

**Deloitte.**

Asia Pacific  
Global Employer Services  
Conference 2013  
Delivering value to business

4 – 6 December 2013  
Shanghai, China



# Welcome

## A message from the deans

We are thrilled to welcome you to Shanghai and host the first Asia Pacific GES Conference in mainland China. With China's fast growing economy, increasing consumer market and expanding middle class population, this is an exciting time to be in the financial centre of Shanghai. We hope this will set the scene for a successful and thought-provoking conference.

Our theme "Delivering value to business" recognises the increasing need of global mobility, rewards and talent professionals to adjust to various strategic and operational expectations in order to deliver and demonstrate value to all stakeholders and become a key participant in the business decision making process.

In planning the conference we have listened to your feedback from prior conferences and the guidance from our Executive Advisory Board of clients. Based on this, we have focused on topics that are of key importance to our clients when working in partnership with their business partners to deliver strategic and operational excellence across an array of mobility issues. We are excited to present a range of speakers, including our clients, thought-leaders and market intelligence experts.

Back by popular demand is the highly collaborative Innovation Café which creates an energetic and informal environment to brainstorm fresh, innovative ideas that address some of the current key issues in global mobility. This year we are also excited to announce the launch of an electronic mobile conference App to bring conference updates to your fingertips. You will be able to access all the key conference information including your personalised agenda, a list of participants, speaker biographies, workshop presentation material and exchange contact details as you network.

We have also allowed sufficient time for networking with your peers and client meetings with your Deloitte team during the conference, as well as taking in the spectacular skylines and tastes Shanghai has to offer. We encourage you to join us for the networking event on Wednesday evening and the gala dinner on Thursday night.

As always, if you have any questions or feedback about our conference, please do not hesitate to contact either of us, a member of your engagement team, or any of the contacts listed on the last page of this brochure.






**Weina Ang**  
Executive Director,  
Global Employer Services  
Deloitte Malaysia



**Gus Kang**  
Partner,  
Global Employer Services  
Deloitte China

# Schedule of events

Wednesday, 4 December 2013			
Time		Event	
08:30	11:30	Registration opens	
08:30	11:30	Client service meetings/technology demonstrations	
11:30	13:00	Welcome lunch	
13:00	14:30	Deans' welcome and opening plenary with keynote speaker	
14:30	15:00	Tea break	
15:00	16:15	<b>Workshop 1</b>	
		Branding the mobility function	
		The journey of a business traveller: Risks, tracking, compliance and engaging (Part I)	
		Immigration in Asia Pacific: Trends, factors, impacts	
		And the survey says...? Insight and foresight from the Deloitte's 2013 'Global Share Plan Survey'	
16:30	17:45	<b>Workshop 2</b>	
		Exploring current policy and compensation trends within Asia Pacific	
		Practical approaches to dealing with equity challenges: Remember your ABCs!	
		Mobility analytics: Using data to drive value in mobility and positive return on investment	
		Limelight on China: Exploring areas that may create critical individual income tax/social security compliance risks	
17:45	19:00	<b>Client service meetings/technology demonstrations</b>	
<b>Networking event</b>			
19:00	22:00	Networking dinner	Shanghai Ballroom 1, Kerry Hotel

Thursday, 5 December 2013			
Time		Event	
08:30	09:00	Deans' overview of day 1	
09:15	10:30	<b>Workshop 3</b>	
		Asia Pacific trends in reward and remuneration strategy	■
		Managing employment tax risk and governance in global businesses	■
		A journey into Indochina	■
		Social security in Asia Pacific	■
10:30	11:00	Tea break	
11:00	12:15	<b>Workshop 4</b>	
		Talent mobility: Recognising talent as a key value driver for the business	■
		Mobility and corporate tax in practice within Asia Pacific	■
		The 'I' of BRIC – India or Indonesia?	■
		The journey of a business traveller: Risks, tracking, compliance and engaging (Part II)	■
12:15	13:45	Lunch	
13:45	16:00	<b>Innovation café</b>	
16:00	18:00	<b>Client service meetings/technology demonstrations</b>	
<b>Gala dinner</b>			
18:00	18:30	Transport to Peninsula Hotel	-
18:30	20:00	Cocktail reception @ Sir Elly's Bar and Aviation Lounge	Peninsula Hotel
20:00	22:00	Gala dinner @ Sir Elly's Restaurant	Peninsula Hotel

