardless of industry—were circumventing not just the Philippines, but also Southeast and East Asia. We did the opposite... It, very quickly, became a very big success for us, but also for The Enterprise Center landlords and of course, the Philippines."

Several companies saw an opportunity to "test the waters" in the country and so the flexibility offered by Regus became an attractive selling point. "Luckily, many of them decided the Philippines was a viable market, and these companies would stay with us and wait until the awful times got better," Wittig narrates. Back then, Regus acted as an incubator for those companies as well as for the Enterprise Center, marking the beginnings of one of Regus' core principles: inclusive growth.

For Wittig, it helps to be aware of the modern landscape, keeping up with technology, and embracing global trends. Particularly, "The shared economy—that's the way to go. We believe, very much, that plays into our hands. We believe that we are representing that shared economy as well... That is what we are embracing."

With their entrepreneurial mindset, tech and mobile habits, millennials have pioneered the changes in traditional business practices. Offices have adapted by focusing on mobility and flexibility. Open plan offices encourage greater interaction, while coworking spaces and shared offices promote a collaborative atmosphere. The emergence of the on-demand economy has ushered in more interest in short-term workspaces while also presenting

SMEs and bootstrappers with more viable options.

"Millennials are extremely productive and successful," Wittig agrees. "They have already, by far statistically, exceeded the previous generation." He believes that office leases will become shorter and shorter as this young generation continues to gain significant influence, and that demands and expectations will continue to conform to flexible millennial lifestyles. According to Wittig, as employees continue to modify their approach to work and career, employers will inevitably follow, and so will commercial real estate developers. "It is really a grassroots movement. Employers that try to keep up now will be better prepared for it. They need to learn to accommodate."

Regus exemplifies this by providing access to their global business lounges, so that members can drop in for free and avail of coffee and Wi-Fi at any Regus location worldwide. Last year, they also launched their coworking brand, Spaces. Founded in the Netherlands, they've continued to expand to Amsterdam, London, New York, San Francisco, Melbourne, and Sydney.

Nowadays, as businesses tend to work flexibly, so should flexibility be built into the office space. One of the trends cited by Regus is that businesses starting out as lean organizations initially sign up for the worry-free promise of temporary spaces, but eventually stick with Regus for their reliability in providing top-grade flexible serviced offices, "Because business is, by nature, dynamic, it is increasingly difficult for companies to predict what their requirements could be 3, 5, 6, or 10 years from now."

One thing is for sure—3, 5, 6, or 10 years in the future, the ones that continue to adapt will continue to stay afloat.

SPACES

A close look at four inspiring coworking and serviced office spaces across Southeast Asia. We've asked them about their journeys, their accomplishments, their role in the changing workspace landscape and their idea of the meaning of "community."





Having opened just a year ago, Hong Kong's Urban: Serviced Offices aims to build a community centered on sustainable design and holistic principles, ideas reflected in the company's own core values.

Urban: Serviced Offices has distinguished itself through its assertive service-oriented outlook that strives to bring wholesome values into the workplace. Rather than treating personal health and well-being as out-of-office concerns, Urban chooses to bring these elements into its workspace. "It's a mix of work-life balance. Instead of doing it after work, we want to integrate health and wellness through little touches throughout the work day and place," explains Evan Moore, General Manager of Urban: Serviced Offices.

At Urban, ergonomic furniture and functional design are integral space elements. With applications such as smart lighting and energy-saving technology, they hope to influence people to care more for their personal well-being, as well as the earth and environment.

This serviced office aims to stimulate conversation around coworking spaces in Hong Kong. While many serviced offices are merely shared and private offices with little interaction between members, Urban differentiates themselves by hosting events and networking opportunities for their clients, bringing in industry speakers and organizing skill-building workshops. As their customer base grows, they continuously cultivate a deeper understanding of their community's needs, from stocking their pantry with salad options and lemon water to partnering with health and wellness providers.

Nowadays, more players have entered the workspace market and the next step will involve close collaboration. "We want to promote dialogue," states Moore. The company wants to spread the word on the benefits of coworking spaces through strategic partnerships and concrete promotions such as newsletters, social media, and FlySpaces' magazine—naturally.

“Our community and culture has everything to do with good design, sustainability, health and wellness”

– Evan Moore
General Manager
Urban: Serviced Offices





Kuala Lumpur, Malaysia's globally-minded urban capital, is known for its quick-paced, competitive business environment. While many companies continue to operate rigorous models and typical 9-to-5 work schedules, new businesses are bringing in more flexible and agile approaches to work. To stand out from the throng, vOffice's coworking space connects members to a strong and useful community, creating support structures and various shared services.

"Creating space, events, and environments to make people come together to support each other's success is something we're developing. Our offices are the setting of a big melting pot of ideas that can effectively help businesses succeed," explains Albert Goh, CEO of vOffice. They run two events every month, where members can socialize, share their expertise, expand their networks, and showcase their different businesses.

voffice.com.my

Initially, the Malaysian market was wary of coworking trends. vOffice responded by promoting the many values offered by coworking spaces, educating their community. "We want them to know that they can grow in comfort and also be able to get inspiration, ideas, and make new connections in our spaces," says Goh. The exposure gained by these companies and the network they form translate into meaningful business advantages.

