



TWEETS FROM THE TOP

Twitter for Executives

Asia-Pacific

LOCAL VOICES, GLOBAL REACH

The hashtag has become more than just a sign on the keyboard. It is now a symbol, and a catalyst, for key moments, people, and culture around the world.

Increasingly, we have seen how local voices in Asia-Pacific are creating more of their own moments on Twitter. Top executives in Asia-Pacific are embracing Twitter in amazing ways - to stay on top of their game, build thought leadership, move the market, share their perspectives, celebrate culture, and their people. This book brings together the top moments in these categories, and celebrates the diversity of voices that make Twitter a platform of local voices with global reach.

It is this diversity that paints a rich landscape of great content, strong connections, and influential voices for everyone to listen, engage, and enjoy. Read on for inspiration, and watch how every single Tweet by these individuals have cumulatively powered moments, people, and culture in Asia-Pacific.

Welcome to Twitter.



Shailesh Rao - VP of International Markets, *Twitter*

[@shaileshrao](#)

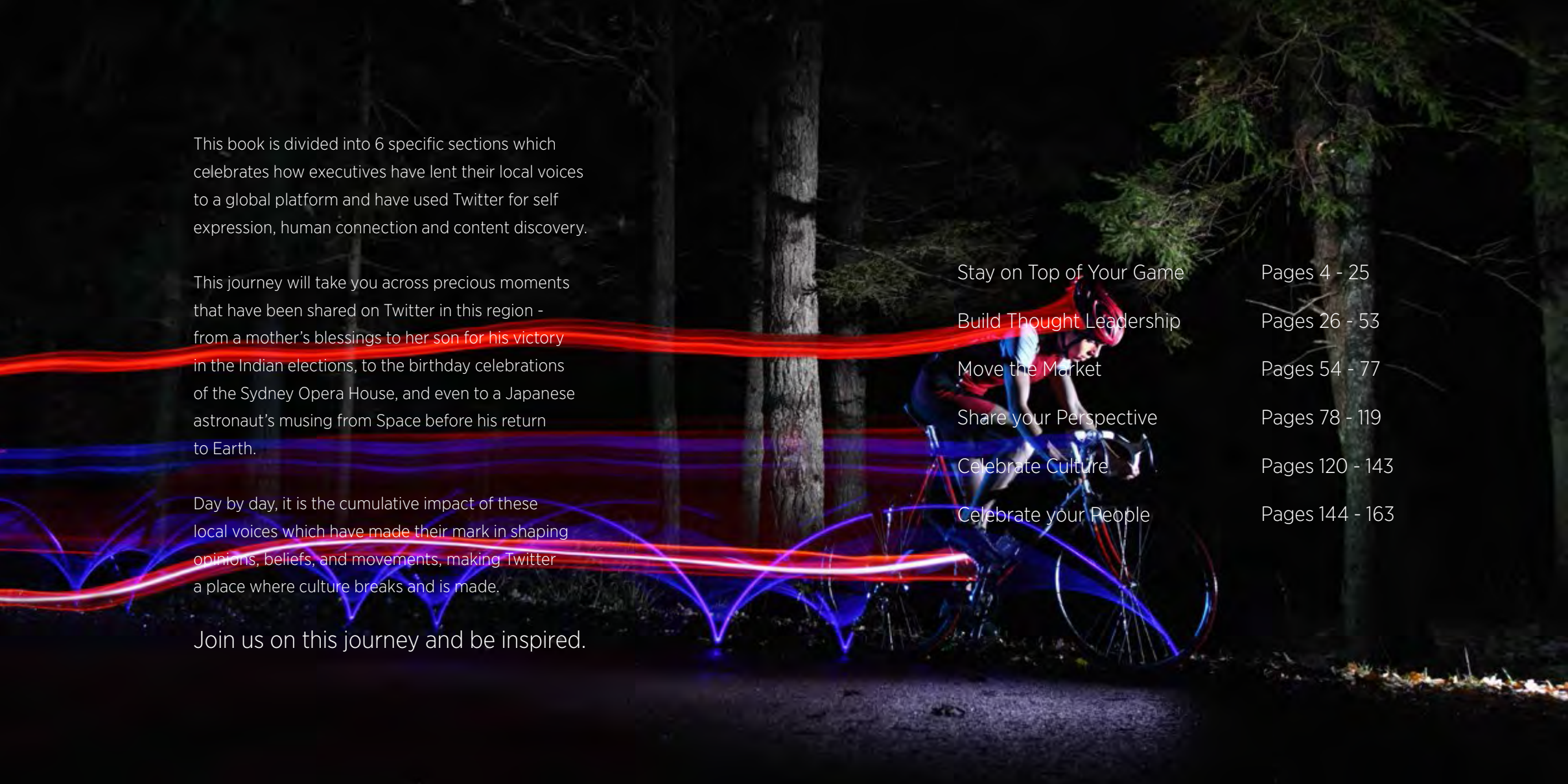
This book is divided into 6 specific sections which celebrates how executives have lent their local voices to a global platform and have used Twitter for self expression, human connection and content discovery.

This journey will take you across precious moments that have been shared on Twitter in this region - from a mother's blessings to her son for his victory in the Indian elections, to the birthday celebrations of the Sydney Opera House, and even to a Japanese astronaut's musing from Space before his return to Earth.

Day by day, it is the cumulative impact of these local voices which have made their mark in shaping opinions, beliefs, and movements, making Twitter a place where culture breaks and is made.

Join us on this journey and be inspired.

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Stay on Top of Your Game

Real time moments on Twitter present a canvas of real time opportunities.

In this section, executives and leaders share insights on their markets and their work and how they stay on top of their game.

1



Narendra Modi ✓
@narendramodi

India has won!
भारत की विजय। अच्छे दिन आने वाले हैं।

↩ Reply ↻ Retweet ★ Favorite

7:39 AM - 16 May 2014

India has won! This is India's victory. Good days are about to come.

Narendra Modi - Prime Minister, India



安倍晋三 @AbeShinzo ✓

.@narendramodi Great talking to you, Mr. Modi. I look forward to welcoming you in Tokyo and further deepening our friendly ties.

↩ Reply ↻ Retweet ★ Favorite

11:53 AM - 20 May 2014

Abe Shinzo - Prime Minister, Japan



Tony Abbott @TonyAbbottMHR ✓

I've spoken to @narendramodi and congratulated him on his success. I look forward to strengthening ties between India and Australia

↩ Reply ↻ Retweet ★ Favorite

12:13 PM - 16 May 2014

Tony Abbott - Prime Minister, Australia



Lee Hsien Loong @leehsienloong ✓

Congrats to @narendramodi & BJP on their electoral success! Look fwd to working with new Indian Govt to strengthen India-Spore relns. - LHL

↩ Reply ↻ Retweet ★ Favorite

3:00 AM - 17 May 2014

Lee Hsien Loong - Prime Minister, Singapore



César Cernuda
@cesarcernuda

Did you know that Indonesia has
2,7M teachers and 53M students?!!
Can you imagine the potential
Indonesia has?
Cant wait to see it coming!

↩ Reply ↻ Retweet ★ Favorite

1:26 AM - 21 Jun 2013

César Cernuda - President *Microsoft Asia Pacific*, Singapore

8



Aburizal Bakrie @aburizalbakrie

Kalau untuk kepentingan bangsa dan negara, tidak ada warna merah, kuning, hijau, putih, atau biru. Yang ada adalah: Merah Putih.

↩ Reply ↻ Retweet ★ Favorite

3:44 AM - 14 May 2014

If it is for the nation and state interests, there are no red, yellow, green, white, or blue colors.
There is only: Red and White.

Aburizal Bakrie - Chairman *Golkar Party*, Indonesia

9



Joko Widodo ✓
@jokowi_do2

Terima kasih Tuhan, terima kasih
Rakyat Indonesia. Lupakan No 1,
Lupakan No 2, Dahulukan Persatuan
Bangsa. Tugas berat menanti kita.

↩ Reply ↻ Retweet ★ Favorite

6:48 PM - 22 Jul 2014

Thank you Lord/God, Thank you Indonesians. Forget about Number 1. Forget about Number 2.
Prioritize the unity of the nation. A heavy task awaits us

Joko Widodo - President, Indonesia



Lee Hsien Loong @leehsienloong ✓
Congratulations to @jokowi_do2. Look forward to working with him to
strengthen Indonesia-S'pore relations. - LHL

↩ Reply ↻ Retweet ★ Favorite

3:04 PM - 22 Jul 2014

Lee Hsien Loong - Prime Minister, Singapore



Mohd Najib Tun Razak @NajibRazak ✓
Congrats to @jokowi_do2 on winning the Indonesia presidential elections.
Hope 2 reaffirm our bilateral relations& look fwd to seeing u around

↩ Reply ↻ Retweet ★ Favorite

5:13 PM - 22 Jul 2014

Mohd Najib Tun Razak - Prime Minister, Malaysia



Stig Traavik @DubesNorwegia
Dear Mr. President elect @jokowi_do2 -congratulations! I hope you all
continue to bike to work at the Palace! @b2w

↩ Reply ↻ Retweet ★ Favorite

2:25 PM - 22 Jul 2014

Stig Traavik - Norwegian Ambassador, Indonesia



Khai ✓
@ThamKhaiMeng

Consumers now have more power
in their click finger than the Roman
emperor Nero had in his thumb.
[#ogilvycannes](#) [#canneslions](#)

↩ Reply ↻ Retweet ★ Favorite

11:39 PM - 16 Jun 2014

Tham Khai Meng - Worldwide Chief Creative Officer *Ogilvy & Mather*, Singapore

12



Priscilla Tan @priscillatan

Gd point - Social media is not a campaign ... It is a presence. It's about
engagement and it's on-going [#adtechsg](#)

↩ Reply ↻ Retweet ★ Favorite

7:51 AM - 3 Jun 2010

Priscilla Tan - Head of Social Media, APAC *Spotify*, Singapore

13



Matthew Godfrey
@MattGodfreyYR

Singaporeans go M-commerce
crazy. 8x increase in 18 months
[news.asiaone.com/News/
Latest+Ne...](http://news.asiaone.com/News/Latest+Ne...)

