

MARKETING PLAN 2021

RESILIENCE, AGILITY & ADAPTABILITY FOR CHANGING TIMES

“Labuan IBFC: Your safe and tested Asian Harbour”

- LIBFC's Overarching Objectives
- Marketing Strategy 2021
- 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 2021

“Labuan IBFC: Your safe & tested Asian Harbour”

- To position Labuan IBFC as a safe and tested midshore jurisdiction during changing and uncertain times, reinforcing the 30th Anniversary message, allowing to highlight growth in select sectors during 2020, which withstood the challenges of the pandemic
- Continue to reinforce the message of being “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)
- 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. To ensure the financial inclusion message is carried through 2021
- All initiatives will tie back and reinforce the proposed 30th Anniversary message: *“Three Decades of Intermediating Trade, Risk and Assets in Asia”*

Key Solutions: Marketing Strategy 2021

“Labuan IBFC: Your safe & tested Asian Harbour”

- An established and progressive 30-year old midshore International Financial Centre, strategically located in Asia to facilitate the wholesale intermediation of cross-border trade, risk, and assets
- A mature, well-regulated jurisdiction that is agile and adaptive, as evidenced by the growth experienced in 2020

Strategic Thrust

Enhancing the growth of the investment banking sector	Growing the Labuan digital family	To continue to propagate financial inclusion initiatives	Other Key Areas of Focus
Enhancing the propositions for Digital and Challenger banks via the investment banking route	Continue to drive the message that Labuan IBFC is a digital friendly jurisdiction. Focus on the launch of a digital captive and Islamic digital related offerings	Promote social & sustainable financial inclusion model, via <ul style="list-style-type: none"> • Banks via Digital Bank • Risk management via Digital Captives • Funds, especially via PCCs 	<ul style="list-style-type: none"> • Self Insurance offerings, especially PCCs • Labuan as a Back Office Fund Support Centre • Islamic finance unique proposition

Strategic Initiatives

Reinvigorate the China market

- Expound Labuan BRI solutions
- Creation of a consortium comprising TCSPs-Banks-Legal services towards market development initiatives via Mandarin webinars and eventually events
- To engage with the Embassy in Beijing towards targeted market development initiatives

Focus on attracting key intermediary segments

- Corporate advisors
- Company secretaries
- Legal firms
- Insurance/captive managers
- Wealth planners

To Continue to Propagate the Anniversary Message: “30 Years of Intermediating Asia”

Other Key Initiatives

- Continue to focus on attracting licensed businesses (including intermediaries) for incorporation which simultaneously expands Labuan IBFC's reach
- To continue expounding the 30th Anniversary message
- Working with Labuan FSA's Business units, providing market feedback and acting as interface to the broader market. Assisting Labuan FSA's corporate affairs department as and when needed
- Supporting all key industry associations in their collective marketing efforts, including curating key messages and communication to their key target markets
- To launch a new suite of collateral and website, which will include a logo and brand refresh
- Cultivation of new partners, especially professional bodies representing key market segments like Digital Associations, Risk Managers Associations and the maintenance of relationships with key associations, especially as contact has been sparse in 2020.



RESEARCH

1

CONTENT MARKETING

- Development of a digital related content marketing report: Curating a Regulated Digital Ecosystem
- Obtain legal opinion on the robustness of the PCCs legislation especially the provisions for bankruptcy remoteness
- Development of financial inclusion thought leadership whitepaper with Alliance for Financial Inclusion

2

BETTER INVESTORS FACILITATION

- Development of digital and user-friendly guide for investors: *"Setting Up in Labuan IBFC"*
- Development of *"Locate Labuan"* page on the website, as a one stop reference to establish economic substance in Labuan
- Explore to develop a more facilitative listing of Labuan professional service providers and intermediaries to ease transparency, flow of information and incorporation or registration in Labuan IBFC

3

MARKET INSIGHTS

- Undertake focused R&D on global trends and developments in order to enhance marketability of Labuan IBFC's products and services offerings:
- a) Explore the possibility of hybrid PCC offering which allow for the management of wealth and risk
 - b) Explore how Labuan IBFC could better opportunise the following developments:
 - Regional Comprehensive Economic Partnership (RCEP) Free Trade Agreement
 - Issuance of central bank's digital currency by Asia's largest economy

Other Key Initiatives

- To launch the issuance of technical updates on Labuan IBFC's regulatory and supervisory developments such as Nabors case and other landmark rulings in favour of Labuan IBFC, targeted at existing and potential intermediaries
- Continue to work with Labuan FSA's business units, providing market feedbacks and acting as interface to the broader market
- Continue to build closer ties with the industry associations as well as other key partners, stakeholders and intermediaries towards greater promotional and operational effectiveness
- Explore possible MOUs with other key international financial centres to develop strategic collaboration towards greater market developments initiatives
- Continue to collaborate with key partners to expand China and Middle East market's footprint, in order to secure more market intermediaries and referral partners
- Continue to revise and develop fresh marketing content to facilitate establishments in Labuan IBFC, be it from the end client or potential intermediaries/license holders

MEDIA AND COMMUNICATIONS

Earned Media

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

Paid Media

- Digital / Video advertisements in newspapers and trade media publications
- Featured articles/ interviews

