

Asia House

Asia House is an independent think tank and advisory service

We work with companies and governments in Asia, the Middle East and Europe, facilitating high-level dialogue, providing business and market intelligence and driving commercial outcomes.



What we do

Asia House:

- Produces high-quality, original research
- Convenes meetings with government ministers, business leaders and decision-makers
- Develops thought leadership programmes
- Delivers strategic advice



Research

Asia House produces original research that pushes the global conversation forward, including:

- In-depth, long-form research reports
- Shorter briefing notes on specific issues
- Monitoring reports on specific markets, regulatory/policy changes, industry trends

Our bespoke research for clients can be:

- Asia House branded
- Jointly branded
- White labelled



Convening

Through our extensive network, we convene global decision-makers and influencers alongside high-level business and policy audiences for:

- Exclusive private briefings with corporate members
- Roundtable discussions
- Public conferences

Asia House's convening capability, based on its reach, its independence and its senior network, makes it an unrivalled platform for strategic dialogue on key policy issues



Asia House Briefings

Asia House briefings are the cornerstone of our engagement with world leaders and are held exclusively for corporate members

- Held in-person at Asia House in London and locations around the world, or convened as digital/hybrid events
- Asia House briefings are off-the-record encouraging open and constructive discussion



Thought Leadership

Asia House combines our research capability and convening power to position organisations as leaders on global issues by:

- Producing research and convening private and/or public events to discuss that research
- Convening key decision-makers for dialogues to inform research and drive outcomes
- Conducting interviews with industry and policy leaders to support research
- Producing large-scale conferences



Advisory

Asia House offers strategic advice to clients:

- Market entry and positioning
- Stakeholder mapping and engagement
- Communications
- Government affairs
- Risk analysis
- Scenario planning



Our network

Asia House is at the centre of a global business and policy network which includes world leaders, government ministers, ambassadors, officials, and senior business figures

- We curate high-level, influential and engaged audiences for Asia House events
- Our significant following ensures Asia House thought leadership reaches decision-makers in Asia, the Middle East, Europe and the Americas
- Asia House content makes an impact: we've built strong connections with international media and a broad digital presence to amplify our research and thought leadership

Why Asia House

Expertise – our team and extended network of advisors have in-depth knowledge of our subject matter and experience in working across multiple sectors in different regions

Network – our convening power enables clients to engage with the right people at every level by leveraging Asia House's extensive network of senior policymakers and business leaders

Credibility – Asia House is fiercely independent. We approach every issue objectively and impartially and ensure we cover a range of views right across the political and business spectrum

Find out more at asiahouse.org



Key People



Lord Green of Hurstpierpoint, Chairman

Stephen Green is the former Group Chairman of HSBC and served as UK Minister of State for Trade and Investment from 2011 to 2013. Lord Green was appointed Executive Director of HSBC in 1998, and held several senior positions within the organisation, including Group Chief Executive and Group Chairman. Stephen regularly speaks at our events around the world and has written on Asian affairs and global trade for a variety of publications. He brings a wealth of knowledge on trade policy and global economic issues to Asia House.



Michael Lawrence OBE, Chief Executive

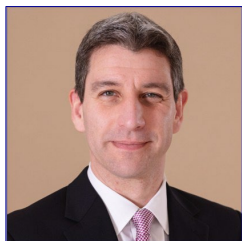
Michael Lawrence was appointed Chief Executive of Asia House in September 2012 after a distinguished career as a journalist, editor and executive in international media. He leads the Asia House team in delivering business and market intelligence to some of the world's biggest companies and governments in Asia, the Middle East and Europe. Michael is in regular conversations with global leaders in foreign affairs, finance, trade, technology and national development, and can offer valuable perspectives on how to navigate the intersection between economic, security and political issues. Prior to joining Asia House, Michael spent 18 years at Reuters, where he held several senior positions including Global Editor (2006-2012). Michael was awarded an OBE in the King's 2023 New Year Honours list for his services to international relations between the UK and Asia.



