

The logo for ISI International Strategy Institute features the letters 'ISI' in a large, bold, gold-colored font. To the right of 'ISI', the words 'INTERNATIONAL', 'STRATEGY', and 'INSTITUTE' are stacked vertically in a white, sans-serif font. The background is a dark blue gradient with abstract geometric shapes and a gold border.

# ISI INTERNATIONAL STRATEGY INSTITUTE

CONNECTING GOVERNMENTS AND BUSINESSES  
IN ASIA AND THE WORLD

**COMPANY**  
PROFILE



**CONNECTING  
GOVERNMENTS  
AND BUSINESSES  
IN ASIA  
AND THE WORLD**

[www.istrategyglobal.org](http://www.istrategyglobal.org)

# About International Strategy Institute (ISI)

The International Strategy Institute (ISI) is a not-for-profit organisation that helps connect governments and businesses across Asia. We stand for universal ethical business values such as equality, transparency, fair trade, and sustainable development.

Our dialogues, programmes, research and networking platforms, are designed to drive economic growth in the region. We aim to:

- 1 Build platforms for regional dialogue and networking opportunities that allow businesses, industry captains and governments to come together to drive economic growth of the region;
- 2 Provide timely research to keep our members and governments informed and updated on global trade and political issues that may have an impact on their operations;
- 3 Match businesses to the right investors and to ensure that the companies are paired with the right strategic investment partner.
- 4 Provide strategic platforms that connects governments, businesses, and civil society organisations (CSOs) around the region to conduct CSR programmes for community outreach and to give back to the community.

**INTERNATIONAL  
STRATEGY  
INSTITUTE (ISI)  
IS A WELL-PLACED  
PLATFORM TO  
OFFER THESE**



Investment



Innovation



Ideas



Interaction

## Vision and Mission

International Strategy Institute (ISI) aims to be the leading regional connector and networking platform for governments and businesses across Asia and the Pacific.

Through our networking events, conferences, and rigorously research publications, special dialogue with key decision maker within the government, captain of industries and NGOs, we hope to promote a robust Asian socioeconomic environment that is strategic, inclusive, thought provoking, innovative, and sustainable for all.

## Key Strategic Thrusts

To promote Asia in the global market

To promote investments into Asia,  
particularly into ASEAN and Malaysia

To promote sustainable  
development in Asia

To promote dialogue between  
Governments and Businesses

To promote social enterprises and  
Asian young entrepreneurs

# Management Team



**Cheah Chyuan Yong**  
Founder and Chairman

## MESSAGE FROM THE FOUNDER AND CHAIRMAN

History is cyclical. There was a time when Asia was a struggling region, ridden with wars and proxy wars, poverty and depression. Today, Asia is one of the biggest growth regions in the world, so much so that much of global capital is turning eastwards. Southeast Asia, home to around 650 million people has 350 million internet users, which is more than the entire US population. This means the digital future that is about to revolutionise how we work, live and do business today will transform the region into an advanced digital bloc that will be at the forefront of huge opportunities for its people and economy. In order for Asia to take advantage of this development, it cannot work in isolation. This is the best time for Asia to collaborate with other continents across the globe. Asia has to ensure a seamless linkage between government and private sector, as well as ensuring an egalitarian future for all Asians through equal opportunities and empowerment of the people at the base of the pyramid (BoP) as active economic actors. ISI is therefore poised to play an integral role in the region. We invite all stakeholders; governments, media, private sector, and civil society to play a part in this exciting journey with us.



**Dato' Mohamad Fazin Mahmud**  
Honorary Advisor



**Dato' Sri Shamshun Baharin Bin Mohd Jamil**  
Honorary Advisor

# Principal Activities

- Provide investment advisory and research services.
- Establish ISI nodes in key cities in Asia, Europe, Oceania and North America.
- Establish a business hall of fame to recognise business leadership excellence.
- Provide government relations services.
- Provide political risk consultancy.
- Provide project development and investment promotion.
- Organise high level strategic conferences and forums in Asia, Europe, Oceania and North America.

**International Strategy Institute (ISI) was established to be an advisory and interaction hub, catalyst and clearing house to capital raising and investment related activities in Asia.**

---

[www.istrategyglobal.org](http://www.istrategyglobal.org)

## High Level Programmes

ISI believes that the root of a vibrant and prosperous region is the strong connectivity between governments and businesses around sound economic policies and just governance that will give birth to a healthy nation, a sustainable economy and a promising future for all.

**International Strategy  
Institute (ISI) brings together  
government, business, civil  
society and academic leaders  
to discuss issues of strategic  
importance to the region, the  
country and business.**

# International Strategy Institute (ISI)

conducts high level advisory services based on our strong commitment to our core values of integrity, excellence, diligence and mutuality.





# Key Success Factors

STRONG  
REPUTATION  
LEVERAGING  
ON OVER  
100 YEARS OF  
COLLECTIVE  
EXPERIENCE



RELATIONSHIP  
BUILDING



DIVERSE  
AND REPUTABLE  
BOARD AND  
INTERNATIONAL  
ADVISORY  
BOARD



DISTINGUISHED  
PROFESSIONALISM

DEEP RESERVOIR  
OF GOODWILL  
AND REGIONAL  
EXPERTISE



HIGH-LEVEL  
CONTACTS OF THE  
PROMOTERS AND  
PRINCIPAL OFFICERS  
IN ALL 10 ASEAN  
COUNTRIES

AS WELL AS IN CHINA, UK,  
EUROPE, AUSTRALIA, USA



ABILITY TO  
OPEN DOORS AND  
ACCESS SENIOR  
DECISION-MAKERS



STRONG  
ETHICAL VALUES  
AND HIGH  
GOVERNANCE  
STANDARDS

# Commitment To Impact

International Strategy Institute (ISI) believes in organising specially designed economic programmes that produces meaningful positive impact.

- ISI believes in economic intervention targetting the BOP (Base of Pyramid), as active economic actors such as vendors, consumers or promoters of economic activity.
- ISI believes in utilising disruptive technologies in narrowing the ability, knowledge and income gap between rich and poor.
- ISI believes in an egalitarian future where everyone has the universal right to freedom, dignity, basic protection and financial comfort.

# Past and Future Programmes



Our strategic planning can provide strategic insights and foresight. We carry out our Advisory services based on our strong commitment to our core values of integrity, excellence, diligence and mutuality.



# CONNECTING GOVERNMENTS AND BUSINESSES IN ASIA AND THE WORLD

INTERNATIONAL STRATEGY INSTITUTE (ISI)

IAF Strategy Sdn Bhd 1282270-W

---

A-15-02 & A-15-03,  
The Vertical Business Suite, Tower A, Avenue 3,  
Bangsar South, No.8, Jalan Kerinchi, 59200 Kuala Lumpur

T: +603 2242 3799  
E: [info@istrategyglobal.org](mailto:info@istrategyglobal.org)

F: +03 2242 3033  
W: [www.istrategyglobal.org](http://www.istrategyglobal.org)