

MARKETING PLAN 2020

CEMENTING 30 YEARS OF CONTINUED GROWTH

“Labuan IBFC: Asia’s Innovative Intermediation Centre”

- LIBFC's Overarching Objectives
- Marketing Strategy 2020
- Research
- Media and Communications
- Events

LIBFC Inc's Overarching Objectives

- To position Labuan IBFC in Asia Pacific as a well-regulated transparent, substance enabling, financial centre with diversified products and solutions
- To continue promoting the economic development of Labuan Island
- To engage stakeholders, intermediaries and key partners towards greater promotional and operational effectiveness
- To ensure there is a shared vision with Labuan FSA in order to dovetail strategies and initiatives
- To identify and promote a differentiated niche towards creating a competitive edge

Pillar Messages: Marketing Strategy 2020

“Asia’s Innovative Intermediation Centre”

- To position Labuan IBFC as “Asia’s Innovative Intermediation Centre” in a well-regulated, transparent and substance enabling environment with diversified products and solutions. (Wholesale IFC, currency, tax, legal and language agnostic)
- Innovation 1: To promote the “Digital wrapper” to enable digital licences based on existing products and services offerings
- Innovation 2: To reemphasise the “Islamic wrapper” which is an enabler for all Islamic solutions
- Innovation 3: To create a niche as a leader in Asian financial inclusion, leveraging on our digital approach as an enabler, providing a unique message to the market underpinning the maturity of the jurisdiction as thought leader.
- Focus on Asia Pacific continues - “In Asia for Asia by Asians”, as a natural follow up and reinforcement to the cost-efficient substance enabling with a geographical advantage
- All initiatives will tie back and reinforce the proposed 30th Anniversary message: *“30 Years of Intermediating Asia”*

Key Solutions: Marketing Strategy 2020

“Asia’s Innovative Intermediation Centre”

- An established and progressive 30-year old midshore International Financial Centre, strategically located in Asia to facilitate the intermediation of cross-border trade, risk, and assets
- A mature, well-regulated jurisdiction that is agile and adaptive to international regulatory changes, global competition and technological advancements.

Strategic Thrust

Enhancing the banking industry to facilitate the growth of the eco system	Embracing digital driven businesses via “wrapper”	To position ourselves as a Financial Inclusion Intermediation Centre	Reinvigorating latent solutions and service offerings
Enhancing the propositions for: <ul style="list-style-type: none"> • Investment Banks via Digital Banks • “Digital Friendly” Commercial Banks 	Complete roll out of digital businesses <ul style="list-style-type: none"> • Digital FIs • Digital Service Providers • Digital Platform 	Promote social & sustainable financial inclusion model, via <ul style="list-style-type: none"> • Banks via Digital Bank • Risk management via Digital Captives • Funds, especially PCCs 	Flagship products & niche markets focused <ul style="list-style-type: none"> • Islamic Finance • Capital Markets – Private Funds, Fund Management and Securities licenses • Reinsurance

Strategic Initiatives

- 1) Collaborate with key partners to develop IFC related white papers on:
 - IFC’s role vis-à-vis digital finance for financial inclusion
 - Resurgence of Islamic Finance’s principals via UN’s Sustainable Goals
- 2) China market
 - Labuan BRI solutions
 - Creation of a consortium comprising TCSPs-Banks-Legal services towards market development
- 3) Focus areas for Insurance sector
 - Insurance related licenses “relabeling” for ease of marketing e.g. Managed General Agents
 - Legal opinion on robustness of PCC’s remoteness
 - Assisting with the development of the Captive Masterplan

Anniversary Milestone Message: 30 Years of Intermediating Asia

Other Key Initiatives

- 1) Focus on attracting licensed businesses (including intermediaries) for incorporation which simultaneously expands Labuan IBFC's reach
- 2) Working with Labuan FSA's Business units, providing market feedback and acting as interface to the broader market
- 3) Continue to build closer ties with the industry associations by regularly sharing Labuan IBFC's marketing and promotional initiatives and activities, including facilitating the setting up of the Labuan Fintech Association
- 4) Supporting Labuan FSA in curating its key messages and communication to the regional stakeholders/intermediaries/markets
- 5) Collateral and Website brand and content refresh
- 6) To continue to engage stakeholders, intermediaries and key partners towards greater promotional and operational effectiveness.
- 7) Cultivation of new partners, especially professional bodies representing key market segments like Digital Associations, Risk Managers Associations e.g. RIMS etc.



