

# → NEW STRATEGIES FOR LEADERSHIP, INNOVATION AND GROWTH.

**17.10.05 – 18.10.05 • PAN PACIFIC HOTEL, SINGAPORE**

Learn from some of the most influential leaders and thinkers in business today. Discuss and share the latest profitable and sustainable growth strategies with CEO's who have demonstrated vision, leadership and innovation to achieve global business success. An exceptional high-level learning experience with outstanding opportunities for discussion and networking this will be the most important forum for business leaders this year.



## → FEATURING

### CARLY FIORINA

CEO, Hewlett-Packard (1999 – 2005)

### JEFFREY RAYPORT

Chairman, Marketspace and Professor, Harvard Business School

### TONY FERNANDES

Chief Executive Officer, Air Asia

### DATO' DR JANNIE TAY

Founder and Vice Chairman, The Hour Glass

### BOB HAYWARD

Research Fellow, Gartner Group

### LOIZOS HERACLEOUS

Official Fellow, Templeton College, Oxford University

### SRINATH BATNI

Director, Head - Global Accounts and Asia Pacific, Infosys

and more...

### SUNNY YOON

President, Kim Eng Securities USA

### SCOTT PRICE

CEO, DHL Express, Asia Pacific

### GAUTAM BANERJEE

Executive Chairman, PWC Asia

### CLAUS JACOBS

Research Fellow, University of St Gallen, Switzerland

### LORRAINE HAHN

Correspondent, CNN

### MAYANK PAREKH

Managing Partner, McKinsey & Company

### MICHAEL BACKMAN

Best-selling author, Expert in Asian corporate practice

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Asia Business Leaders Forum is an intensive, two-day program for CEOs and senior executives to learn from some of the most influential leaders and thinkers in business today and discuss the topics and issues most critical to advancing organisations in an increasingly complex global environment. The theme for ABLF 2005 is 'New Strategies for Leadership, Innovation and Growth'.

Global thought leaders and business icons including Carly Fiorina, Jeffrey Rayport, Tony Fernandes, Dato' Dr Jannie Tay, Bob Hayward, Sunny Yoon and Loizos Heracleous will share their insights and strategies with forum delegates through enlightening presentations and engaging Q&As.

Joining them will be CEOs from some of the world's hottest, most successful companies in thought-provoking discussions focused on leadership, innovation and growth. In a truly interactive format, speakers and panelists will engage in dialogue directly with delegates to generate new ideas and shape future business strategies.

Combining an exceptional high-level learning experience with outstanding opportunities for discussion and networking, ABLF 2005 will be the most important forum for business leaders this year.

# DAY 1. PROGRAMME

## Monday 17th Oct 2005

07.30 – 09.00	Breakfast Registration
09.00 – 09.10	Welcome and opening remarks
09.10 – 09.30	Opening keynote address Guest of honor
09.30 – 11.00	<b>'Improving Customer Experiences for Competitive Advantage: Winning Customers with People and Technology'</b> <b>Jeffrey Rayport – Founder / CEO Marketspace</b> Jeffrey Rayport is the world's most influential expert on the impact of new information technologies on companies' service and marketing strategies. In this captivating presentation, Rayport shows you how to put your front office's "best face forward" to win and keep customers. Building customer loyalty requires an effective front office that uses "smart" devices and intelligent networks throughout your organization's consumer channels, enabling you to establish and capitalise on customer-service relationships. Rayport demonstrates the best strategy for breaking down your organisation's customer interactions into tasks for employees, tasks for the technology and tasks for both. You'll come away with strategies that you can immediately implement to build and improve customer loyalty.
11.00 – 11.30	Coffee Break
11.30 – 12.45	<b>'Entrepreneurship in Asia'</b> Asian entrepreneurship will take the world by storm. China is creating high-tech ventures at a breathtaking pace. India has created a whole new generation of entrepreneurs determined to reach far beyond outsourcing. Venture Capitalists and Private Equity players are in a race to establish Asian strategies, Asian offices and are already making substantial Asian investments. This discussion panel will analyse the latest trends and describe real examples of this new breed of Asian entrepreneurs.
12.45 – 14.00	Networking lunch
14.00 – 15.45	<b>'Leadership impacting lives: Aligning corporate values and social responsibility'</b>
14.45 – 15.30	<b>'Creating growth with services – Beyond BPO'</b>
15.30 – 16.00	Coffee break
16.00 – 16.45	<b>'Innovation-driven growth from Asia'</b>
16.45 – 17.00	Closing summary