← Reply ↻ Retweet ★ Favorite

6:25 AM - 18 May 2012

Matthew Godfrey - President Asia Young & Rubicam, Singapore



Julian Corbett @JulianCorbett

Brands [#fail](#) to engage consumers while hammering them 5,000 times a day. here is a clue: games are played 1 billion hours a day. [@PlayTMN](#)

← Reply ↻ Retweet ★ Favorite

4:17 AM - 25 Jul 2014

Julian Corbett - CEO and founder *playTMN*, Singapore



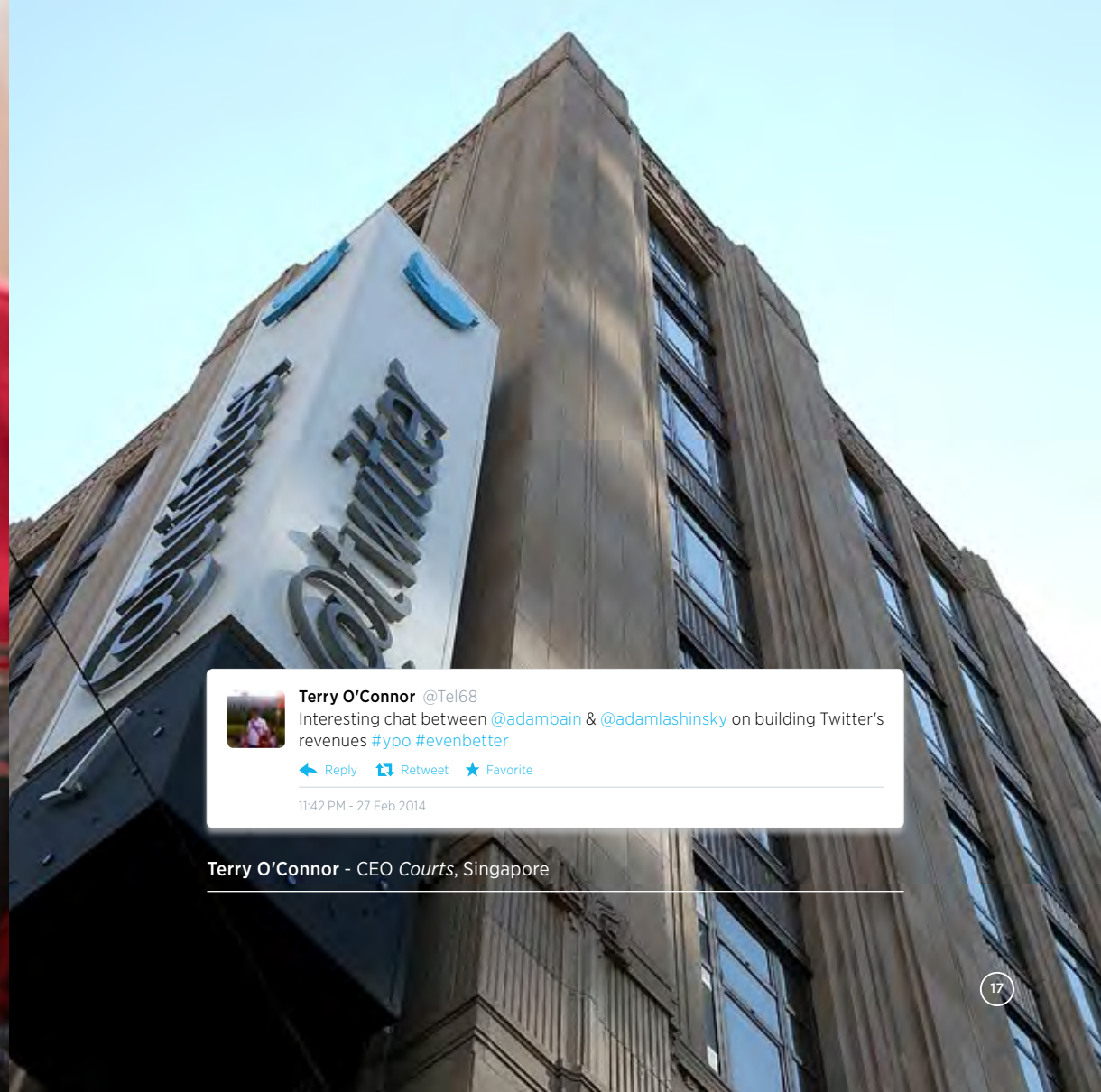
Pam Rebecca @rebeccapam

"An Android user is worth 1/4 of an iOS user". iOS dominating mobile economics, Android dominating market share. slate.com/blogs/business...

Reply Retweet Favorite

11:15 PM - 4 Apr 2014

Pam Rebecca - GM Digital ANZ, Australia



Terry O'Connor @Tel68

Interesting chat between @adambain & @adamlashinsky on building Twitter's revenues #ypo #evenbetter

Reply Retweet Favorite

11:42 PM - 27 Feb 2014

Terry O'Connor - CEO Courts, Singapore



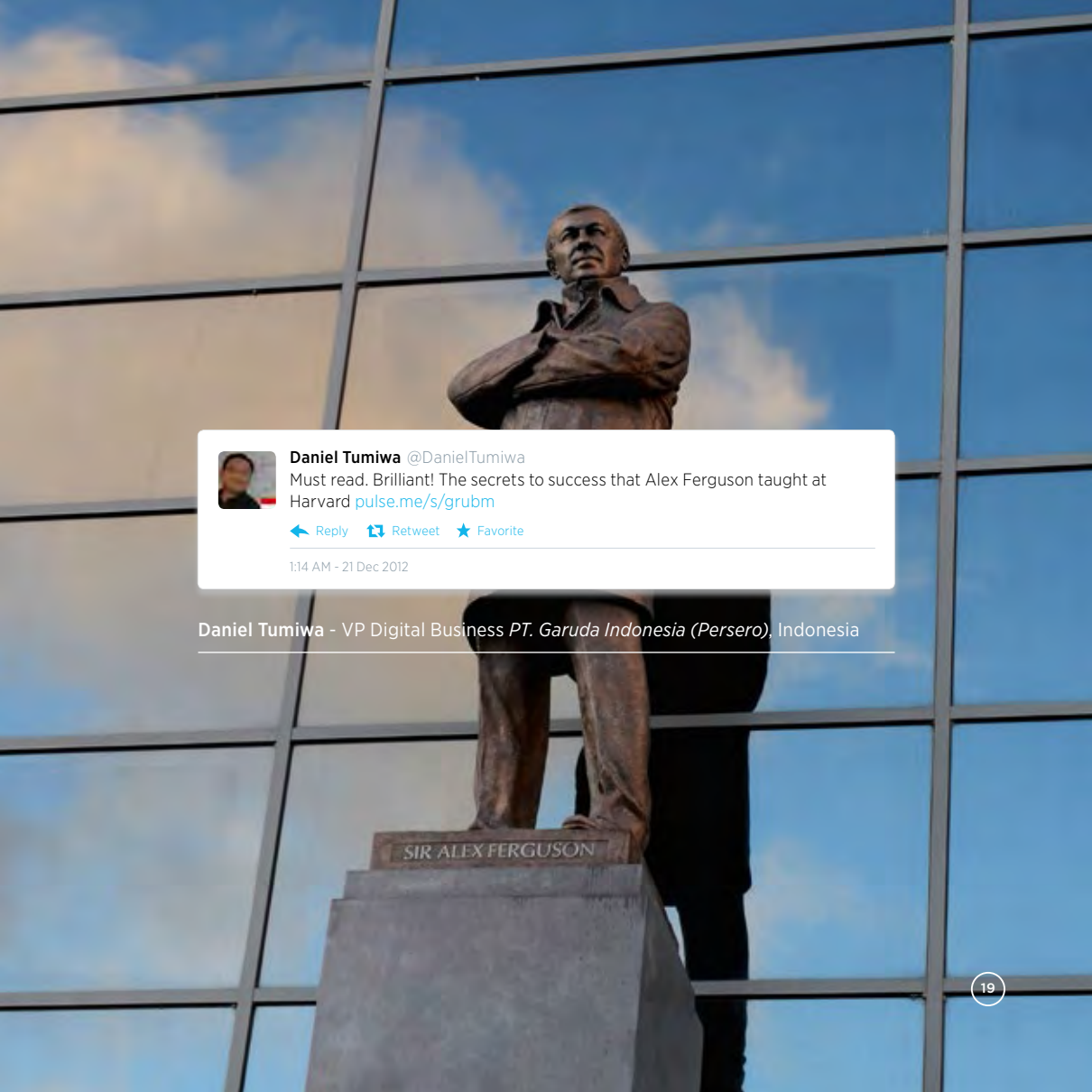
Wayne Arnold @waynejarnold

How the east adapts western ideas is fascinating. How China's Taxi App Market Stole Google and Facebook's Thunder adage.com/article/guest-...

↩ Reply ↻ Retweet ★ Favorite

2:39 AM - 26 May 2014

Wayne Arnold - Co-Founder & Global CEO Lowe Profero, Singapore



Daniel Tumiwa @DanielTumiwa

Must read. Brilliant! The secrets to success that Alex Ferguson taught at Harvard pulse.me/s/grubm

↩ Reply ↻ Retweet ★ Favorite

1:14 AM - 21 Dec 2012

Daniel Tumiwa - VP Digital Business PT. Garuda Indonesia (Persero), Indonesia



Arnab Roy Choudhury
@saffronistah

A man after my own heart -
Coca-Cola digital chief:
'Kill the press release' bit.ly/InVKoM


↩ Reply ↻ Retweet ★ Favorite

6:27 AM - 25 Nov 2013

Arnab Roy Choudhury - VP, Group Brand Performance & Corporate Communications *UOB*, Singapore





キャロライン・ケネディ駐日米国大使 
@CarolineKennedy

光栄にも天皇陛下に信任状を奉呈。
忘れられない日になりました。

pic.twitter.com/VQihp8jWVw

 Reply  Retweet  Favorite

9:08 AM - 19 Nov 2013

Honored to present my credentials to His Majesty the Emperor of Japan. What a memorable day!

Caroline Kennedy - US Ambassador to Japan, Japan





Bob Pickard
@BobPickard

Crisis communicators take note:
"Never ruin an apology with an
excuse." - Kimberly Johnson

← Reply ↻ Retweet ★ Favorite

8:38 AM - 20 Aug 2013

Robert Pickard - Chairman, Asia-Pacific *Huntsworth plc.*, Singapore



Build Thought Leadership



Eyeballs can be bought,
but attention has to be earned.

In this section, executives
and leaders share how they are
earning consumer attention
by building thought leadership
for their businesses.



David Thodey ✓
@davidthodey

Hi... Pleased to join the twitter community...looking forward to hearing your thoughts on our connected future ..at all levels!

↩ Reply ↻ Retweet ★ Favorite

12:08 AM - 19 Jun 2014

David Thodey - CEO *Telstra*, Australia



Jason Laird
@jasonlaird

@davidthodey creating tweet #1 in Canberra just now - fresh from the oven [#telstra](#)
pic.twitter.com/EwjKCHNWDC

↩ Reply ↻ Retweet ★ Favorite

12:10 AM - 19 Jun 2014

Jason Laird - Executive Director, Communications & Chief Social Officer *Telstra*, Australia



山本一太
@ichita_y

My web program [#Chokust](#)
(June10) will welcome Mr. Hitchens
[@UKAmbTim](#) Contemplating if we
should speak in English or Japanese
or.. both?

Reply Retweet Favorite

6:15 PM - 1 Jun 2014

Ichita Yamamoto - Minister of State *Cabinet Office* (S&T, IT, Space Policy), Japan



Tim Hitchens [@UKAmbTim](#)

[@ichita_y](#): My web program [#Chokust](#) will welcome Mr. Hitchens
Contemplating if we should speak in English or Japanese or.. both?
両方にしましょうか?

Reply Retweet Favorite

9:28 AM - 2 Jun 2014

Let's do both?

Tim Hitchens - British Ambassador to Japan, UK



Bernie Chew
@berniechew

When twitter first started it was asking "what are you doing right now?". It has evolved into "here's what I think, discuss."

↩ Reply ↻ Retweet ★ Favorite

12:57 AM - 8 Feb 2011

Bernie Chew - Head of Web & Digital Marketing, APAC Amazon Web Services, Singapore



Bibek Debroy @bibekdebroy

A lot of people confuse principal with principle. These are two distinct words with different meanings.

