

ESSEC BizGov Forum 2021

The *Business of Business-Government Relations*

With the COVID-19-induced flux in business environments, many firms are turning to their public or government affairs managers to provide critical input. Reacting quickly and appropriately to changes in rules, regulations, social norms, and political conditions has become a key competitive advantage. At the same time, contributing to the public dialog on issues important to industry and demonstrating corporate social responsibility is playing an ever-more important role for modern corporations.

All this means working in real time, on real issues, all of which affect many stakeholders. Whether it is dealing with operational issues within the firm or working with the C-suite to set strategy for the company, the public affairs manager serves as a critical input to the process. What does this function really entail? Who is well suited for this life? What do public affairs professionals do on a daily basis? What skills, experience, and qualifications do you need?

This edition of the [ESSEC Biz-Gov Forum 2021](#) is a curated dialogue that brings together senior managers in public/ government affairs roles to address these questions.

THE PANELISTS

Elizabeth Hernandez, Corteva Agriscience

Elizabeth Hernandez is Head of External Affairs and Sustainability, Asia Pacific, at Corteva Agriscience and is an integral member of its Asia Pacific Leadership Team. Prior to joining Corteva, she held similar regional roles at Facebook, Hewlett-Packard and GlaxoSmithKline. She previously also worked for the US-ASEAN Business Council and co-founded I-Quest Corp. in Hong Kong to pioneer broadband connectivity for business travelers. Elizabeth received a B.A. in History from the University of the Philippines, and studied at the American University School of International Service in Washington, D.C.

Amanda Goh, foodpanda

Amanda Goh is Lead, Public Affairs (Asia Pacific) at foodpanda, responsible for the firm's public policy and regulatory affairs work across 12 APAC countries. She brings with her more than a decade of experience in the public and private sectors. She previously worked with in the Singapore foreign service and at White Rook Advisory, a public affairs and strategic communications consultancy working with clients in the fields like medical devices, FMCG, oil & gas, trade & investment, and e-commerce. She graduated from the Singapore Management University with a Bachelors in Social Science.

Moderator – Srividya Jandhyala, ESSEC Business School

HOW TO ATTEND

Date: 2 December 2021

Time: 3:30 pm to 5:00 pm