**Friday, 6 December 2013**

Time		Event	
08:30	09:45	<b>Workshop 5</b>	
		Case study: Shell Prelude project	■
		Employment of foreign employees in China – Insight on China labour law matters and precedents	■
		The two faces of global payroll	■
09:45	10:15	Tea break	
10:15	11:30	<b>Workshop 6</b>	
		Utilising centres of excellence and optimising global mobility service delivery	■
		“Smarter” moves in mobility	■
		Limelight on China: Managing potential permanent establishment exposures under a global mobility arrangement	■
11:30	13:00	Closing plenary	
13:00	14:00	Farewell lunch	

**Workshop session tracks**

Talent
  Technical
  Equity
  Business risk
  Strategy
  Analytics

# Keynote speaker



**Shaun Rein**

**Managing Director of the China Market Research Group**

Shaun Rein is the managing director of the China Market Research Group (CMR), the world's leading strategic market intelligence firm focused on China. Using sophisticated methodologies, CMR conducts customised, objective, and discreet research to help multinational and domestic Chinese companies understand how to seize advantage of the fastest growing economy in the world. In presentations, Rein takes an engaging and informative approach to examining the extraordinary changes taking place across all levels of Chinese society and how they affect businesses across the world.

One of the world's recognised thought leaders on strategy consulting in China, Rein is the author of the best-selling book *The End of Cheap China: Economic and Cultural Trends that will Disrupt the World*. *USA Today* said, "Rein combines elegant writing and methodical research. Years of working in China have given him access to important players." In the book he puts China's continuing transformation from producer to large-scale consumer—a process farther along than most people think—under the microscope, examining the eight megatrends catalysing change in China.

Millions also read Rein's regular column in *Bloomberg BusinessWeek*. He previously wrote a weekly column for CNBC and Forbes on business in China and leadership. Before that, he wrote for *BusinessWeek's* "Asia Insight" column. He is often featured in the *Wall Street Journal*, *Harvard Business Review*, the *Economist*, *Financial Times*, *Newsweek International*, *Bloomberg*, *TIME* and the *New York Times*. He is regularly interviewed by American Public Radio's *Marketplace* and NPR. Rein frequently appears to deliver commentary on CNBC's *Squawk Box*, Bloomberg TV, CBS News and CNN International TV.

# Client service meetings

There are meeting rooms available between the below listed times.

	Hourly slots available between:	
	From	To
Wednesday, 4 December 2013	08:30	13:00
	17:45	19:00
Thursday, 5 December 2013	07:00	08:30
	16:00	18:00
Friday, 6 December 2013	07:00	08:30
	13:00	17:00

If you wish to hold a meeting, please get in touch with your Deloitte contact who will make the necessary arrangements. For room bookings, please contact either of the following individuals:

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Asia Pacific GES Leader

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**Vicky Lunn**

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## Innovation café

**Thursday, 5 December 2013, 13:45 – 16:00**

Albert Einstein famously once said "If you always do what you always did, you will always get what you always got." This in mind, we will once again be holding our highly collaborative Innovation Café.

The Innovation Café creates an energetic and informal environment that helps you break free from regular thinking patterns and brainstorm fresh ideas that address some of the current key issues in global mobility. The format draws on the power of the collective in order to ensure that these ideas are able to deliver real value to business.

We look forward to seeing you at this interactive session of idea generation and collaboration!

## Dining highlights

### Networking dinner

Please join us for an opportunity to mix with other conference attendees comprising both Deloitte teams and fellow clients during an evening savouring the finest cuisine from around China. This will be a fun and casual event with a surprise!

Date: Wednesday, 4 December 2013

Venue: Shanghai Ballroom 1,  
The Kerry Hotel,  
Pudong, Shanghai

Time: 19:00 onwards

### Gala dinner

It's cocktail time on the river in central Shanghai followed by stylish modern European dining with the glorious backdrop of the Bund skyline.