RESEARCH

Areas of Focus

1 Content Marketing

Collaborate with key partners to develop IFC related white papers:

- a) Digital finance for financial inclusion and the role of IFCs as a “friction” mitigator
- b) To develop a white paper on the future of Islamic Financial Services, challenges and opportunities vis a vis the UN’s Sustainable Developmental Goals 50

2

China Market Outreach

Collaborate with key partners to expand China’s footprint:

- a) InvestKL/MIDA/MCBC – China channel establishment under Budget 2020

b) TRICOR/ CCB MoU/ MayCham China

Labuan BRI solutions:

- a) Captive for Chinese risks outside China
- b) Fund manager and PCC for investment funds
- c) Holding Co for foreign ventures

3

Ecosystem Enhancement

To propose internal tweaks to enhance marketability of product and service offerings

- a) Explore the possibility of revising the naming convention of insurance related licenses
- b) To secure a legal opinion on the robustness of the PCC’s bankruptcy remoteness
- c) To work on a proposed captive masterplan in order to better enhance its proposition



MEDIA AND COMMUNICATIONS

Media Strategy

Earned Media

- Articles or coverage in trade publications and mainstream newspapers, broadcast
- Digital/Online – mentions, shares, reposts, etc.

Paid Media

- Digital advertisements in newspapers and trade media publications
- Featured articles/ interviews
- To develop interactive informational videos

Engagements

- Media briefings and rapport-building e.g. Roundtables etc
- Expand touchpoints with the media, including targeted news distribution

Digital Media

- Website
- Facebook
- Twitter
- LinkedIn

Website

- Website revamp following separation from LFSA content; to contain more dynamic, promotional focused content
- Sign-up only access to selected content to generate more leads
- To adopt organic SEO strategies and targeted keywords as part of website revamp

Digital Stakeholder Engagement

- Continue to maintain contact with Labuan IBFC community through existing social media outlets such as Facebook, LinkedIn, Twitter and YouTube
- Mini online polls to gather some insight on market development initiatives

Customer Relationship Management System

- Continuous review and maintenance of CRM system and database to ensure better data integrity
- Continuous input of all touchpoints with stakeholders, clients, etc.

Content Development Initiatives

Key Initiative(s): Collateral and Website brand and content refresh

Editorial Calendar

- In-house articles or written contributions from industry experts
- To be featured on LIBFC website and shared in local and international publications (where relevant)
- Continuous development of social media calendar - covering key events over the year

Marketing Collaterals

- Refresh of look and feel for marketing collaterals
- To integrate QR code on marketing collaterals
- To streamline collaterals according to target audience
- Creation of a series of "Why Labuan IBFC for X" brochures

Videos

- Videos of selected seminar session, short clips of selected events, testimonial videos
- To introduce videos showcasing Labuan as a destination island to support promotional website content
- To source for 3rd party video hosting sites to expand reach of videos

Insight Plus

- To continue to be an avenue to communicate to stakeholders on upcoming events, industry news, etc
- Commemorative issue for 30th Anniversary
- To refresh look and feel

Stakeholder Engagement Initiatives

Stakeholder Engagement

- To build closer ties with the industry associations by regularly sharing our marketing and promotional initiatives and activities
- To continue to work and partner with other markets and associations beyond Malaysia on areas corresponding to strategic thrusts ie digital, financial inclusion, China market
- To continue to develop and/or source for written contributions from stakeholders, industry and subject matter experts
- To collaborate / partner with stakeholders for events, roadshows, exhibitions, etc
- To continue to build rapport with media
- To establish better working relationships with Labuan Corporation and other state related entities towards development of Labuan island
- To expand membership in key regional industry bodies representing areas identified as key areas of focus

Key Initiatives: Labuan IBFC's 30th Anniversary

30 Years of Intermediating Asia

Digital platform

- Consistent 30th year branding across platform e.g. website slider, email signature, FB and LinkedIn
- Commemorative Insight Plus issue, with a key video interviews with Authority members, DG, players etc

Branding and Printed collaterals

- Commemorative premium items - pearl
- Together with Labuan FSA to create a logo for the 30th anniversary, which will be jointly used

Media

- All media or public engagement to mention 30th anniversary
- Mentions in all official announcements/press releases
- Encourage all intermediaries to also mention in their media engagements

Events

- To host key events in line with strategic thrusts
- Host Media Appreciation event for local press
- To host key appreciation cocktails in Singapore, Shanghai, Beijing
- To hold a national outreach roadshow across 6 cities



EVENTS

Key Initiatives

- To further expand the range of intermediaries to partner with, especially towards expanding the market reach either in new markets or new industry verticals
- To work with partners based on the MOUs signed especially focused on the Greater China market
- To hosting of joint proprietary events, with partners who will add value for example partners with an existing niche like Islamic finance (WIBC), insurance (FAIR/RIMS)etc
- To host more generic proprietary events to discuss developments in Labuan IBFC, e.g. substance requirements, quarterly or half yearly jurisdictional industry reporting in key markets, KL, Singapore and Hong Kong
- To provide overarching event/marketing related support to intermediaries