# DAY 2. PROGRAMME

## Tuesday 18th Oct 2005

09.00 – 10.30	<p><b>'Lessons in Leadership'</b></p> <p><b>Carly Fiorina</b> – CEO, Hewlett Packard (1999 – 2005)</p> <p>Carly Fiorina reflects on her years leading some of the worlds largest technology firms including AT&amp;T, Lucent and HP and shares her personal principles of leadership. In this dynamic presentation, Carly uses her personal experiences to share the three essential elements that espouse her vision of leadership -- Character, Capability and Collaboration. Fiorina shares inspiring stories of leadership that demonstrate that anyone can lead from anyplace at anytime, that – first and foremost – leadership is a choice.</p>
09.45 – 10.30	<p><b>'The globalisation of Chinese enterprise'</b></p>
10.30 – 11.00	Coffee Break
11.00 – 12.00	<p>Discussion panel</p> <p><b>'Improving corporate governance to drive growth'</b></p>
12.00 – 13.30	Networking lunch
13.30 – 14.30	<p>Discussion panel</p> <p><b>'New imperatives for Asian market leadership'</b></p> <p>The business landscape in Asia has undergone dramatic change over recent years and continues to change at a sometimes overwhelming pace. Trade barriers are coming down, consumers are more demanding and the pressures of globalisation are impacting how we compete. New rules apply. In this discussion panel some of Asia's most accomplished business leaders share their success strategies, explore regional change and developments and the strategic implications for market leadership.</p>
14.30 – 15.15	<p><b>'Playing to win: Innovative new approaches to strategising'</b></p> <p><b>Loizos Heracleous</b> – Official Fellow, Templeton College, Oxford University</p> <p><b>Claus Jacobs</b> - Research Fellow, University of St Gallen, Switzerland</p> <p>Traditional strategizing is necessary, but not always innovative or exciting. How can strategists think outside the box about their situation and challenges, and conceptualize new possible futures? Heracleous and Jacobs present a new approach to personal development and strategizing.</p>
15.15 – 15.45	Coffee break
15.45 – 17.00	<p>Discussion panel</p> <p><b>'Global growth strategies for Asian business'</b></p> <p>In an environment of increasing competition, uncertainty and rapid change, the challenges faced by Asian business leaders expanding globally are numerous and complex. This CEO dialogue allows participants to discuss and share profitable and sustainable growth strategies and learn from CEO's who have demonstrated vision, leadership and innovation to achieved global business success.</p>
17.00	Close

# SPEAKER BIOGRAPHIES



Carly Fiorina  
CEO (1999 – 2005)  
Hewlett-Packard

One of the most high-profile business leaders in the world, Carly Fiorina led the reinvention of a Silicon Valley icon. Under her leadership, HP became an \$80 billion technology powerhouse with 150,000 employees in over 150 countries. Prior to joining HP Fiorina directed Lucent's 1996 IPO and spin-off from AT&T, one of the largest and most successful IPOs ever.



Jeffrey Rayport  
Chairman Marketspace and  
Professor Harvard Business School

Jeffrey Rayport is the world's most influential expert on the impact of technologies on companies' service and marketing strategies. Rayport established the world's first MBA-level e-commerce curriculum at Harvard — where the business plan for Yahoo! was developed. He coined the term "viral marketing".



Mayank Parekh  
Managing Partner  
McKinsey & Company

Mayank Parekh is the Managing Partner of McKinsey & Company Singapore and leads the firm's Southeast Asia Corporate Finance Practice. Mayank's primary industry expertise is in financial institutions covering strategy, M&A and corporate governance. He has worked with leading global banks on M&A and aided government restructuring agencies throughout the region. Prior to joining McKinsey, Mayank worked for GE in the US and Singapore.



Michael Backman  
Best-selling author  
Expert in Asian corporate practice

Michael Backman is an author and business analyst specialising in Asian corporate practice. Singapore's Prime Minister praised him in his National Day Address and he has been described in the Australian Financial Review as 'the brilliant writer on regional business strategies'. His international bestseller, *Asian Eclipse*, was named by the Economist as one of the finest books of the year. He writes for The Age, The Times of London, International Herald Tribune and Asian Wall Street Journal.



Dato' Dr Jannie Tay  
Founder and Vice Chairman  
The Hour Glass

One of Asia's best-known and successful women entrepreneurs, Jannie Tay is the Founder and Managing Director of The Hour Glass. Starting out as a single retail outlet she has built the business into a thriving regional network of luxury watch boutiques that is listed on the main Singapore Exchange.



Loizos Heracleous  
Official Fellow  
Templeton College, Oxford University

Loizos Heracleous is Official Fellow in Strategy and Organisation at Templeton College, Oxford University. An expert in strategic thinking, organisation and corporate governance, Loizos has authored several books and his work has been published in Harvard Business Review and Sloane management Review.



Bob Hayward  
Research Fellow  
Gartner Group

Bob Hayward is Senior Vice President and Research Fellow Asia/Pacific and Japan for Gartner Group, the world's leading technology research firm. A leading authority on IT development policy Bob serves as an advisor to IT Ministers in Australia, Singapore, India, Thailand, South Korea, Hong Kong, New Zealand, Taiwan and Japan.



Tony Fernandes  
Chief Executive Officer  
Air Asia

With a vision to make air travel more affordable for Malaysians, Tony and his partners bought over Air Asia from its previous owner and transformed the airline into a low fare no frills carrier. Within 4 years Tony has led Air Asia to extraordinary success as the region's leading low fare airline.

For more speaker biographies and programme updates please visit [www.ablforum.com](http://www.ablforum.com)

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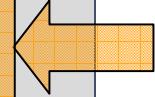
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Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

**2<sup>nd</sup> Delegate:**

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation: \_\_\_\_\_

Email: \_\_\_\_\_

**3<sup>rd</sup> Delegate:**

Name: Mr/Mrs/Ms/Dr. \_\_\_\_\_

Designation: \_\_\_\_\_

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