Date: Thursday, 5 December 2013

Venue: The Peninsula Hotel,  
No. 32 The Bund,  
32 Zhongshan,  
Dong Yu Road, Shanghai



Time: Please be at the hotel lobby by 18:00 for transport by bus to the Peninsula Hotel

Please ensure to indicate on the registration website if you have any dietary requirements.







# Workshop details

## Workshop session 1: Wednesday, 4 December; 15:00 – 16:15

Session title	Session description
 <b>Branding the mobility function</b>	<p>A common challenge encountered by HR mobility professionals is the perceived value of the function. As mobility becomes core to overall business strategy, it is critical to demonstrate this increased importance to both assignees and employees. This session will focus on the importance of branding the mobility function and its internal communication.</p>
 <b>The journey of a business traveller: Risks, tracking, compliance and engaging (Part I)</b>	<p>The risk and compliance implications of international business travellers of multi-national companies is not a new problem, but the changing attitudes of tax authorities and innovative methods to monitor tax triggers pose a new set of issues. In Part I of this two-part workshop we will discuss:</p> <ul style="list-style-type: none"><li>• Understanding and identifying risks associated with international business travel, including taxation, immigration, social security and equity compensation using a case study approach</li><li>• The changing face of the international business traveller problem and the new methods to finding a solution</li><li>• Understand the expanding role and responsibility of the global mobility function in addressing the interests of business travellers and the broader enterprise</li></ul>
 <b>Immigration in Asia Pacific: Trends, factors, impacts</b>	<p>The scale and pace of Asia's transformation is unprecedented and the implications for many countries throughout the region are profound. Is the immigration regulatory environment to facilitate the movement of talent across the Asia Pacific region geared to take advantage of the growth potential sought by companies? This session will explore the immigration trends being observed across the region, with a particular focus on China, Malaysia and Indonesia, and offer insights on what the future of mobility in the Asia Pacific region may hold.</p>
 <b>And the survey says...? Insight and foresight from the Deloitte's 2013 'Global Share Plan Survey'</b>	<p>Want to know the most prevalent incentive and equity-based compensation structures around the world? With a particular focus on the Asia Pacific region, our panellists will discuss the trends and hot-button global issues identified in Deloitte's 2013 'Global Share Plan Survey'. In addition to identifying the top issues, panellists will share their solutions and focus on the practicalities of operating incentive compensation in the form of equity, cash and deferred bonus plans.</p>





**Workshop session 2 – Wednesday, 4 December; 16:30 – 17:45**

Session title	Session description
 <p><b>Exploring current policy and compensation trends within Asia Pacific</b></p>	<p>As companies in the region focus on achieving better operational efficiency and managing cost pressures, there is a growing move away from traditional expatriate packages in favour of hiring local foreign nationals and/or permanently transferring individuals within Asia Pacific on local packages. This workshop will outline the key findings from our recent 'Asia Pacific localisation survey' and will explore the key approaches to:</p> <ul style="list-style-type: none"> <li>• Policy and compensation approaches that companies are utilising when recruiting foreign local hires (such as local plus)</li> <li>• The use of permanent transfer policies for intra-regional moves</li> <li>• The challenges and opportunities faced in localising assignees within Asia Pacific</li> <li>• Moving talent from low salary to high salary locations</li> </ul>
 <p><b>Practical approaches to dealing with equity challenges: Remember your ABCs!</b></p>	<p>It's easier to deal with equity plan challenges if you remember your ABCs.</p> <ul style="list-style-type: none"> <li>• Administration: simplify reporting your plan to requirements in relation to participants and tax authorities</li> <li>• B2B: recharge, where possible, across international borders and reduce group tax rate</li> <li>• Costs: make your incentive plans more cost effective with our simple tips</li> </ul>
 <p><b>Mobility analytics: using data to drive value in mobility and positive return on investment</b></p>	<p>This session will explore how to define Return on Investment (ROI) for a mobility programme and how to go about capturing, understanding and using the data to accurately forecast and analyse ROI in your business. A practical demonstration of how technology can be leveraged to accurately measure and report on ROI will also be given.</p>
 <p><b>Limelight on China: Exploring areas that may create critical individual income tax/social security compliance risks</b></p>	<p>During this session, we will share the areas/issues that may create PRC individual income tax and social security compliance risks, and which are also the focus of authorities during audit exercises. These areas include for example benefits-in-kind structuring under the intensified administration environment, trends on the PRC social security administration and compliance requirements on running equity incentive plans in China.</p>