Charlie Humphreys, Director of Corporate Affairs

Charlie leads Asia House's corporate and government relations. He works closely with the Asia House network of multinational companies and has a deep understanding of their businesses in Asia and the policy and regulatory frameworks in which they operate. Charlie helped establish the Asia House Advisory business, advising multinational corporations, governments and other institutions. With an academic background in political economy, before joining Asia House, Charlie worked in finance, managing portfolios for investors from Asia and Europe. He also spent a number of years in China where he worked on capacity building projects with the government.

Key People



Daniel Worrall, Senior Advisor

Dan was appointed as a non-resident Senior Advisor to Asia House in February 2024 building on an international career in business leadership. Dan has lived and worked in all regions of the world, specialising in Asia and Central Asia, leading teams focused on market access, corporate relations, country leadership, and political risk management. He has an in-depth knowledge of the natural resources, industrial manufacturing, chemicals and infrastructure sectors from his time in international roles with Shell, ExxonMobil and Rio Tinto. Dan has also served on a number of private sector and government advisory groups most recently while based in Singapore.



David Taylor, Head of Programmes

David oversees the development and execution of high-level events and initiatives that connect business leaders and policymakers across Asia, the Middle East, and Europe. David has worked extensively with governments and businesses globally, advising on international relations, policy development and strategic communications. David holds a Master of Arts in Public Policy from the University of York and has completed executive education in Cyber Security and Management at the Massachusetts Institute of Technology (MIT).



Freddie Neve, Lead Middle East Associate

Freddie leads the Asia House Middle East Programme, convening briefings and events with leading business and policy figures and conducting original research focused on the region and, increasingly, its relationship with Asia. Freddie is central to Asia House's engagement with the Middle East and is the author of the think tank's flagship annual 'Middle East Pivot to Asia' research publication. Before joining Asia House, Freddie spent five years with Pall Mall Communications advising Middle Eastern clients across a range of sectors.

Key People



Matilda Buchan, Senior Analyst

Matilda undertakes research projects on economic developments in Asia. Matilda previously worked as an Economist in the UK Civil Service, advising on international trade policy. She produced analysis on trade, investment, global supply chains and market access barriers, contributing to the Free Trade Agreement analysis for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), Economic Dialogues with Malaysia, the Philippines and Joint Trade Reviews with China. Matilda holds a degree in Economics and a Masters in International Development.



Alana Li, Middle East Research Analyst

Alana supports the Middle East Programme with a focus on engagement between the Middle East and Asia through conducting research, convening briefings and events with key stakeholders. Alana previously worked at a political risk consultancy firm. She holds a master's degree from the London School of Economics in International Relations with a focus on the Middle East.



Lin Cong, Programme Producer

Lin develops content and engagement for Asia House's programme of events. Lin previously worked for the American Chamber of Commerce in China and the Carnegie Endowment for International Peace, helping clients and partners understand and navigate policy, political, and regulatory change in China. Lin holds a master's degree in public administration from Columbia University and a bachelor's degree in anthropology from Davidson College. Lin is a mandarin speaker.

Key People



Katie Reid, Stakeholder Engagement Associate

Katie Reid is a Stakeholder Engagement Associate at Asia House, supporting the Business and Policy team in expanding the business reach. Prior to this Katie spent over 6 years working in Executive Search, Luxury Interiors and Finance where she focused on client relationships and research.



Philip Woodford-Smith, Director of Events & Operations

Philip is responsible for managing all aspects of event operations, from logistics and staff management to budget oversight and client relations. His leadership ensures that every event—whether corporate, or private—runs smoothly, meeting the highest standards of quality and client satisfaction. Additionally, Philip spearheads the venue hire business, developing innovative strategies to optimise venue utilisation and drive bookings, resulting in significant annual revenue growth. Philip's ability to adapt to changing business landscapes and market demands has allowed him to successfully navigate challenges, consistently positioning the venue as a premier destination for prestigious events. Before joining Asia House Philip worked for Marriott International where he managed large-scale events, sales, marketing, and team development. Philip holds qualifications in Project Management and has certifications in leadership, health and safety, and IT.

Our Clients



Get in touch

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