

MARKSMEN DAILY



# BUSINESS

# ICONS

OF ASIA 2026™

*Phuket*



# ASIA ASCENDANT

Leadership, Trade & Trust  
in a **Multipolar World**

Brought to you by





# OVERVIEW

As the global economy recalibrates amid geopolitical realignments, slowing Western markets, and evolving trade alliances, **Asia is emerging as the world's most consequential growth corridor.** Home to the youngest workforce, fastest-growing consumer markets, and some of the world's most dynamic trade blocs, the region is no longer responding to global change, it is defining it.

From **ASEAN's manufacturing and trade strength**, to **BRICS' expanding economic influence**, and from **technology-driven economies in East Asia** to **high-growth markets across South and Southeast Asia**, the Asian region today represents a powerful convergence of capital, talent, innovation, and leadership.



Yet, this moment also demands **deeper collaboration**. As traditional trade routes face disruption and global institutions undergo reassessment, Asian economies must strengthen **intra-regional partnerships**, unlock cross-border synergies, and build trusted leadership networks that can navigate complexity with confidence.



The **Business Icons of Asia – Phuket** is envisioned as a **high-level, invitation-only platform** that convenes **business icons, industry leaders, diplomats, high commissioners, and policymakers** from across **ASEAN, South Asia, East Asia, and partner economies**. Set against the strategic backdrop of Southeast Asia, the event facilitates candid dialogue on trade realignment, demographic advantage, regional resilience, and leadership in a multipolar world.

Rather than focusing on individual markets, the event emphasises shared opportunity, how Asian economies can collaborate, trade smarter with one another, and collectively strengthen their position in global value chains. It is a space for leaders to exchange perspectives, align strategic priorities, and build relationships that transcend borders.

The Business Icons of Asia - Phuket is a rare gathering of Asia's most influential minds, where leadership, diplomacy, and enterprise converge to shape the future of regional and global growth.





The **Business Icons of Asia** felicitation recognises leaders whose influence extends beyond individual markets and reflects Asia's growing role in shaping global enterprise, trade, and leadership. The selection will be guided by the following parameters:

- Minimum 10+ years of leadership impact across India and/or other Asian markets, demonstrating consistency, resilience, and long-term value creation.
- Demonstrated presence, operations, or strategic influence in at least two Asian markets.
- Meaningful enterprise revenue, investment, or operational footprint in Asia, with the region playing a strategic role in the organisation's growth journey.
- Active role in enabling cross-border trade, partnerships, supply chains, or regional collaboration within Asia.
- Proven ability to lead through geopolitical shifts, market volatility, or structural change, strengthening trust and stability in Asian markets.
- Recognised for ethical leadership, institutional credibility, and trust-building, contributing to sustainable growth across the Asian business ecosystem.







## WHY **BUSINESS ICONS** OF ASIA MATTER NOW

- Asia contributes **over 60% of global growth** and houses the world's largest young workforce
- ASEAN-India trade continues to expand, with growing integration across manufacturing, services, and digital ecosystems
- Businesses today must navigate geopolitical shifts, supply chain realignments, and regional collaboration simultaneously
- Leadership, trust, and partnerships are emerging as decisive competitive advantages

This event responds to that moment moving beyond commentary to **connection, collaboration, and commitment.**

## THE EXPERIENCE

An evening of high-impact conversations, closed-door leadership exchanges, diplomatic engagement, and refined networking, designed for decision-makers shaping the next chapter of Asian enterprise.