↩ Reply ↻ Retweet ★ Favorite

4:17 AM - 24 Apr 2014

Bibek Debroy - Foremost Indian Economist, Professor Centre for Policy Research, New Delhi, India



Cheuk Chiang
@CheukChiang

Before we know it we'll have 1 billion social networkers in APAC. That's a powerful group! [#leadingtheway](#)

↩ Reply ↻ Retweet ★ Favorite

4:37 AM - 21 Oct 2013

Cheuk Chiang - CEO Asia-Pacific Omnicom Media Group, Singapore



Ashutosh Srivastava
@ThisisAshutosh

Regular users of platforms like twitter etc. tend to have higher levels of engagement with brands using it compared to display ads.

↩ Reply ↻ Retweet ★ Favorite

2:02 AM - 21 Nov 2013

Ashutosh Srivastava - Chairman/CEO Asia Pacific, Russia & Emerging Markets *MindShare*, Singapore



Christina Lim
@thechrisspeak

New norm - nomophobia is the fear of being out of cellphone range.
[#mobile](#) [#consumers](#) @hinseen
[#opexlondon](#)

← Reply ↻ Retweet ★ Favorite

10:17 AM - 8 Nov 2013

Christina Lim - Director, Brand & Marketing *NTUC Fairprice Co-operative Limited*, Singapore



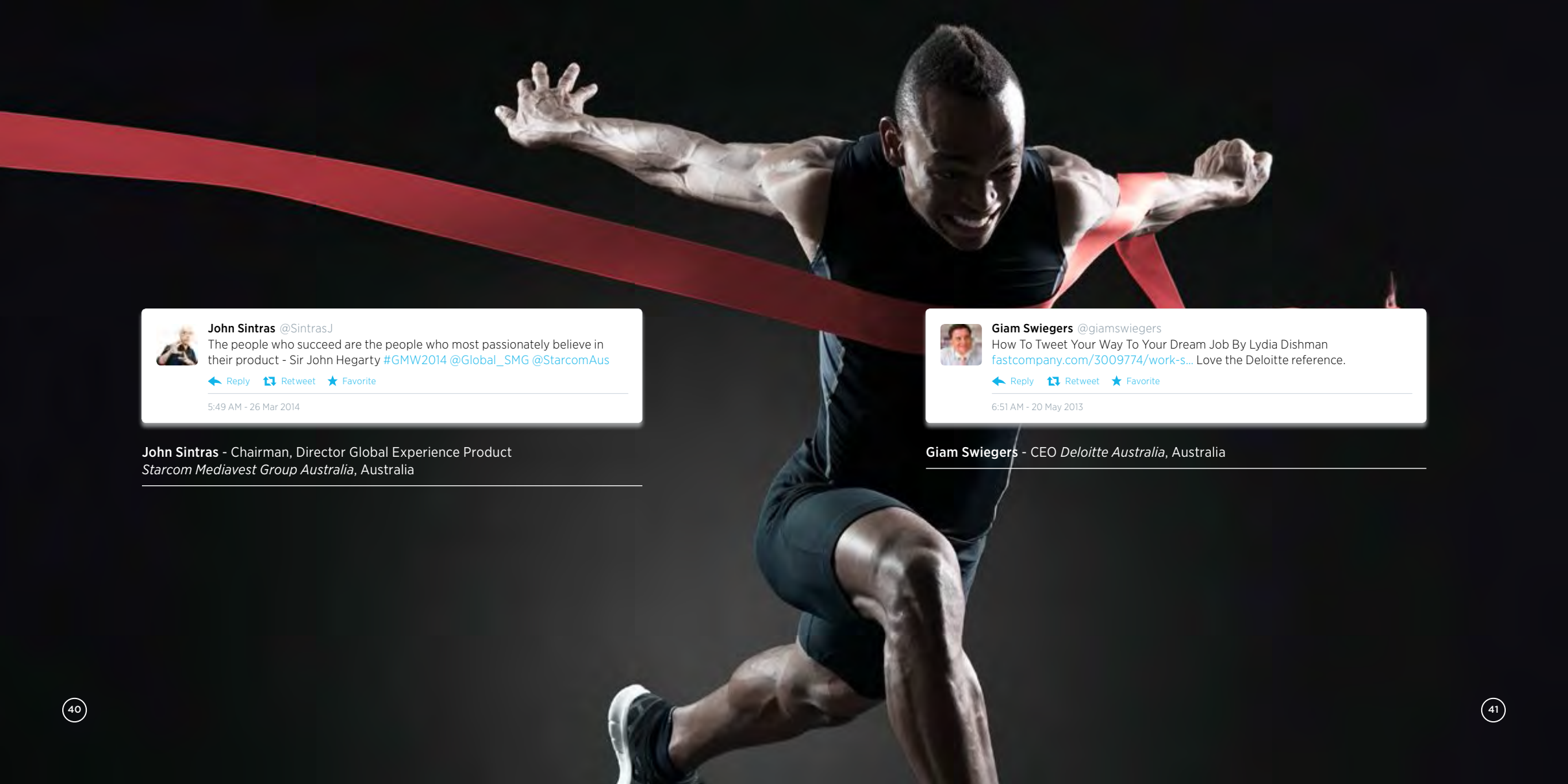
michelle hutton @HuttonOz

ever wondered how best to tweet from a live event? Here's what you need to read... from [#edelman](#) [digital bit.ly/iP6yut](#)

← Reply ↻ Retweet ★ Favorite

12:11 AM - 27 Jun 2011

Michelle Hutton - CEO *Edelman Australia*, Australia



John Sintras @SintrasJ

The people who succeed are the people who most passionately believe in their product - Sir John Hegarty #GMW2014 @Global_SMG @StarcomAus

↩ Reply ↻ Retweet ★ Favorite

5:49 AM - 26 Mar 2014

John Sintras - Chairman, Director Global Experience Product
Starcom Mediavest Group Australia, Australia



Giam Swiegers @giamswiegers

How To Tweet Your Way To Your Dream Job By Lydia Dishman
fastcompany.com/3009774/work-s... Love the Deloitte reference.

↩ Reply ↻ Retweet ★ Favorite

6:51 AM - 20 May 2013

Giam Swiegers - CEO Deloitte Australia, Australia



Damien Cummings
@DamienCummings

Being a guru/expert: It's like calling yourself "cool". If you call yourself cool, you're not cool. You're cool when others say so.

↩ Reply ↻ Retweet ★ Favorite

1:09 AM - 7 Dec 2012

Damien Cummings - CMO *Philips*, Singapore





Jin Zwicky
@JinZwicky

Your [#customers](#) can teach you more about marketing your business than anyone. Talk to customers, not data, but words.

[Reply](#) [Retweet](#) [Favorite](#)

5:07 AM - 27 Mar 2014

Jin Zwicky - VP Experience Design *OCBC Bank*, Singapore



Jos Ortega @josortega01

"In history, identity was defined by religion and race. Now, in the age of behavior, it's defined by ideas and narratives." - Maajid Nawaz

[Reply](#) [Retweet](#) [Favorite](#)

12:55 PM - 12 Oct 2011

Jos Ortega - Chairman & CEO *Havas Media Ortega*, Philippines



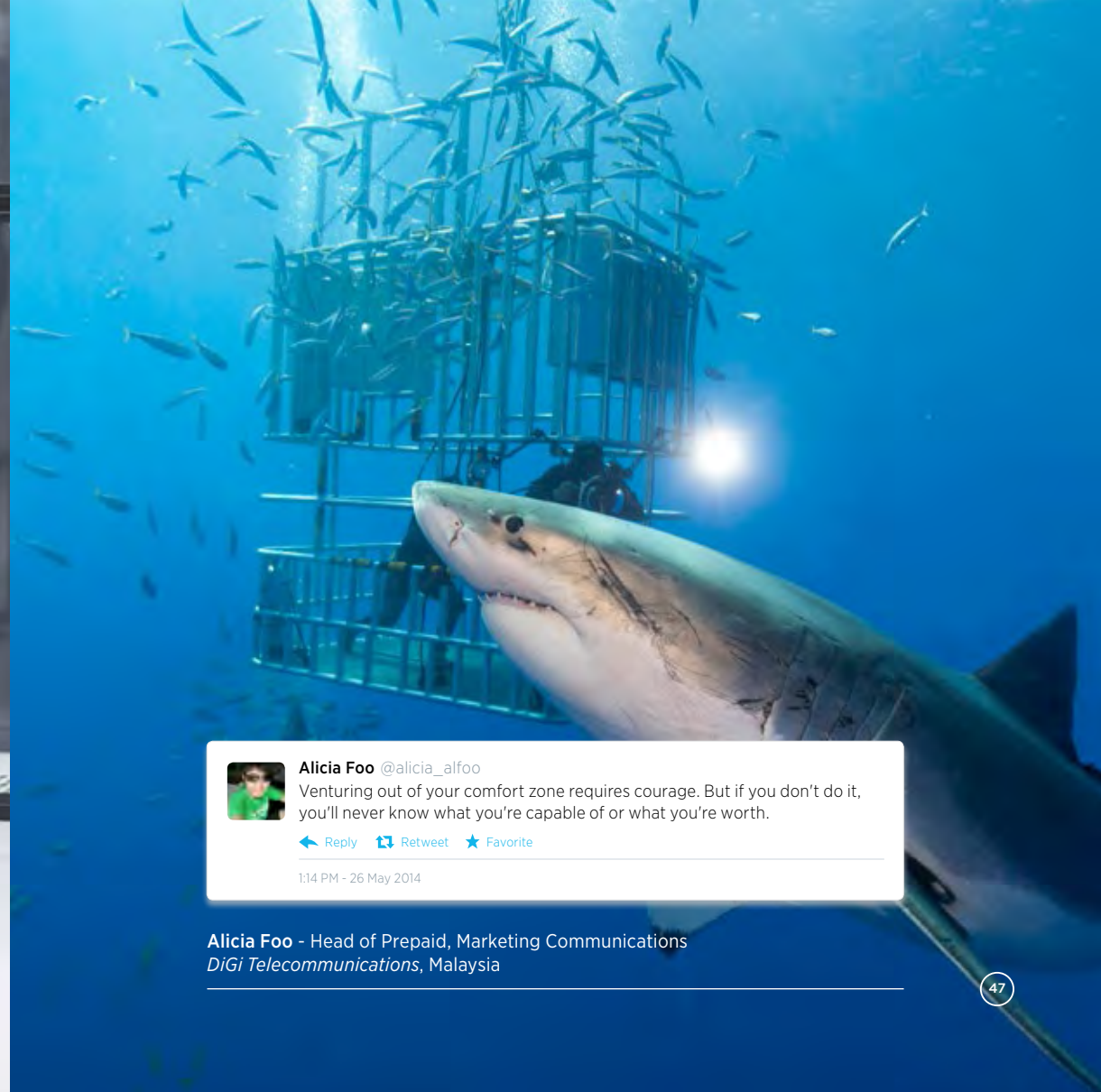
Rob Findlay @robfindlay

I'll say it again. Good customer experience management is about what happens when things go wrong. Not when they're smooth and awesome.

[Reply](#) [Retweet](#) [Favorite](#)

7:23 AM - 26 Jun 2013

Rob Findlay - Customer & Innovation Culture Lead *DBS Bank*,
Founder *Next Bank Asia*, Singapore



Alicia Foo @alicia_alfoo

Venturing out of your comfort zone requires courage. But if you don't do it, you'll never know what you're capable of or what you're worth.