### Workshop 3 – Thursday, 5 December 2013; 09:15 – 10:30

Session title	Session description
 <b>Asia Pacific trends in reward and remuneration strategy</b>	<p>The workforce and competition for top talent is becoming more global in reach emphasising the importance of organisations to create a differentiated and well-articulated employee brand to attract, retain and engage leading global talent to drive performance. With talent challenges more pronounced in Asia Pacific, and with local teams often less experienced in driving reward and remuneration strategies, is there a need to refocus how we look at reward and remuneration strategies in the region? This session will address the key talent and total rewards practices in the region and look at how local clients are using reward and remuneration strategies to drive growth and still be aligned with increased tax and regulatory considerations. We will discuss:</p> <ul style="list-style-type: none"><li>• How global organisations are responding to the current business environment as it relates to talent rewards strategies; and how our clients are driving this in Asia Pacific</li><li>• The ways organisations are prioritising their global talent and rewards challenges and objectives</li><li>• Aligning an organisation's priorities with effective strategies</li></ul>
 <b>Managing employment tax risk and governance in global businesses</b>	<p>As multinational employers take an increasingly global approach to HR strategy and tax compliance, they need to achieve a global oversight of their employment taxes obligations and risks. In this session we will:</p> <ul style="list-style-type: none"><li>• Discuss the complexities presented by managing employment taxes globally</li><li>• Address the growing trend for employers to assess and manage their employment tax compliance risks on a global level</li><li>• Explore how, practically, employers can achieve a clear and real-time oversight of their global employment tax compliance risks</li><li>• Consider the current "hot topics" in different jurisdictions including current areas of scrutiny from local authorities and common areas of non-compliance</li></ul>
 <b>A journey into Indochina</b>	<p>During this session we will be delivering some practical insights on operating across the Indochina region with particular emphasis on how to manage moves into the developing markets of Myanmar, Cambodia and Laos. We will compare the challenges for assignees moving into these locations, and the compliance aspects that mobility managers need to consider from an income tax, social security and immigration perspective.</p>
 <b>Social security in Asia Pacific</b>	<p>Individual income taxation is one of the most important elements when considering global mobility assignment cost. Another important element that merits special consideration relates to social security taxation issues. Although the social security system and administration in Asia is relatively new, it requires special attention since many of the rules and regulations are not well publicised. This lack of clarity especially amongst developing countries can create pitfalls for decision makers. In this session, we will present issues that should be considered as part of every assignment especially in developing Asian countries.</p>




