

Hosted by:



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The Public Dialogue: Bridging the Knowledge Divide – Building the Malaysian Link

Theme: Investing in Creativity and Innovation

16 June 2010, Sunway University College



Programme

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| 0930 | Welcoming and registration of guests |
| 1000 | Welcoming remarks by Dato' Dr. Michael Yeoh , Director & CEO of ASLI |
| 1005 | Introduction of speakers by Co-Moderator, Dato' Dr. Michael Yeoh , Director & CEO of ASLI |
| 1015 | Keynote Address by Mr Eduardo Rath Fingerl |
| 1030 | Keynote Address by Professor Pirjo Stähle |
| 1045 | Plenary Discussion |
| 1145 | Concluding remarks by Co-Moderator, Professor Robert Bignall , Vice-Chancellor, Sunway University College |
| 1200 | Refreshments |

Keynote Speakers

Mr Eduardo Rath Fingerl is master of production engineering and was the director of Industrial Operations, Trade and Services areas of the Brazilian National Development Bank (BNDES), between 1996 and 2000. His master's thesis in 2004 was "Considerando os Intangíveis: Brasil e BNDES" [Considering the Intangibles: Brazil and BNDES], a theme that was highlighted in the Bank in the new Operational Policies, the one of incentives to Innovation.

Professor Pirjo Stähle-Dr. Pirjo Stähle is Professor at Finland Futures Research Centre, University of Turku, Finland. She is an expert on innovation and knowledge economy, has published several books and articles of knowledge intensive business as well as renewal capability and innovativeness of organizations and nations. Prof. Stähle has worked as an expert for the Finnish government(s) and for the Committee for the Future of the Parliament. She is president of the Finnish Cultural Foundation and a board member of the New Club of Paris. She has occupied leadership and membership positions in various high level panels for national and international assessment of learning, quality and innovativeness of companies, public organizations and universities.