[Reply](#) [Retweet](#) [Favorite](#)

1:14 PM - 26 May 2014

Alicia Foo - Head of Prepaid, Marketing Communications
DiGi Telecommunications, Malaysia



Nicholas Kontopoulos @NicholasK71

Purpose is not derived from products. Products are developed as a result of the purpose. The clearer the purpose, the better the products -...

← Reply ↻ Retweet ★ Favorite

4:34 AM - 8 Sep 2012

Nicholas Kontopoulos - Global Head of Strategic Marketing Programs SAP, Singapore

48



Neal Cross

@Neal_X

A friend of mine in London melted his Oyster card and taped the smarts into the back of his phone
[#mobilepayments](#)
pic.twitter.com/DjfMNQh2

← Reply ↻ Retweet ★ Favorite

7:40 AM - 23 Jan 2013

Neal Cross - Chief Innovation Officer DBS Bank, Singapore



49



Kate Burleigh
@kate_burleigh

#HACO @KazStocks from
@Twitter shares social media policy
for Twitter staff which is simply
"be classy". Nicely said.

← Reply ↻ Retweet ★ Favorite

2:19 AM - 5 Apr 2014

Kate Burleigh - Managing Director Intel A/NZ, Australia

50



Vineet Nayar @vineetnayar

Remember, each time u treat your fellow colleague or subordinate as a
"human" worthy of your respect, u r choosing a human side of business!

← Reply ↻ Retweet ★ Favorite

12:56 PM - 21 May 2014

Vineet Nayar - Former CEO HCL Tech, Founder Sampark Foundation,
Author of 'Employees First, Customers Second', India

51



Arun Pudur
@arunpudur

If you don't fall how can you rise?
Every fall is a blessing in disguise
[#ArunPudurSays](#)

↩ Reply ↻ Retweet ★ Favorite

3:07 PM - 30 May 2014

Arun Pudur - President *Celframe*, Malaysia



Move the Market

3

A tweet from the right influencer can move the market - and what can happen with influential conversations is powerful.

Every single moment on Twitter can be a catalyst to move people and move the market.



Manny V. Pangilinan

@iamMVP

Overwhelmed with the many many tweets, thanks everyone for the warm welcome! Still getting used to this but I'm liking Twitter so far. :)

[Reply](#) [Retweet](#) [Favorite](#)

11:55 AM - 25 Aug 2012

Manuel Vélaz Pangilinan - Chairman *Philippines Long Distance Telephone Company*, Philippines





anand mahindra ✓
@anandmahindra

My daughter just described Twitter as a 'catharsis for the reticent'. True, but it can also b a 'license for the loquacious!'

↩ Reply ↻ Retweet ★ Favorite

6:45 PM - 11 Mar 2010



anand mahindra ✓
@anandmahindra

Only in incredible India..
Jet skis being towed by
a bullock cart...
pic.twitter.com/MGQ8ItxRR2

↩ Reply ↻ Retweet ★ Favorite

5:33 AM - 14 Apr 2013

Anand Mahindra - Chairman & Managing Director *Mahindra Group*, India



三木谷浩史 H. Mikitani
@hmikitani

本日、楽天は東証一部へ上場しました。株主様、お取引先様、関係者の皆様方のご支援のおかげで楽天はここまで成長することができました。これからも日本を元気にできるよう、社員一同、精一杯頑張っまいります。引き続き、よろしくお願いいたします。

pic.twitter.com/Qu4IHhZ3r

Reply Retweet Favorite

12:20 PM - 3 Dec 2013



Rakuten is now listed on TOPIX 1. Thanks to the support from our share holders, clients, and partners. We look forward to our continuous relationship with you.

Hiroshi Mikitani - CEO Rakuten, Japan



Paul Rombeek @PaulRombeek

Next week I am in Hong Kong, on our inaugural flight from Surabaya. That same day we also start a daily flight between Bali and HK - cool!

Reply Retweet Favorite

8:06 AM - 13 Dec 2013

Paul Rombeek - CEO Tigerair Mandala, Indonesia



Miguel Bernas @phatfreemiguel

Twitter partners SingTel for Southeast Asia's first promoted products campaign launch [#twittersg e27.sg/2013/01/25/twi...](#)

↩ Reply ↻ Retweet ★ Favorite

1:15 AM - 26 Jan 2013

Miguel Bernas - Regional Digital Director (APAC) *PayPal*, Singapore



Shanti Johari @ShantiJusnita


more than 700 participants for the Maxis Business Conference. loads of media attendance. thank you

↩ Reply ↻ Retweet ★ Favorite

3:40 PM - 2 Oct 2013

Shanti Johari - Head of Sales & Marketing, Enterprise Solutions *Maxis Berhad*, Malaysia



孫正義 
@masason

明日、我々の新技術への取り組みを発表します。
私は、25年間この日が来ることを夢見て来ました。
6/5 13時～

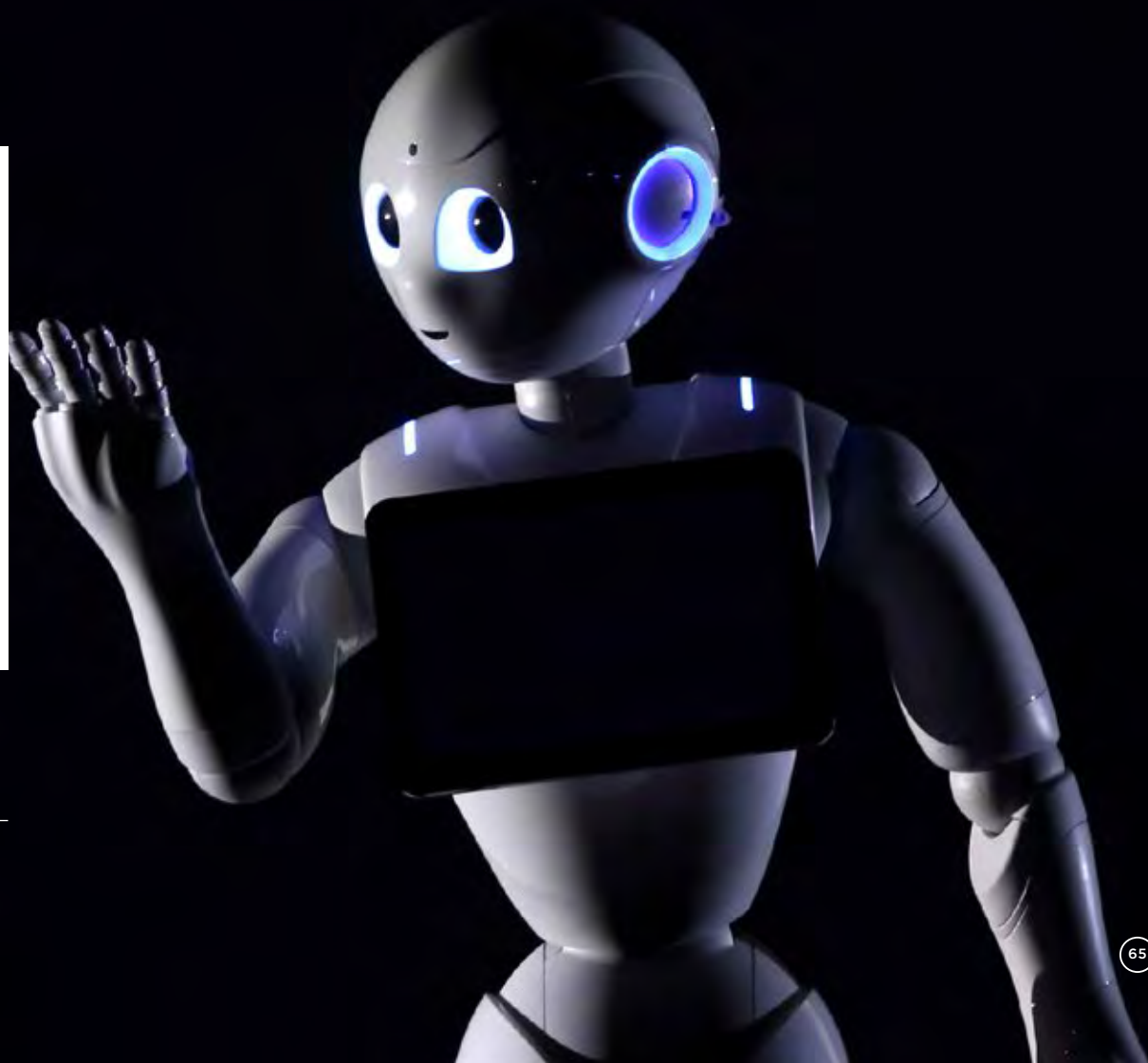
u.softbank.jp/1mQ4XVK

 Reply  Retweet  Favorite

1:45 PM - 4 Jun 2014

Tomorrow, we are going to announce the innovation of our new technology. I have been dreaming about this day for 25 years. 6/5 at 1pm

Masayoshi Son - CEO *Softbank*, Japan





Joko Widodo ✓
@jokowi_do2

Hari ini saya resmikan 3 pasar tradisional, dari kumuh berubah bersih dan nyaman, cerminan ekonomi kerakyatan yang dibutuhkan rakyat.

↩ Reply ↻ Retweet ★ Favorite

3:54 PM - 28 May 2014

Today, I officially opened 3 traditional markets which have been improved - they are now clean and more comfortable. This reflects the economy that is needed by the citizens.

Joko Widodo - President, Indonesia





박근혜(Park Geun Hye)
@GH_PARK

우리 캐릭터 중의 하나인 구름빵이 인기를 얻고 있습니다.
국제 에미상에 선정되는 등 세계에서 인정받으며
성장해가는 모습에 큰 응원을 보냅니다. 콘텐츠 창작은
우리 미래를 위해 꼭 필요하다고 생각합니다.

pic.twitter.com/hUPFjgI5R6

Reply Retweet Favorite

12:25 PM - 27 Jul 2013

One of our Korean characters, Cloud Bread, has become popular in the global market. Recently, it was nominated for an international award. I believe that content creation is imperative for a brighter future in South Korea.

Park Geun Hye - 11th & Current President, South Korea



Mohd Najib Tun Razak ✓
@NajibRazak

M'sia's unemployment rate fell to 3.0%. I thank all sectors for working hard to maintain our job market's stability bit.ly/1mwb9DH

← Reply ↻ Retweet ★ Favorite

10:31 AM - 27 May 2014

Mohd Najib Tun Razak - Prime Minister, Malaysia



David Guerrero @bbdoguerrero

We are hiring. Creative teams with passion, ambition and just a bit of experience needed to start early in 2014. Captcha question: ? + ? = ?

← Reply ↻ Retweet ★ Favorite

1:01 AM - 29 Nov 2013

David Guerrero - Creative Chairman *BBDO Guerrero / Proximity Philippines*, Philippines



Julia Gillard ✓
@JuliaGillard

The world has lost a great man.
As we grieve for Nelson Mandela
we should also celebrate his
tremendous victory over prejudice
and hate. JG

← Reply ↩ Retweet ★ Favorite

10:10 PM - 5 Dec 2013

Julia Gillard - 27th Prime Minister, Australia



Mohd Najib Tun Razak @NajibRazak ✓

#Mandela lives on in the spirit of every human that believes in democracy and freedom. Thank you for your legacy, Madiba.