**Workshop 4 – Thursday, 5 December 2013; 11:00 – 12:15**

Session title	Session description
 <p><b>Talent mobility: Recognising talent as a key value driver for the business</b></p>	<p>The full value of global mobility is only unlocked if the organisation is able to identify, attract, retain and nurture key talent, before deploying the right skills to the right location. This presentation will focus on the interfaces between global mobility and talent management, exploring how some of world’s leading companies are integrating the two.</p>
 <p><b>Mobility and corporate tax in practice within Asia Pacific</b></p>	<p>Businesses are often concerned about international assignments triggering a permanent establishment, the resulting corporate tax implications, and an effective way to deal with the recharge of assignment costs to manage corporate tax. This session will focus on the practical aspects of:</p> <ul style="list-style-type: none"> <li>• The countries that are raising permanent establishment concerns in practice</li> <li>• The wording required in intercompany recharge agreements to manage permanent establishment risks</li> <li>• The costs of centrally funded assignment programmes such as graduate programmes, and whether it warrants transfer pricing concerns</li> </ul>
 <p><b>The 'I' of BRIC – India or Indonesia?</b></p>	<p>With the growing economic strength of Indonesia, could it pose a threat to India and lay claim to be the 'I' in BRIC? This workshop will focus on these two economic powerhouses of Asia and discuss:</p> <ul style="list-style-type: none"> <li>• Current challenges, trends and practices in India and Indonesia</li> <li>• What organisations can do from policy, immigration and compliance perspectives to address the special dynamics of these two countries</li> <li>• How recent social, economic and political changes in India and Indonesia are impacting mobility</li> <li>• Lessons learned from managing talent in India and Indonesia</li> </ul>
 <p><b>The journey of a business traveller: Risks, tracking, compliance and engaging (Part II)</b></p>	<p>Having explored the latest trends and innovations in managing the international business traveller problem in Part I, Part II of this workshop will cover:</p> <ul style="list-style-type: none"> <li>• Data driven risk management – using a data analytics approach to track and manage the intersection of travellers, country rules, business logic and the heavy lifting of data management</li> <li>• Explore mobility risk management techniques and tools that can effectively support your risk-intelligent mobility programmes and policies</li> </ul>

## Workshop 5 – Friday, 6 December 2013; 08:30 – 09:45

Session title	Session description
 <b>Case study: Shell Prelude project</b>	<p>Prelude is a major floating liquefied natural gas (LNG) project for Shell. To be constructed in Korea and deployed off the coast of Western Australia, Prelude will be an engineering first on an unprecedented scale - in fact, it is expected to be the largest floating structure ever constructed. This industry innovation was required as the location of the Prelude gas field meant that it would otherwise not be economic to develop the gas via a conventional onshore LNG processing plant.</p> <p>In this session, Shell will share some of the key issues and challenges experienced in managing such a large, ground-breaking project. These included workforce planning for the various project stages, as well as having to identify and manage all of the compliance, regulatory, logistical and global mobility challenges of going into/out of the key locations, including South Korea and Australia.</p>
 <b>Employment of foreign employees in China – Insight on China labour law matters and precedents</b>	<p>During the session, we will explore the major labour law issues faced by MNCs when employing foreign employees in China and share real cases decided by Chinese Courts. We will focus on the impact of work permits, enforceability of contract clauses, terminations at will, and law applications. In addition, we will share some latest development of PRC labour law related to staffing with direct hires and/or agency workers.</p>
 <b>The two faces of global payroll</b>	<p>During this session we will be taking a look at global payroll through a very different lens. Directly impacting the employee experience is the ability to get them paid, on time, every time, regardless of where they are in the world, in multiple currencies. This is no easy task and through this interactive session we will explore practical treasury options that can be deployed, split payroll as a delivery mechanism and we will look at what some of the world's large corporates do in this space. We will also take a fresh look at payroll optimisation strategies as a potential lever to drive down the compliance burden.</p>

Workshop 6 – Friday, 6 December 2013; 10:15 – 11.30

Session title	Session description
 <b>Utilising centres of excellence and optimising global mobility service delivery</b>	Global competition requires an ability to deploy the right talent in the right location, quickly and effectively. Whilst recognising the unique requirements of each location, companies need to consistently excel in supporting their mobility needs across the globe. This presentation will highlight how today's organisations are creating 'centres of excellence' in an effort to ensure consistently high standards of service delivery and support in all locations.
 <b>"Smarter" moves in mobility</b>	This session will focus on how mobility professionals can increase the value they deliver for their organisations. In particular we will examine proven approaches that leading mobility teams have implemented to help business leaders and their HR partners make smarter decisions about how to deploy talent to opportunity to best support enterprise objectives.
 <b>Limelight on China: Managing potential permanent establishment exposures under a global mobility arrangement</b>	During this session, we will share the intensified administration over permanent establishment, the criteria determining permanent establishment assessment relating to expatriate activities in China, and how to appropriately structure expatriate assignments/employment in China to manage potential permanent establishment exposures. Our guest speaker will share how to track and manage different groups of expatriate assignees in China from a HR/mobility perspective.



# Contacts

If you have any further questions, please do not hesitate any of the following contacts:

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