Overall Number of Events 2020

Types of Event	2020 Target	2020 Stretch	2019 Projection
A. Proprietary Events			
• Overseas	6	7	14
• Local			
B. Sponsored Events			
• Overseas	21	23	25
• Local			
Total Number of Events	27	30	39

80% Overseas vs 20% Local

Events by Industry 2020

By Industry	2020 Target	2020 Stretch	2019 Projection
Substance/Generic	6	6	11
Wealth Management	2	3	7
LITCs/GIFT	1	2	1
Insurance/Risk	8	8	10
Digital/Fintech, Banking	8	8	8
Others: Islamic, Leasing, Funds, etc	2	3	2
Total Number of Events	27	30	39

Proprietary Events: Key Thrusts

Content and Positioning

- Add strategic, thought leadership focused events – Philanthropy, WIBC Asia, ACC, FAIR Reinsurance Conference, CoDE Asia 2020
- To provide current, emerging business trends e.g. Financial inclusion
- To secure partners with strategic thinkers/captions of industry to participate at events

Event Operations – Go Digital, Knowledge Driven

- Collaterals – electronic distribution, QR codes, videos
- To enhance the team’s technical knowledge, an understanding of the market development message as well as our brand story
- To explore hosting webinars with interested intermediaries/partners

Partnerships

- Identify partners based on geography and expertise based on key areas of focus
- Cost sharing
- Demand generating – targeted audience, expand database
- Develop new partnership models where possible

Proprietary Events

Region	Overseas	Local
Cities TBD with partner(s). Tie-in with sponsored events where possible	Shanghai, Beijing, Shenzhen, Hong Kong, Taipei Singapore, Tokyo, HCMC Mumbai, Mauritius	Domestic Roadshow with Labuan FSA to key domestic cities in conjunction with 30 th Anniversary
Format	Varied format (e.g. Briefings, Networking Meetups, Masterclasses) Landmark events – WIBC Asia, ACC, FAIR Reinsurance Conference, LIBFC Industry Awards, CoDE Asia	
Cost Sharing	Intermediaries, Labuan Players, Labuan Industry Associations	
Collaboration	Intermediaries with regional and global network Chambers of commerce, Professional bodies/associations	
Topics	Mix of Labuan IBFC focused and current thought leadership topics To be developed with sponsors and/or partner	

Proprietary/Internally Generated Events

Industry Verticals

1. Risk Management/Captives
2. Reinsurance
3. Banking & Finance
4. Tax & Economic Substance
5. Wealth Management
6. Digital/Fintech

Overseas Geographic Targets

1. Singapore
2. Vietnam
3. China
4. Hong Kong
5. Taiwan
6. Japan
7. Mauritius
8. Dubai (MENA)

Open to suggestions on additional industry verticals and geographies depending on potential partners requirements and/or suggestions

Proposed Events 2020

No	Organiser/Event	Date	City
1	Digital Banking Innovation AP 2020 Conference	Jan	Shenzhen
2	SMU Philanthropy Paper Launch	Feb	Kuala Lumpur
3	Future Energy Summit	Feb	Bangkok
4	Money 20/20 Asia	Mar	Singapore
5	Token2049	Mar	Hong Kong
6	Labuan IBFC National Roadshow	Apr	Malaysia
7	RIMAS ARRC Roadshow	Apr	Kuala Lumpur
8	IFA APAC Conference	May	Hong Kong
9	IFA Mauritius Conference	May	Mauritius
10	IPBA Annual Conference	Jun	Shanghai

Green: Proprietary Events

Blue: Sponsored Events

Proposed Events 2020

No	Organiser/Event	Date	City
11	8 th WIBC Asia	Jun	Kuala Lumpur
12	The Asian Captive Conference 2020	Aug	Kuala Lumpur
13	Asia Captive Awards 2020	Aug	Kuala Lumpur
14	LIBFC Industry Awards	Aug	Labuan
15	LIBFC-Brighton Captive Masterclass	Oct	Tokyo
16	17 th SIRC	Nov	Singapore
17	European Captive Forum 2020	Nov	Luxembourg
18	Singapore Fintech Week	Nov	Singapore
19	PARIMA Conference	Nov	TBA
20	CoDE Asia 2020	Dec	Kuala Lumpur

Green: Proprietary Events

Blue: Sponsored Events



Labuan IBFC

International Business
and Financial Centre, Malaysia

Thank You