← Reply ↩ Retweet ★ Favorite

2:22 AM - 6 Dec 2013

Mohd Najib Tun Razak - Prime Minister, Malaysia



Kiko Pangilinan ✓
@kikopangilinan

It isn't easy leaving the simple farming life and the rural setting to rejoin government. Duty calls.

↩ Reply ↻ Retweet ★ Favorite

12:27 PM - 5 May 2014

Francis Pangilinan - Senator, Philippines



Noynoy Aquino ✓
@noynoyaquino

pic.twitter.com/abFrwsjDc5

↩ Reply ↪ Retweet ★ Favorite

6:11 AM - 28 Mar 2014

Noy Noy Aquino - President, Republic of the Philippines

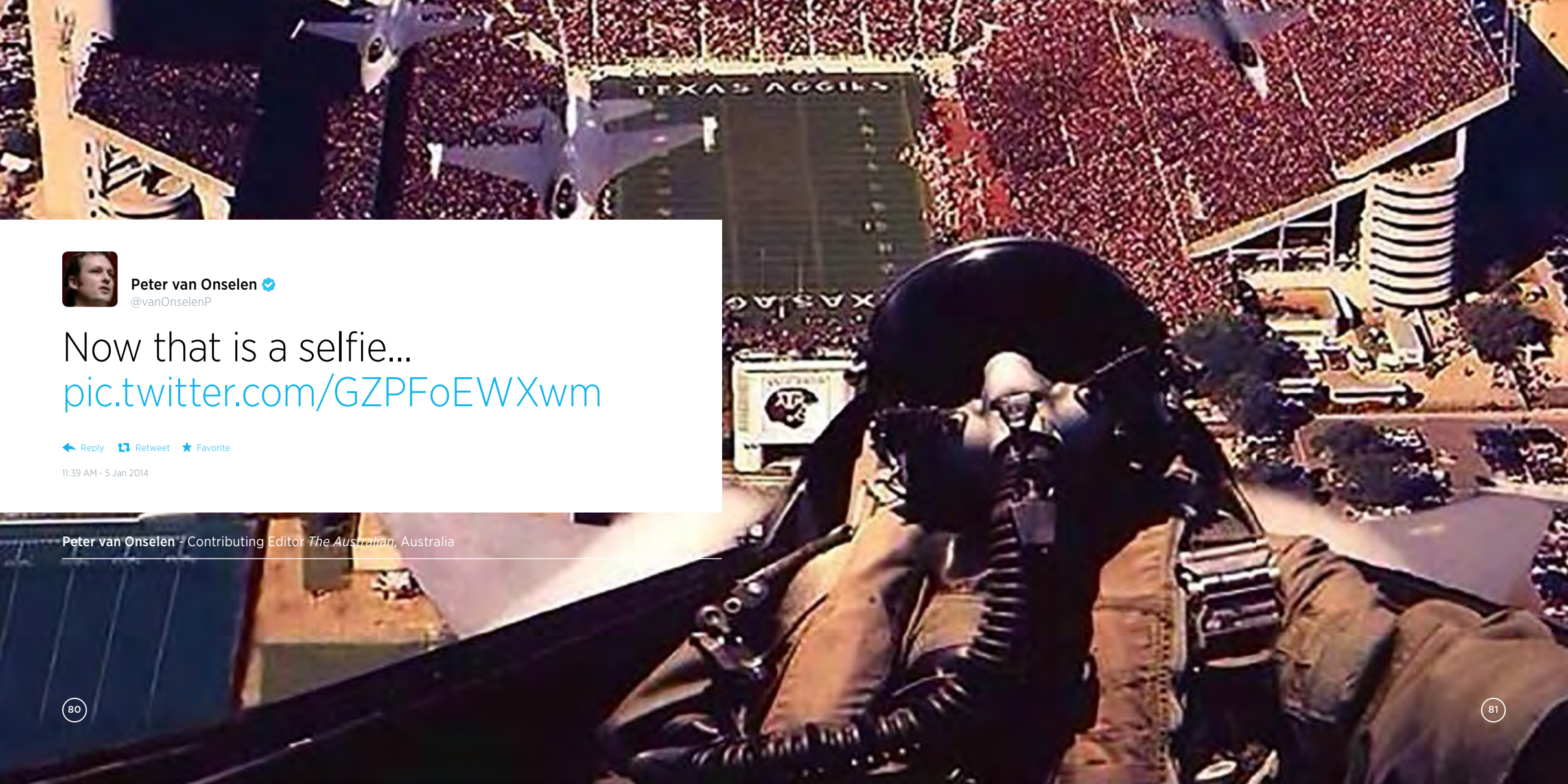


Share your Perspective



Sharing is caring on Twitter.

In this section, executives and leaders share special moments from their work that are not always accessible to others, such as meeting amazing people or going to amazing places.



Peter van Onselen ✓
@vanOnselenP

Now that is a selfie...
pic.twitter.com/GZPFoEWXwm

↩ Reply ↻ Retweet ★ Favorite

11:39 AM - 5 Jan 2014

Peter van Onselen - Contributing Editor *The Australian*, Australia



Tony Abbott ✓
@TonyAbbottMHR

Great to welcome my good friend @AbeShinzo - Aust & Japan have forged a firm friendship & a practical partnership
pic.twitter.com/KpcjxIVu76

↩ Reply ↻ Retweet ★ Favorite

3:26 AM - 8 Jul 2014



Tony Abbott - Prime Minister, Australia



Andrew Nikolic - Federal Member Bass, Tasmania



Andrew Nikolic ✓
@andrewnikolic

A historic moment! Signing of the Australia-Japan FTA.
[#auspol](https://pic.twitter.com/CMIxBkaxhp)
pic.twitter.com/CMIxBkaxhp

↩ Reply ↻ Retweet ★ Favorite

6:57 AM - 8 Jul 2014



Narendra Modi ✓
@narendramodi

Before leaving Gujarat, I gave
Rs. 21 lakh from my personal savings
to educate daughters of drivers
& peons working with Guj Govt.

↩ Reply ↻ Retweet ★ Favorite

3:14 PM - 23 May 2014

Narendra Modi - Prime Minister, India





S. B. Yudhoyono ✓
@SBYudhoyono

Ayat tsb berbunyi, "Wahai orang beriman, janganlah suatu kaum memperolok kaum lain, krn boleh jd mereka yg diolok lbh baik dr yg mengolok".

↩ Reply ↻ Retweet ★ Favorite

9:01 AM - 29 May 2014

The verse says, "O you who have believed, let not a people ridicule another people; perhaps they may be better than them".

Susilo Bambang Yudhoyono - 6th President, Indonesia





Andrew Knott
@andrewknott1

"Following someone & then complaining about what they tweet is like stalking someone & complaining that they walk too fast." Ricky Gervais

↩ Reply ↻ Retweet ★ Favorite

6:28 PM - 15 Nov 2012

Andrew Knott - VP, Digital *McDonald's APAC*, Singapore



Bibek Debroy @bibekdebroy

Before engaging on twitter, good to remember Shaw's quote. Do not wrestle with a pig. Both get dirty & pig enjoys it.

↩ Reply ↻ Retweet ★ Favorite

6:07 AM - 6 Apr 2014

Bibek Debroy - Foremost Indian Economist, Professor *Centre for Policy Research*, New Delhi, India



山本一太 ✓
@ichita_y

本日(7月1日)21時30分より『山本一太Q&A』を実施予定。今回は政治以外のトピックスについてお答えします。日常生活でも趣味でも何でもOK! #AskIchita のハッシュタグをつけて質問をお寄せください。お待ちしております!

pic.twitter.com/dnyGAPt8yS

↩ Reply ↻ Retweet ★ Favorite

12:47 AM - 1 Jul 2014



I will be conducting a Ichita Yamamoto Q&A on July 1st at 9:30pm on non-politics related topics. Please feel free to ask me anything, such as my daily life and my hobbies! Ask your questions with the hashtag #AskIchita. Looking forward to hearing from you!

Ichita Yamamoto - Minister of State *Cabinet Office* (S&T, IT, Space Policy), Japan



isko moreno @iskomoreno

"Maturity is not when we start speaking about big things, it's when we start understanding the small things." #ihq Good Morning Manila.

↩ Reply ↻ Retweet ★ Favorite

11:52 PM - 27 May 2014

Isko Moreno - Vice Mayor *Manila*, Phillippines





Ahmad Zahid Hamidi
@Zahid_Hamidi

Jentera BN teruskan
berjuang demi
kemenangan di Teluk Intan.
[#PRKTelukIntan](#) [#VoteBN](#)
pic.twitter.com/mEjxynUX2I

↩ Reply ↻ Retweet ★ Favorite

4:44 AM - 21 May 2014



BN will continue fighting for victory in Teluk Intan

Ahmad Zahid Hamidi - Home Affairs Minister, Malaysia



92



Miriam Santiago @senmiriam

Justice should be done, though the heavens fall.
I am fortified by my faith.

↩ Reply ↻ Retweet ★ Favorite

8:13 AM - 4 Dec 2013

Miriam Santiago - Senator, Philippines



93



Fernando Beretta
@FerBeretta

Let's stand up with India in the name of every daughter, wife, sister, mother and friend.
Let's support humanity.

theguardian.com/world/2014/jun...

↩ Reply ↻ Retweet ★ Favorite

11:24 AM - 8 Jun 2014

Fernando Beretta - Executive VP Asia Pacific *Grey Group*, Singapore



Jamshed Wadia @JamshedWadia

One of the most important wisdom that parents can impart to their sons is that you always treat a woman with love, dignity and respect.

↩ Reply ↻ Retweet ★ Favorite

12:00 AM - 29 Dec 2012

Jamshed Wadia - Head of Social Media *Intel Asia Pacific*, Singapore



Emma Lo Russo
@EmmaLoRusso

Renewed respect for the great community forged here in Twitter. Great kindness & support shown for [@yvettevignando](#) & [#happychild](#). Inspiring!

↩ Reply ↻ Retweet ★ Favorite

9:30 PM - 9 Dec 2010

Emma Lo Russo - CEO *Digivizer*, Australia

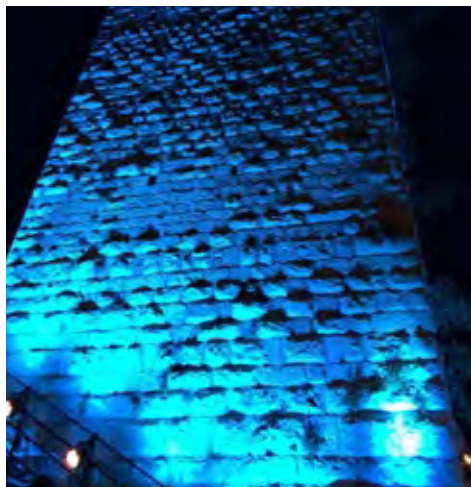


Pete Mitchell
@Mitchellotti

Twitter dinner at the
Monastery da la Castre.
Extraordinary.
4sq.com/1oHjXeb
pic.twitter.com/d8duLD4jeC

← Reply ↻ Retweet ★ Favorite

9:00 PM - 18 Jun 2014



Pete Mitchell - Global Media Innovations Director *Mondelez*, Singapore



Julian Lim @motorman
#bizidea for twitter: all work to be communicated via tweets. no messages
beyond 140 characters. #shortnsweet #deathtoemails #tothepoint

← Reply ↻ Retweet ★ Favorite

9:07 AM - 18 Mar 2014

Julian Lim - AVP Group Corp Comms, Social Media *OCBC Bank*, Singapore





Leah Besa-Jimenez
@leahbesajimenez

Posts, tweets and texts for a promo are just wrong during this time. Social is Responsive. Use it Responsibly.