Engagements

- Interviews with mainstream and global trade media
- Share topical webcasts with mainstream and global trade media

Digital Media

- Website
- Facebook
- LinkedIn
- YouTube
- Twitter

Website

- New, marketing focused website with brand refresh
- Launch of 'Business Matching' platform within the website in order to encourage more intra Labuan IBFC business cross verticals

Digital Stakeholder Engagement

- Continue to maintain contact with Labuan IBFC community through existing social media platforms such as Facebook, LinkedIn, Twitter and YouTube
- Sharing updates and news from Labuan IBFC to specific target audience/market and demographics

Customer Relationship Management System

- Continuous review and maintenance of CRM system and database to ensure better data integrity
- Continuous input of new database based on either market segments or demographics

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 over the year

Marketing Collaterals

- Launch of newly designed marketing collaterals that are structured to be digitally and user friendly
- Launch and use of updated logo

Videos

- Launch of new corporate video
- To create a short, promotional video (5-10s) to be used on 3rd party platforms or as ads in media publications.
- Repurpose videos across social media, newsletter, emails, etc.

Insight Plus

- To continue to be an avenue to communicate to stakeholders on upcoming events, industry news, etc
- Launch of new design for Insight Plus

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 i.e. 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 webcasts, podcasts, etc
- To continue to build rapport with media, especially global trade media
- To establish better working relationships with Labuan Corporation and other state related entities towards development of Labuan community
- To expand membership in key regional industry bodies representing areas identified as key areas of focus



EVENTS

Key Thrusts

Content and Positioning

- Proprietary Events focused on thought leadership topics, industry insights and technical content
- Targeted Sponsored Events with strategic brand exposure and high-level industry recognition
- Targeted at intermediaries and potential license holders

Partnerships

- With knowledge partners for Proprietary Events – speakers and/or subject matter experts in developing event content
- With established players to leverage on partners' name recognition, market intelligence, network and client base
- Foster new partnerships with reputable player in key industry verticals

Diversified Events

- Virtual events – webinars, virtual briefings, interviews
- Hybrid events – joint/satellite events, physical and virtual events (e.g. ACC; CoDE Asia)
- Video series – FAQ about Labuan IBFC key industry verticals
- To host and participate in physical events in Q3

Key Thrusts: Content and Positioning

Proprietary Events

Flagship and Partnered Events

Asian Captive Conference 2021

CoDE Asia 2021

Bespoke webinars with key partners/intermediaries

Thought Leadership

Launch of Whitepaper on Digital Finance for Financial Inclusion

Launch of Whitepaper on Digital Ecosystems

Video Series

Sponsored Events

Strategic Sponsorship

Asia Insurance Review CEO

Fireside Chats

Industry-led Events

SIRC

PARIMA Conference

IFA AP Regional Conference

IPBA Annual Meeting

Key Thrusts: Diversified Events

Virtual Events

- Invited/sponsored speaking opportunities
- Own or jointly organised webinars, interviews
- LIBFC focused high-impact briefings for Labuan players
- Events are converted to online content for LIBFC website

Hybrid Events

- Combination of physical and virtual components e.g.
- Jointly organised satellite events e.g. ACC 2020 x PARIMA RW
- Events are converted to online content for LIBFC website

Video Series

- Scripted and pre-recorded video series on FAQs about LIBFC key verticals (a-la Skillshare videos) – e.g. “10 Facts You Need to Know About PCCs”
- Generic content suitable for all markets
- To be aired at scheduled times with live Q&A

Key Thrusts: Verticals & Geographies

Industry Verticals

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

Targeted Markets

1. Singapore
2. China
3. Vietnam
4. Hong Kong
5. Taiwan
6. Middle East
7. Japan
8. Europe

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

Potential Events 2021

No	Events	Date	Location
1	LIBFC Industry Meeting (Marketing Plan 2021 Debrief)	Jan	Virtual
2	LIBFC- ZICO Webinar “Labuan IBFC: A Review of 2020 & Outlook for 2021” – China focused	Jan	Virtual
3	World Captive Forum 2021	Feb	Virtual
4	LIBFC-Ariff Rozhan & Co High Impact Briefing	Mar	Virtual
5	LIBFC-Deloitte Webinar on Wealth Management	Mar	Virtual
6	AIR CEO Fireside Chat	Q1	Virtual
7	Inter-Pacific Bar Association (IPBA) Annual Meeting 2021	Apr	Shanghai/ Virtual
8	IFA Asia Pacific Regional Conference 2021	Apr	Hong Kong/ Virtual
9	European Captive Forum (ECF) 2021	Jun	Luxembourg
10	eLaunch of “Digital Finance for Financial Inclusion” Whitepaper	Q2	Virtual

Potential Events 2021

No	Events	Date	Location
11	Asian Captive Conference (ACC) 2021	Aug	KL/Virtual
12	Event on Captive Insurance – Japan focused	Oct	Tokyo/Virtual
13	Singapore International Reinsurance Conference (SIRC)	Nov	Singapore
14	CoDE Asia 2021	Dec	KL/Virtual
15	PARIMA Annual Conference	TBA	TBA
16	Launch of Whitepaper on Digital Ecosystems	TBA	TBA



Thank You