The next step is to take this vision and give vOffice a more global presence. "We're creating a lot of shared services for these businesses that need diverse solutions, so we're trying to get a group of followers to transform the paradigm of traditional business into a modern and versatile one," explains Goh. He concludes that "not only the space, but the people and the community we have, work as pillars to support the whole model. This helps our clients accelerate their business' growth and success."



"Our offices are the setting of a big melting pot of ideas that can effectively help businesses succeed"

- Albert Goh
CEO, vOffice



Coworking is a fairly new concept in the Philippines. Gabrielle Pratte, Manager at Penbrothers, believes the trend is going to grow, especially when coworking spaces are competing with each other to provide elements that other spaces don't. "Coworking represents the future of workspaces."

Other than their creative office environment with modern furniture and colorful wall murals, Penbrothers offers clients flexibility by customizing each member's experience. More than just coworking, Penbrothers actively supports businesses, that tackle operational needs: from HR and promotional services to expansion and business consultancy.

"A lot more young people have turned toward more entrepreneurial endeavors," says Pratte, and it was these budding enterprises—startups entering more mature stages—that became Penbrothers' first clients. "All of them do things differently and we try to be flexible for them.

We want to customize our service to match their experience and needs." Generally, coworking spaces are more cost-efficient than conventional offices with long-term leases and incidental maintenance and set-up expenses. As Pratte sums it up, "You just come in and it's plug and play."

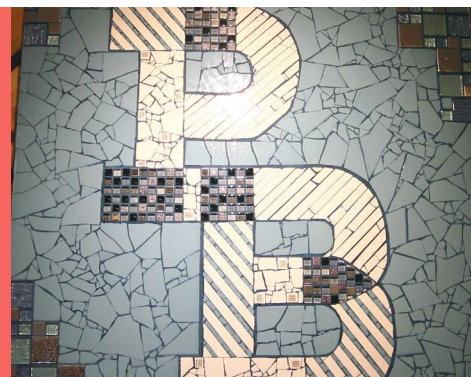
Within two years, Penbrothers grew their business from 2 clients to 28 by 2016, from one 180 sq. m. space to two spaces occupying over 1,500 sq. m., both strategically positioned in the Makati business district. "The location is a big thing for

our clients. Everything from restaurants, government offices to banks are within walking distance. Proximity is the biggest benefit," relates Pratte.

"Established startups are the ones who approach us," she says. But why these businesses stay, why they remain delighted with the value and effectiveness of coworking spaces? "The interaction between people from different backgrounds does the trick. They are also offering a conducive work space for their teams at a fraction of the cost."

“Coworking represents the future of workspaces”

- Gabrielle Pratte
Manager, Penbrothers

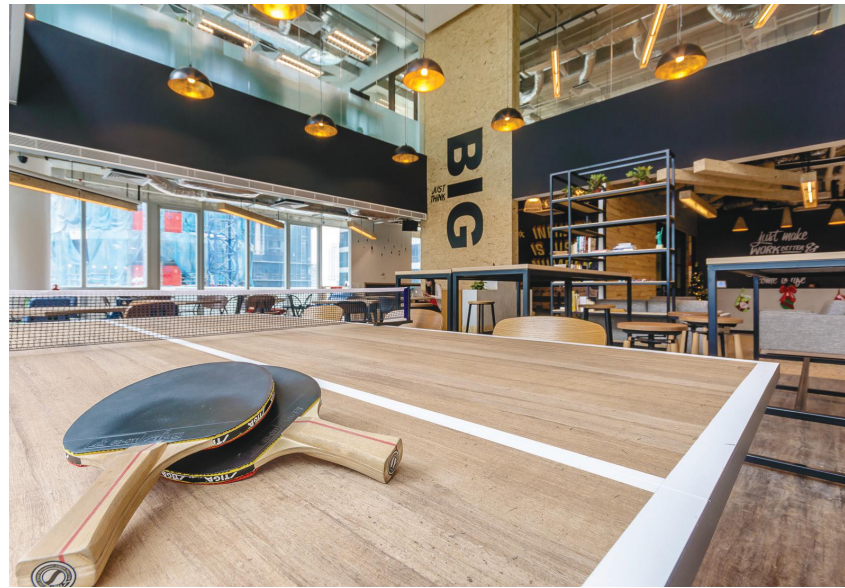




JUSTCO

SINGAPORE

Coworking spaces boast quite innovative appearances—think open floor plans with casual furniture. They operate with different habits—consider the middle-of-the-day mingling with other businesses and the sharing of resources across the space. And because they promote seemingly unfamiliar conventions, the market has initially been limited to non-traditional companies, startups thinking outside the box, and new age entrepreneurs. That's just fine for JustCo in Singapore, as they work on opening up that niche to a more mainstream audience.



