



APAC 10

CELEBRATING A DECADE OF
EMERGENETICS IN ASIA PACIFIC
2005 - 2015

Emergenetics may have started in the United States in 1991, but it was only in 2005 that its first office outside of the U.S.A. was established in Singapore. To commemorate a decade of Emergenetics in the Asia Pacific region, Emergenetics International – Asia Pacific is launching 10 initiatives throughout Asia Pacific under the umbrella banner of APAC10.

1. The Emergenetics Impact in 10 Cities

Since 2005, Emergenetics International – Asia Pacific has established Emergenetics offices throughout Asia-Pacific. This year, the country offices are banding together to give back to respective communities across Asia-Pacific.

As the project name suggests, each of the Country Representative offices will propose a meaningful project using Emergenetics to make an impact on their local communities. A total of ten projects taking place in ten different cities in Asia-Pacific will be identified.

2. The Emergenetics Impact SG50

2015 is the year Singapore celebrates its 50th birthday through an umbrella branding called “SG50”. As the first country outside of U.S.A. to set up Emergenetics offices, and the home of Emergenetics International’s Asia-Pacific headquarter, Singapore plays a special and important part in the story of Emergenetics.

Similar to Emergenetics Impact in 10 Cities, Emergenetics Impact SG50 will see Emergenetics International – Asia Pacific partner with Associates in Singapore to deliver 50 meaningful projects using Emergenetics, in order to make a difference to the local non-profit and charity sector.

3. Geil’s Visit to Asia Pacific

Against the backdrop of APAC10 and a decade of Emergenetics in this region, a region-wide visit for the Founder and CEO of Emergenetics International Geil Browning, has been arranged by Emergenetics International – Asia Pacific. During her visit, Geil will be meeting up with Associates and partners in Singapore, Malaysia, Indonesia, Hong Kong, and Korea.

4. Emergenetics-Partner Conferences

Emergenetics International – Asia Pacific is raising the profile of Emergenetics so more people and organisations will know about Emergenetics and its benefits. This aim will be achieved through a series of seminars and conferences organised with their various partners.

5. Emergenetics Advisor Certification Programme (Public)

For the first time, Emergenetics International – Asia Pacific is putting together a public version of our signature Emergenetics Advisor Certification Programme to equip line-managers and leaders with enhanced knowledge on Emergenetics, so they can champion Emergenetics within their organisation to enhance productivity and engagement at the workplace.

6. Corporate Associates Exchange

Emergenetics International – Asia Pacific is launching this platform to allow Corporate Associates to come together to exchange ideas, share experiences on the use of Emergenetics within their respective organisations, network, and to support one another on their Emergenetics journey.

7. Social Media Campaign

Emergenetics International – Asia Pacific is putting together a nation-wide social media campaign to raise the profile of Emergenetics in Singapore. Plans are under wraps for now but it's definitely going to be fun, exciting, and inspiring!

More details will be shared at a later time.

8. Associate Development Series

As an organisation whose purpose is “WE Value People”, Emergenetics International – Asia Pacific is constantly looking for ways to add value to Associates.

Under the banner of this series, they will be putting together workshops and seminars that equip Associates with complementary skillsets and knowledge, which will help enhance their performance as an Emergenetics trainer, facilitator, or consultant.

9. Brain Summit Promotion

It's Brain Summit year again! This year, the biennial conference for Emergenetics Associates will be held in Assisi, Italy, from 6 to 8 October 2015.

As part of APAC10, there will be a special promotion to encourage Associates based in Asia-Pacific to join this global meeting of brilliant minds to learn, connect, and engage!

10. Emergenetics Business Mission

Emergenetics International – Asia Pacific is putting together a business mission trip that would allow Associates based in Hong Kong and Singapore to make a business mission trip to each other's country and learn all about training and consultancy in Hong Kong and Singapore.

The business mission is planned for the second half of 2015.