↩ Reply ↻ Retweet ★ Favorite

1:29 PM - 9 Nov 2013

Leah Besa-Jimenez - Group Head Multimedia Office *Smart Communications, INC.*, Philippines



Jeffrey Woo
@jeffreyykwoo

"The greatest weapon against stress is our ability to choose one thought over another."

↩ Reply ↻ Retweet ★ Favorite

11:57 PM - 20 Mar 2014

Jeffrey Woo - Brand Management *DiGi Telecommunications*, Malaysia





irene ang @flyirene

要提醒自己，別人做得到的我也做得到。

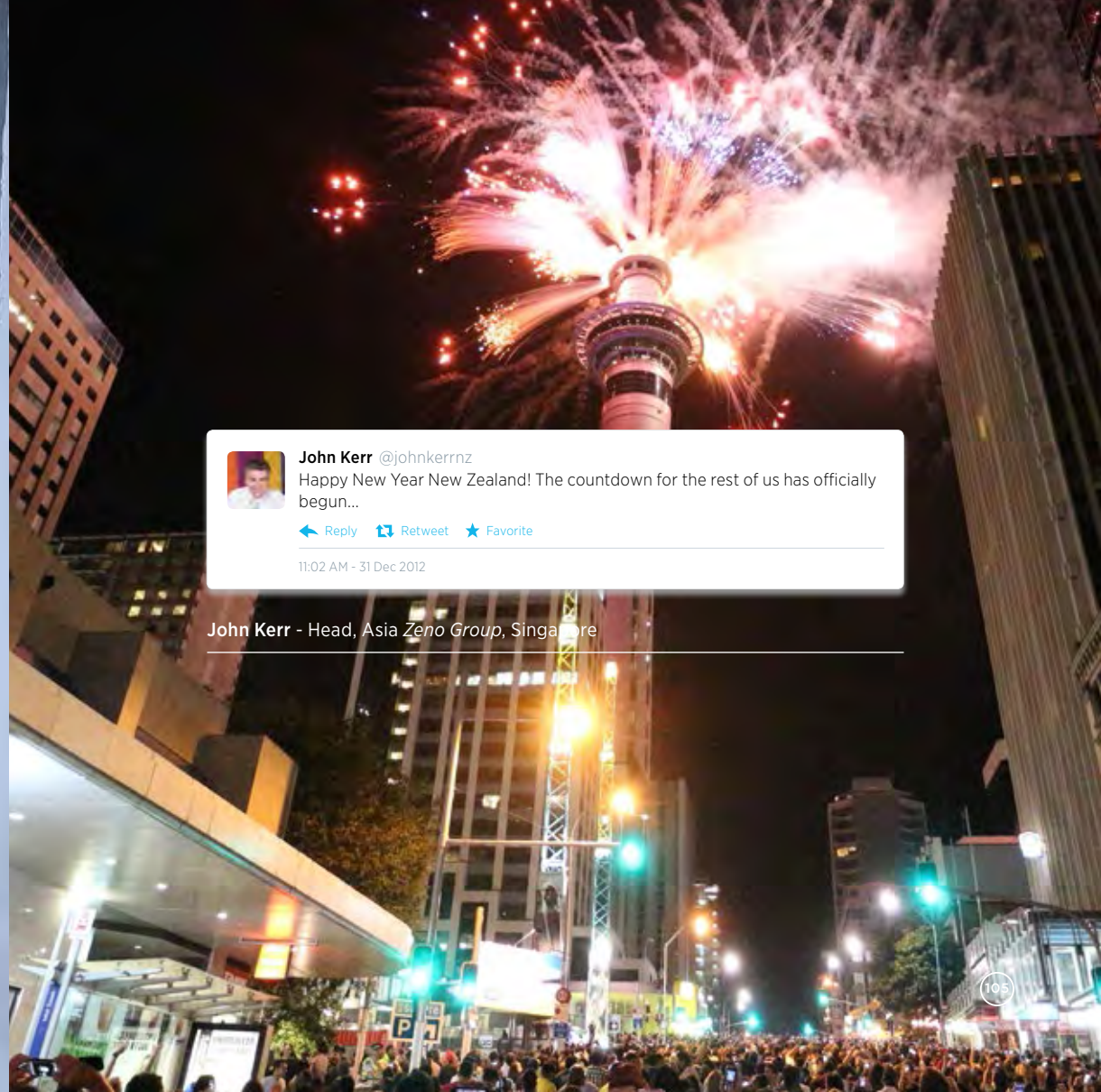
[Reply](#) [Retweet](#) [Favorite](#)

3:45 AM - 26 May 2014

Always remind yourself that you can achieve anything.

Irene Ang - CEO *FlyEntertainment*, Actress, Comedian, Singapore

104



John Kerr @johnkerrnz

Happy New Year New Zealand! The countdown for the rest of us has officially begun...

[Reply](#) [Retweet](#) [Favorite](#)

11:02 AM - 31 Dec 2012

John Kerr - Head, Asia *Zeno Group*, Singapore

105



Nathan Rosenberg
@nathandr

As i hold my iPhone closer it
makes me see beauty in simplicity,
inspiration from innovation and the
humanity in technology
[#stevejobs](#)

↩ Reply ↻ Retweet ★ Favorite

1:03 AM - 6 Oct 2011

Nathan Rosenberg - Executive Leader, Brand & Communications *Optus*, Australia



Suthisak
@suthisak

"แหล่งข่าวแจ้งไอโฟนหกไม่มีแน่..
เพราะไอโฟนไม่ใช่"น้ำ"
[#q4th](#) [#gadgets](#)
pic.twitter.com/Q4dRJo1sCL

↩ Reply ↻ Retweet ★ Favorite

12:29 PM - 10 Feb 2014

The Insider says that there is no iPhone 6 launch as the iPhone isn't water. Therefore, the iPhone 6 does not exist. (In Thai language, the number '6' is called "hok" which means 'spilled')

Suthisak Sucharittanonta - Chief Creative Officer *BBDO Bangkok*, Thailand



Aaron Lee

@AskAaronLee

“Procrastination is like a credit card: it's a lot of fun until you get the bill.” ~ Christopher Parker
pic.twitter.com/1cj8Jh52QB

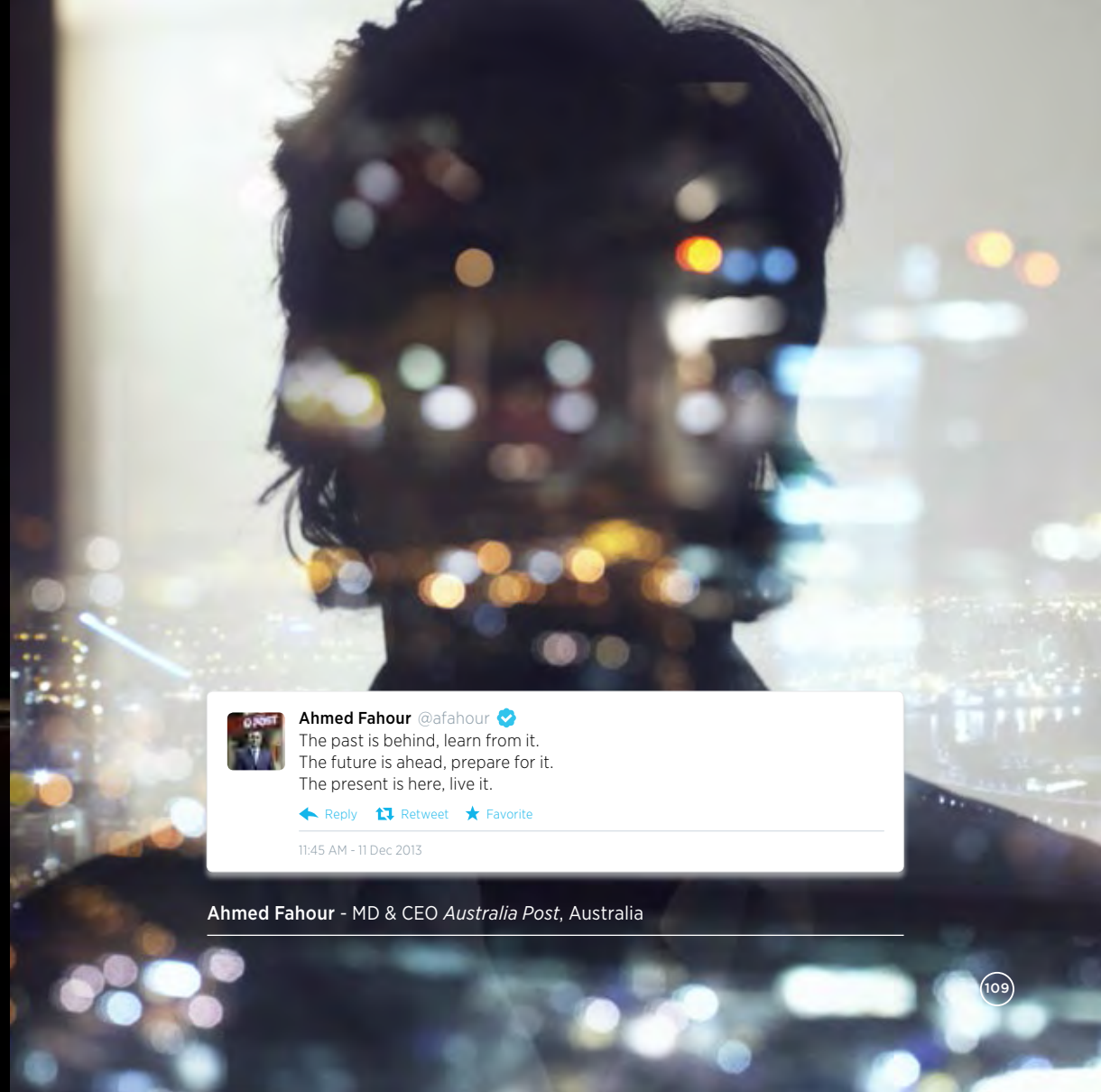
↩ Reply ↻ Retweet ★ Favorite

10:12 AM - 11 Dec 2013



Aaron Lee - Grand Master of Customer Delight *PostPlanner*, Malaysia

108



Ahmed Fahour @afahour



The past is behind, learn from it.
The future is ahead, prepare for it.
The present is here, live it.