"A big factor is the community; the kinds of people in there and the industry or businesses they come from. We want to bring people together for different reasons so that they can engage in productive conversation," says Kong Wan Sing. JustCo's success has been predicated on the innovative ideas and new ways of thinking apparent in the community they've built. "Companies want to be surrounded by those who have resources that can help them or their client bases."

Another unique asset for JustCo is their community app, which acts as a social media and internal communication platform where members can interact in forums, post classifieds, register events, and stay updated with relevant news and weekly schedules.

Nowadays, JustCo includes a wide-ranging profile of companies within its two centers in Singapore, soon expanding to Shanghai as well. The usual creative freelancers and startups have set up shop at JustCo, but alongside them are progressively maturing SMEs and a number of multinationals breaking into the Asian market.

"The initial impression is that coworking is a thing for young entrepreneurial or tech businesses," asserts Kong Wan Sing, CEO of JustCo, Singapore's largest coworking outfit. "But we're introducing it as a new way of working. It's really for anyone."

JustCo upholds these values by promoting an environment that fosters creativity and ideas. By targeting not just fledgling businesses but traditional companies as well, they bring these concepts to a broader audience, changing perceptions and opening up the market to more diversity. They actively work to overcome the barriers faced by companies still unsure of the values of shared office spaces and coworking.

"We're introducing coworking as a new way of working. It's really for anyone."

- Kong Wan Sing
CEO, JustCo

THE EVOLUTION OF THE SHARING ECONOMY

Dubbed as a sustainable economic system built around the sharing of human and physical assets, the sharing economy has developed from an idealistic theory into viable business models and a part of everyday life.



1995



eBay is launched, now the biggest online marketplace for independent sellers.

1996



Craigslist is launched, a platform for posting classifieds that leverages local communities and stimulated many of the current trends of co-ops, co-housing, short-term rentals, telecommuting, outsourced jobs, and swap meets.

1999



Napster was the pioneer peer-to-peer file sharing website that made vast amounts of music easily available to download online, paving the way for torrents and eventually modern streaming services.

2004



Couchsurfing launches, creating a community of travelers sharing living spaces across 200,000 cities worldwide.

2005



Etsy is launched, a marketplace in the vein of eBay, but focusing on DIY and handcrafted products.



The first real "coworking spaces" crop up: San Francisco's Coworking Space at Spiral Muse (now The Hat Factory) and the original Hub at London's Angel Station



Acquired by Google in 2006, the online video sharing social network has risen to become the internet's second most popular site.

2007



Founded in Stockholm, Sweden—home to another disruptive music app, Spotify—this music streaming site has become the preferred platform for independent artists and musicians to showcase their work.

2008



This peer-to-peer network of residential properties, short-term and long-term offer travelers alternative accommodations and experiences.



Apple launches the App Store, giving creators and end-users access to a new platform for innovation connected through mobile technology

2009



Kickstarter is founded, now the largest online platform for crowdfunding.



UBER

Through mobile technology, the online transportation company connects everyday consumers with private vehicles for rent.

2010



Skillshare is established, an online learning community encouraging skill sharing

2012



RIDE SHARING APPS

Through mobile technology, the online transportation company connects everyday consumers with private vehicles for rent.

2015



Leading workspace and marketplace engine in Southeast Asia



"Sharing economy" is added to the Oxford Dictionary

The sharing economy is by no means new, but with widespread globalization and connectivity, recent years have allowed disruptive technologies to greatly affect the ways in which we think, buy, sell, consume, and behave.



PRIVATE
OFFICES



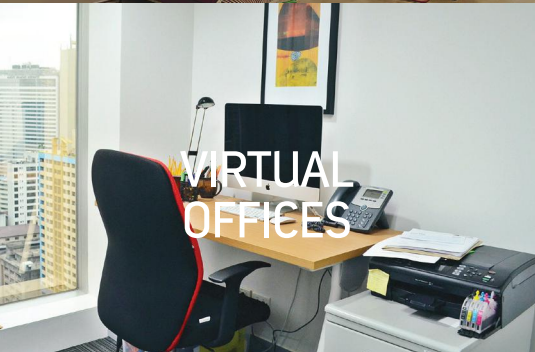
COWORKING
SPACES



MEETING &
CONFERENCE
ROOMS



TRAINING &
WORKSHOP
SPACES



VIRTUAL
OFFICES



EVENT &
RETAIL
SPACES

Where is your next Workspace?

Empower your business with
flexible & productive spaces

HOW IT WORKS



Explore & Enquire

Discover a space that works with your business. Search by location & workspace category.



Book

If instant booking is not available, one of our venue specialists will contact you within 4 hours.



Confirm

Seal the deal with
NO ADDITIONAL FEES
OR **COMMISSION**
payment.



Online Payment

Our team will send you the invoice and payment link. Easy!

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