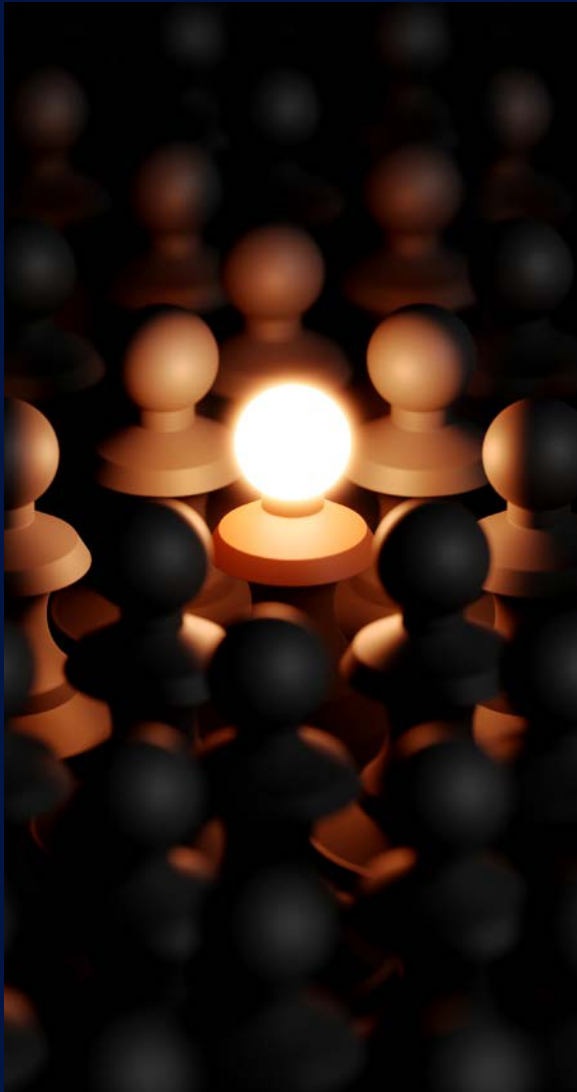




## EVENT HIGHLIGHTS

- Power Keynotes by eminent business icons and policymakers
- ASEAN Trade & Growth Dialogue with senior industry and diplomatic leaders
- CEO & Business Leaders Panel on leadership, resilience, and regional opportunity
- Diplomatic & Policy Perspectives on cross-border collaboration
- Felicitation of Business Icons recognising leadership and impact
- Curated Cocktails & Networking Dinner





## WHO SHOULD **ATTEND**

- CEOs, Founders, and Board Members
- Business Icons and Industry Leaders
- Trade Ministers and Senior Policymakers
- Ambassadors, High Commissioners & Consuls General
- Heads of Industry Associations & Chambers
- Investors, Family Offices, and Global Advisors
- Senior CXOs driving regional and international expansion

## WHY **ATTEND**

- Gain first-hand insight into **Asia's evolving trade and leadership landscape**
- Engage with **business icons shaping regional and global commerce**
- Explore new **cross-border partnerships and market access opportunities**
- Participate in **high-trust, closed-door conversations** beyond formal diplomacy
- Build influence within a **curated, senior leadership network**



# TENTATIVE AGENDA

TIME	SESSION DETAILS
4:00 PM – 5:00 PM	Registrations & Networking High Tea
5:00 PM – 5:10 PM	<b>Opening Address</b> Senior Representative, Team Marksmen Network
5:10 PM – 5:30 PM	<b>Opening Keynote – Asia Ascendant: Leadership in a Multipolar World</b> A strategic perspective on Asia's economic rise, demographic advantage, and the leadership required to shape the next decade of global growth.
5:30 PM – 6:30 PM	<b>Panel Discussion – Trade, Trust &amp; Transformation: Strengthening Asia's Economic Core</b> A high-level dialogue on: <ul style="list-style-type: none"><li>• Intra-Asian trade and collaboration across ASEAN, South Asia, and East Asia</li><li>• Supply chain realignment and regional resilience</li><li>• Building trust-led partnerships in a fragmented global economy</li><li>• The role of business leadership in strengthening regional value chains</li></ul>
6:30 PM – 7:00 PM	<b>Fireside Chat – From Borders to Bridges: Building Cross-Border Business Alliances</b> An intimate conversation on leadership, diplomacy, and unlocking cross-market synergies across Asia.
7:00 PM – 7:15 PM	<b>Special Session – Diplomatic &amp; Policy Perspectives: Enabling Regional Collaboration</b> Insights from senior diplomatic and policy leaders on trade facilitation, regional cooperation, and public-private collaboration in Asia.
7:15 PM – 7:45 PM	<b>Fireside Chat – Leadership, Legacy &amp; Long-Term Value in Asian Markets</b> A reflective discussion with a business icon on navigating uncertainty, building trust, and leading with purpose in high-growth regions.
7:45 PM – 8:15 PM	<b>Felicitations Ceremony – Business Icons of Asia</b>
8:15 PM Onwards	Cocktails, Networking Dinner & Informal Conversations

*\* This is a draft agenda and is subject to changes*



# TEAM MARKSMEN NETWORK ADVISORY BOARD

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# ABOUT **TEAM MARKSMEN**

At **TEAM MARKSMEN NETWORK**, our mission is to lead from the front as trailblazers in the B2B media landscape. We are India's fastest growing B2B media firm also recognized by DPIIT. We create impactful platforms that inspire thought leadership, foster collaboration, and spark innovation across industries. Driven by a relentless commitment to excellence, we aim to amplify stories of resilience, innovation, and transformation, shaping narratives that empower leaders and drive meaningful progress in India and beyond.



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## ABOUT **MARKSMEN DAILY**

**MARKSMEN DAILY** is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

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