↩ Reply ↻ Retweet ★ Favorite

11:45 AM - 11 Dec 2013

Ahmed Fahour - MD & CEO *Australia Post*, Australia

109



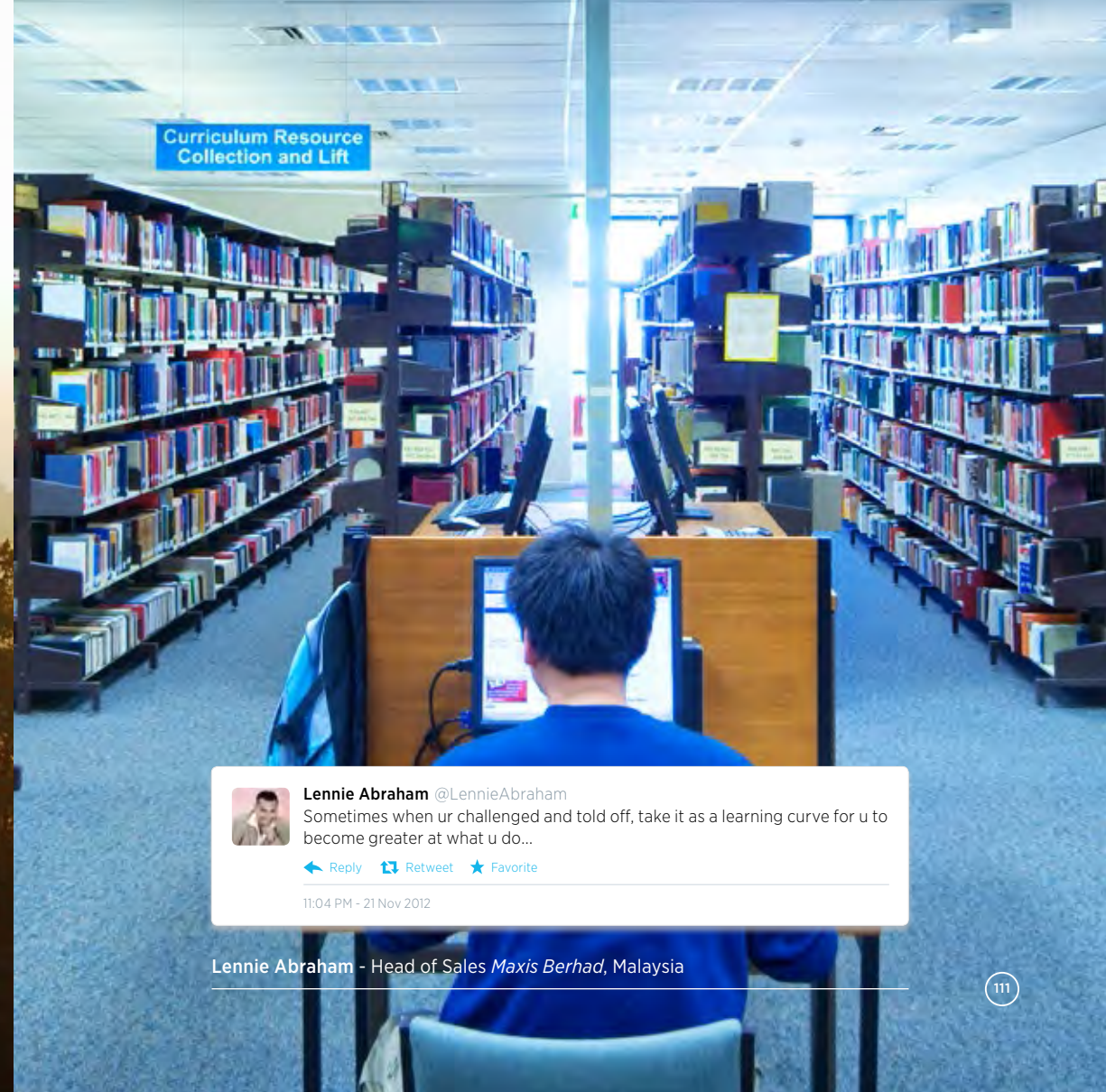
Vivian Balakrishnan @VivianBala

Completed 42 ride. Glad the haze didn't spoil our fun. In fact, it gradually improved over the past few hours.

↩ Reply ↻ Retweet ★ Favorite

4:21 PM - 8 Mar 2014

Vivian Balakrishnan - Minister for *the Environment and Water Resources*, Singapore



Lennie Abraham @LennieAbraham

Sometimes when ur challenged and told off, take it as a learning curve for u to become greater at what u do...

↩ Reply ↻ Retweet ★ Favorite

11:04 PM - 21 Nov 2012

Lennie Abraham - Head of Sales *Maxis Berhad*, Malaysia



平野 步夢
@AyumuB

オリンピック銀メダルでした!
本当自分中でいい経験だったし
楽しかったです(^^)

応援してくれた方、
本当ありがとうございます!!
すぐくパワーもらいました。

今から日本帰ります!
予定では15日の朝空港着く予定です。
pic.twitter.com/74RM4DwPok

← Reply ↺ Retweet ★ Favorite

12:03 AM - 14 Feb 2014



Got a silver medal for the Olympics! It was truly an amazing experience and I had a lot of fun ^^ Thank you for your encouragement!! You have given me all the energy. Going back to Japan now! Arriving the airport in the morning of 15th.

Ayumu Hirano - Sochi Olympics Snowboarding Silver Medalist, Japan



SHINJI KAGAWA / 香川真司 ✓
@S_Kagawa0317

W杯メンバーに選んで頂き、とても嬉しく
思っています。いつも応援してくれるサポ
ーターの皆様、家族、周りのスタッフのお
かげでここまですることができました。
W杯では僕の全てをぶつけて、結果を残し
ます。日本の皆さん、共に戦いましょう!

pic.twitter.com/QXLzDDQiQ7

← Reply ↺ Retweet ★ Favorite

8:01 AM - 12 May 2014

I am grateful to be selected as a member of the World Cup team. Thank you to all of my supporters, family members and staff. I am going to do my best at the World Cup. Let's get through this together!

Shinji Kagawa - Soccer Player *Manchester United No.26*, Japan



Rod Drury
@roddrury

How much better would life be if we could simply 'like' an email?

↩ Reply ↻ Retweet ★ Favorite

2:47 AM - 25 Jun 2014

Rod Drury - CEO Xero, New Zealand

114



Justin Mowday
@JustinMowday

He's tilting... close to bringing him down.
Let's tweet him down
[#bringdowntheking](https://pic.twitter.com/y06R5VX6SU)
pic.twitter.com/y06R5VX6SU

↩ Reply ↻ Retweet ★ Favorite

4:29 AM - 7 Apr 2014

Justin Mowday - CEO DDB New Zealand, New Zealand

115



Tommy Wee @TommyWee

Travel to see the world. Travel to cultivate manners. Travel to love and cherish life. Travel to see how tiny a space you really occupy.

↩ Reply ↻ Retweet ★ Favorite

9:47 AM - 14 Apr 2013

Tommy Wee - Editorial Director *Majority Media*, Singapore



mrbrown
@mrbrown

In case you're wondering, it's a harmless Atlas Moth, indigenous to our region. Admire but don't harm it.
pic.twitter.com/HV7NQEdEfv

↩ Reply ↻ Retweet ★ Favorite

5:20 AM - 2 Jun 2014

Kinmun Lee - Satirist, Writer, Lyricist, Traveler & Podcaster, Singapore



Koichi Wakata

@Astro_Wakata

今日ISSを発ち、地球に帰還します。
暗黒の宇宙に浮かぶこの青く美しい
惑星が故郷であることを有難く感じ
ます。半年間の滞在中応援有難うござ
いました。

pic.twitter.com/UxcQba4PSi

← Reply ↺ Retweet ★ Favorite

6:14 PM - 13 May 2014

Leaving ISS today and returning to Earth. I appreciate this beautiful blue planet floating in the dark space that is our home. Thank you so much for your support during my 6 months in Space.

Koichi Wakata - Astronaut, Japan



Celebrate Culture

5

Culture breaks and is made on Twitter.

Read about the celebration of unique cultural moments, and how it paints a rich landscape of diversity that adds to the pulse of Twitter in the Asia-Pacific region.



sachin tendulkar ✓
@sachin_rt

I am really touched with
#ThankYouSachin messages.
Your support all these years have
inspired me to give my best.

↩ Reply ↻ Retweet ★ Favorite

3:20 PM - 13 Nov 2013

Sachin Tendulkar - Cricket Legend, India

122



David Cameron ✓
@David_Cameron

India transfixed by @sachin_rt's
final test match. Today I sent
him this pic of his 1st century in
the UK #Tendulkar
pic.twitter.com/OWdxALUGvb

↩ Reply ↻ Retweet ★ Favorite

8:33 AM - 14 Nov 2013

David Cameron - Prime Minister, UK

123



Katrina Strickland
@katrinastrick

Happy birthday
Sydney Opera House
pic.twitter.com/S2FS9yhGVr

↩ Reply ↻ Retweet ★ Favorite

9:13 AM - 27 Oct 2013

Katrina Strickland - Editor *Australian Financial Review Magazine*, Australia





Hiroko Tabuchi
@HirokoTabuchi

BREAKING: TOKYO WILL HOST
THE 2020 SUMMER OLYMPICS!
CONGRATULATIONS TO ALL!

[← Reply](#) [↻ Retweet](#) [★ Favorite](#)

9:20 PM - 7 Sep 2013

Hiroko Tabuchi - Business Reporter *New York Times*, Japan



anand mahindra @anandmahindra

Go Tokyo..Given legendary Japanese efficiency,they will be ready for the Olympics 4 years early & could be a backup for the 2016 games!

[← Reply](#) [↻ Retweet](#) [★ Favorite](#)

4:44 AM - 8 Sep 2013

Anand Mahindra - Chairman and Managing Director *Mahindra Group*, India



John Key ✓
@johnkeypm

Bugger. #AmericasCup

↩ Reply ↻ Retweet ★ Favorite

9:42 PM - 25 Sep 2013

John Key - Prime Minister & Leader of *the NZ National Party*, New Zealand





Teo Chee Hean
@teocheehean

Stunning designs and brilliant colours - rangoli and dramatic dancers at Elias CC during Indian new year celebrations.

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)

2:05 AM - 1 May 2014

Teo Chee Hean - MP for *Pasir Ris-Punggol GRC (Pasir Ris West)* & Deputy PM., Singapore





Sonny Lê @sonnylebythebay

SE Asia Celebrates the New Year With Huge Water Fights
mashable.com/2014/04/16/sou... #Songkran2014 #Thingyan | 5 nations, NOT
entire region.

↩ Reply ↻ Retweet ★ Favorite

1:07 PM - 28 May 2014

Sonny Lê - Communications Consultant & Instructor, Thailand



Joe Cummings @joecummings

Neighbors woke me up early playing Carabao full blast.
Must be Songkran!

↩ Reply ↻ Retweet ★ Favorite

4:45 AM - 13 Apr 2014

Joe Cummings - Consultant and Contributor *Tourism Authority of Thailand*, Thailand



Yaacob Ibrahim
@YaacobIbrahim

Wishing all my Muslims friends Eid Mubarak and peace and happiness for all on Earth!

↩ Reply ↻ Retweet ★ Favorite

12:55 AM - 15 Oct 2013

Yaacob Ibrahim - Minister for Communications & Information and Minister-in-charge of Muslim Affairs, Singapore



Zain Malik @z_malik90

"The Messenger of Allah did not fast in any month of the year more than he did in Shaban. He used to fast all of Shaban" [#RamadanCountdown](#)

↩ Reply ↻ Retweet ★ Favorite

1:07 PM - 28 May 2014

Zain Malik - Vice President Training & HR *fosischannel*, Malaysia



Amitabh Bachchan ✓
@SrBachchan

T 1492 - "हम और हमारे ईश्वर, दोनों एक जैसे हैं । जो रोज़ भूल जाते हैं वो हमारी गलतियों को , हम उसकी मेहरबानियों को "~

↩ Reply ↻ Retweet ★ Favorite

4:45 AM - 23 May 2014

God and us are alike. He overlooks our mistakes and we overlook his graciousness.

Amitabh Bachchan - Indian Household Name, Famous Actor, India



Lee Hsien Loong 
@leehsienloong

Backstage with @NajibRazak,
waiting to join our Commonwealth
colleagues for the Opening
Ceremony. - LHL #CHOGM
pic.twitter.com/jXCWDzZ1R1

 Reply  Retweet  Favorite

7:19 AM - 15 Nov 2013

Lee Hsien Loong - Prime Minister, Singapore

138

139



Gul Panag @GulPanag ✓

सच के आगे जीत है।

↩ Reply ↻ Retweet ★ Favorite

12:43 AM - 22 Mar 2014

Truth always wins

Gul Panag - Activist and Famous Actor, India



Anne Curtis-Smith @annecurtissmith ✓

Off to taping for Dyesebel again today!!!!
Good Morning everyone!

↩ Reply ↻ Retweet ★ Favorite

2:50 AM - 23 May 2014

Anne Curtis-Smith - VJ, Actress/Host, Philippines



Narendra Modi ✓
@narendramodi

Sought blessings from
my Mother
pic.twitter.com/OegXhartLx

↩ Reply ↩ Retweet ★ Favorite

9:02 AM - 16 May 2014



Narendra Modi ✓
@narendramodi

Met my Mother before leaving
for Delhi
pic.twitter.com/qPUi8jRDiW

↩ Reply ↩ Retweet ★ Favorite

12:48 PM - 22 May 2014

Narendra Modi - Prime Minister, India



142



143



Celebrate Your People

6

Twitter is more than just a 1-way megaphone of a single person's opinion - it celebrates the art of connections, conversations and meaningful dialogue.

Be inspired by how leading executives celebrate their teams, give thanks to their electorate, and recognise their champions on Twitter.



Dick van Motman
@dvmo2

#HIMC if we want to move people
to move business we need to move
ourselves ...

← Reply ↻ Retweet ★ Favorite

1:14 AM - 26 Nov 2013

Dick Van Motman - Chairman & CEO *Dentsu Aegis Network South East Asia*, Singapore



Shashi Tharoor @ShashiTharoor ✓

Best wishes to the new Prime Minister & Government Ministers going to be sworn in today. May they serve India and all our people well!

← Reply ↻ Retweet ★ Favorite

12:28 PM - 26 May 2014

Shashi Tharoor - MP *Thiruvananthapuram*, India



Roy Capon @roycapon

V proud day. We opened an agency in Singapore on this day last year with 1 person and today it's 20 - in a regional network of 1k people!

Reply Retweet Favorite

1:56 AM - 15 Apr 2014

Roy Capon - CEO *DigitasLBi*, Singapore

148



Lawrence Wong
@LawrenceWongST

Gift from a young Boon Lay resident!
pic.twitter.com/M1wpXp73O8

Reply Retweet Favorite

1:30 PM - 11 May 2014

Lawrence Wong - Minister for Culture, Community & Youth;
Member of Parliament for West Coast GRC (Boon Lay), Singapore



149



Vivek Kumar @vikmica

Belief, strategy, action & goals - ingredients for a personal leadership breakthrough [#fls2014](#)

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)

2:47 AM - 6 Jun 2014

Vivek Kumar - Chairman, Asia-Pacific Global *CMO Council*, Singapore



Patrick Rona @pprona

Meeting my new management team at Tribal DDB APAC. Great team! Great work! Can't wait to get started!

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)

12:49 PM - 9 Oct 2011

Patrick Rona - President, Asia Pacific *Tribal DDB Worldwide*, Singapore



Robert Woolfrey
@robwoolfrey

Singapore Airlines crew are the best in the business - professionals through-and-through.

↩ Reply ↻ Retweet ★ Favorite

6:23 AM - 26 Oct 2012

Robert Woolfrey - Managing Director, APAC *Millennial Media*, Singapore

152



John O'Sullivan
@jnlosullivan

In Melbourne with
[@SanjeevKapoor](#)
for Restaurant Australia
Victorian launch
at [@TourismAus](#)
pic.twitter.com/13AVyAOpBW

↩ Reply ↻ Retweet ★ Favorite

7:04 AM - 20 Jun 2014

John O'Sullivan - Managing Director *Tourism Australia*, Australia

153



Richard Goyder @RGoyder ✓

Well done to the Bunnings, Coles, Kmart and Officeworks teams on strong 1st qtr sales. We are on to the job at Target, great team will win!

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)

4:46 AM - 24 Oct 2013

Richard Goyder - MD *Wesfarmers*, Commissioner *AFL*, Australia



Pip Marlow @pipms

Very proud of the team at Microsoft Australia. Celebrating 30 years here and working tirelessly for our clients.

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)

12:21 PM - 30 Jun 2014

Pip Marlow - Managing Director *Microsoft Australia*, Australia



Lee Hsien Loong 
@leehsienloong

Some ppl asked me to share the photo I took on stage at [#sgday2014](#) in London. Not a perfect shot, but here it is!-LHL

pic.twitter.com/c5JZ73npm7

 Reply  Retweet  Favorite

3:04 AM - 31 Mar 2014

Lee Hsien Loong - Prime Minister, Singapore





Fadli Hafetz @fadlihafetz

"@TheOnlys23: THIS IS TRUE TRUST ME. #MAMEECHEF IS THE BEST MAGGI I'VE HAD SO FAR. TRY EM." Statement power!

↩ Reply ↻ Retweet ★ Favorite

6:54 PM - 21 Nov 2013

Fadli Hafetz - Head of Marketing *MAMEE*, Malaysia



158

2014 RETAIL BANKING BENCHMARK SINGAPORE				
	StanChart	OCBC	Axi	HSBC
Design principles				
The bank should be meeting customer needs, not just holding the products	●	●	●	●
The site gives me a clear idea about what it would be like to be a customer	●	●	●	●
It is clear that the bank values its existing customers	●	●	●	●
It is easy to select and compare the rate	●	●	●	●
It is easy to switch and compare a product	●	●	●	●
Information on the site is easy to find and understand	●	●	●	●
Bank's best app/feature/function, if I could have it what and what I need to do	●	●	●	●
Overall thinking, it's always clear what I can and what I can't do	●	●	●	●
It's always easy to find the help that I need	●	●	●	●
It would be useful to have a way to get more information	●	●	●	●
Enable me to respond more quickly to my queries about the bank's services	●	●	●	●



Aman Narain

@amanwhotweets

You know ure doing a gud job when a solid UX firm independently rates @StanChart top UX in Banking Thx @Foolproof_UX pic.twitter.com/oyNpvRgtrD

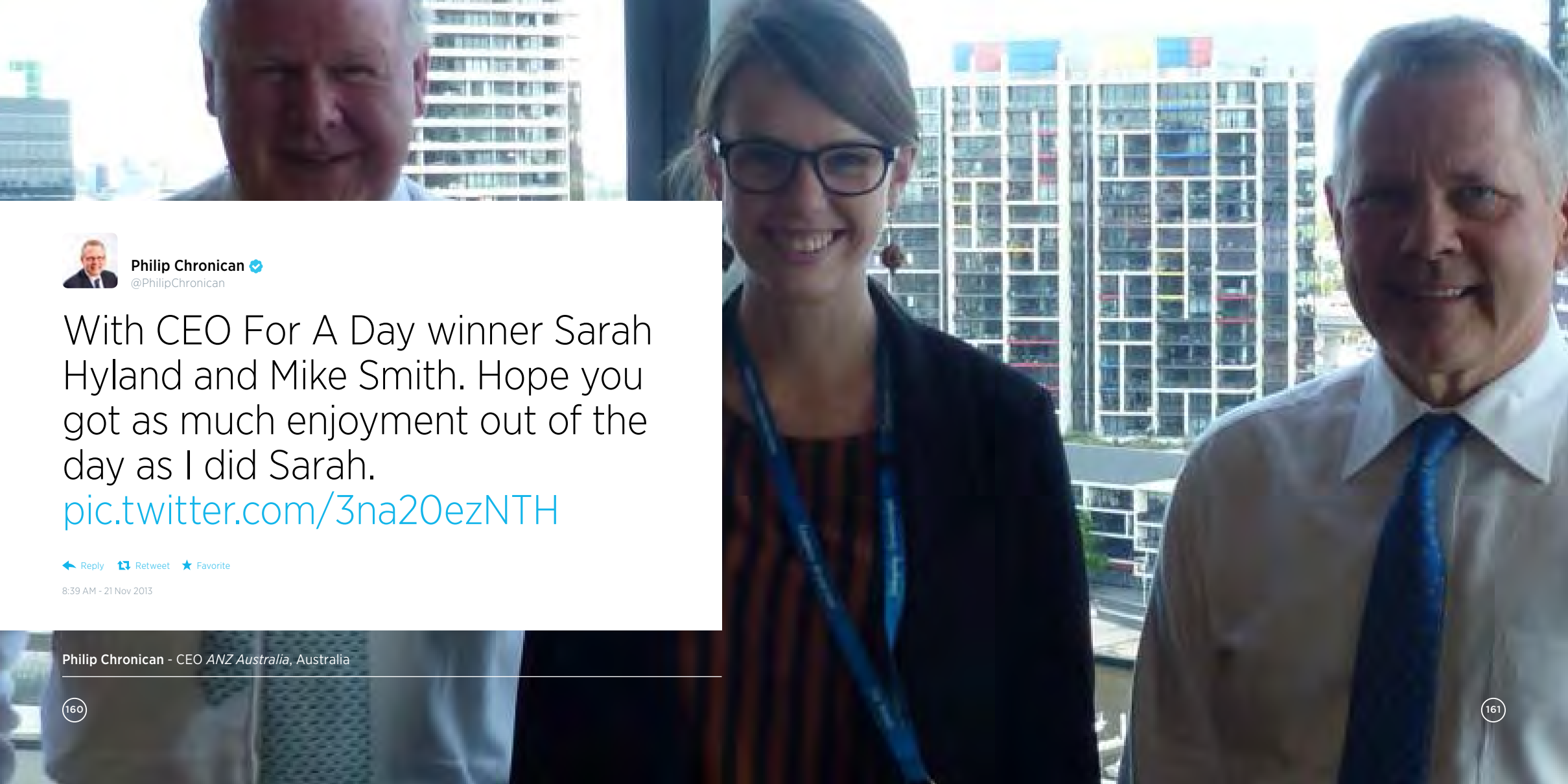
↩ Reply ↻ Retweet ★ Favorite

4:29 PM - 14 May 2014

Aman Narain - Global Head of Digital Banking *Standard Chartered*, Singapore



159



Philip Chronican ✓
@PhilipChronican

With CEO For A Day winner Sarah Hyland and Mike Smith. Hope you got as much enjoyment out of the day as I did Sarah.

pic.twitter.com/3na20ezNTH

↩ Reply ↻ Retweet ★ Favorite

8:39 AM - 21 Nov 2013

Philip Chronican - CEO ANZ Australia, Australia

160

161



Rahul Welde
@RahulWelde

Whoa...Completed 23 super years at [#Unilever](#). From [#Telegram](#) to [#Twitter](#) :) What an awesome time... And the [#journey](#) continues.

↩ Reply ↻ Retweet ★ Favorite

1:16 AM - 12 Jun 2014

Rahul Welde - Regional Vice President, Media *Unilever*, Singapore



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