



axiata

7th ASEAN LEADERSHIP FORUM

Transforming ASEAN, Moving Forward

Keynote Address by

The Hon. Dato' Sri Mohd Najib bin Tun Abdul Razak
Prime Minister of Malaysia

5th April 2010 • Sunway Resort Hotel & Spa Petaling Jaya, Malaysia

Organised And Presented By



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7th ASEAN LEADERSHIP FORUM

The **AXIATA ASEAN LEADERSHIP FORUM** is an Annual Series organised by the Asian Strategy & Leadership Institute (ASLI) with the support of the ASEAN Secretariat, the Hanns Seidel Foundation, the ASEAN Business Forum and ASEANAFFAIRS. Now in its 7th edition, the Axiata ASEAN Leadership Forum has brought together Government, Business and Thought Leaders to reflect on the key challenges facing ASEAN, evaluate the business and investment opportunities brought about by AFTA and regional FTAs ASEAN has forged with other countries like China, India, Korea, Australia and New Zealand as well as to feel the pulse of ASEAN. The signing of the ASEAN Charter, the establishment of the ASEAN Inter-governmental Commission on Human Rights and the accession to the ASEAN Treaty of Amity and Cooperation by the USA last year are major landmark events for ASEAN.

This year 2010 sees the full realisation of the ASEAN Free Trade Area (AFTA) opening up a combined market of 550 million people. This year also sees the coming into effect of the China-ASEAN Free Trade Area (AFTA) which creates the world's largest free trade area in terms of population. ASEAN has rebounded rather strongly from the Global Financial Crisis. 2010 provides ASEAN with new opportunities. Regionalisation strategies by ASEAN companies have seen the success stories of several ASEAN companies becoming regional MNC's. The Axiata 7th ASEAN Leadership Forum provides participants with timely updates and information on ASEAN, in-depth analysis of ASEAN's strategic issues and the emerging trends as well as the business prospects created by AFTA, CAFTA and other regional FTAs. Past editions of the ASEAN Leadership Forums have been held in Kuala Lumpur, Bangkok, Singapore and Jakarta. Previous keynote speakers include The Hon. Dato' Sri Mohd Najib bin Tun Abdul Razak, then Indonesian Vice President Jusuf Kalla, Thai Prime Minister Abhisit Vejjajiva and ASEAN Secretary-General Dr. Surin Pitsuwan.

Benefits of Participation

- Evaluate ASEAN's future prospects and challenges.
- Identify key trends and driving forces propelling ASEAN forward.
- Develop business strategies for ASEAN markets.
- Learn how AFTA, CAFTA and other regional trading arrangements can benefit your business.
- Hear from Government, Business and Thought Leaders in ASEAN.
- Discover how the younger generation think of ASEAN's future.

Who Should Attend

- Entrepreneurs and Company Directors.
- CEOs / Managing Directors.
- Heads of Multinational Corporations.
- Bankers & Investment Bankers.
- Consultants.
- Fund Managers & Analysts.
- SMEs Owners.
- Academics, Think Tanks and Researchers.
- Women and Youth Leaders.

Confirmed Role-Players (as at 24th March 2010)

- **The Hon. Dato' Sri Mohd Najib bin Tun Abdul Razak**
Prime Minister of Malaysia
- **H.E. Keo Puth Rasmey**
Advisor to the Royal Government of Cambodia / Deputy Prime Minister, Cambodia
- **Tan Sri Dato' Seri Dr. Jeffrey Cheah**
Chairman of ASLI / Sunway Group
- **Tan Sri Dato' Azman Hj. Mokhtar**
Managing Director, Khazanah Nasional Berhad
- **Dato' Sri Jamaludin Ibrahim**
Managing Director / President and Group CEO, Axiata Group Berhad
- **H.E. Secretary Annabelle T. Abaya**
Presidential Adviser on the Peace Process, Republic of the Philippines
- **H.E. Ong Keng Yong**
Ambassador at Large Singapore & Former ASEAN Secretary-General / Director, Institute of Policy Studies Singapore
- **Dato' Michael Yeoh**
Chairman, ASEAN Leadership Forum and CEO ASLI
- **H.E. Vikay K. Gokhale**
High Commissioner, High Commission of India
- **Dato' Dr. Jannie Tay**
President, Asean Business Forum and Deputy Chairman, The Hour Glass, Singapore
- **Dato' Dr. Norraesah Mohamad**
Executive Chairman, MY E.G. Services Berhad, Malaysia
- **Ms. Penny Low**
President, Social Innovators Forum and Member of Parliament, Singapore
- **Ms. Cherie Nursalim**
Chairman, Three on the Bund, Shanghai
- **Mr. Karl-Peter Schoenfish**
Regional Director, Hanns Seidel Foundation
- **Mr. S. Roy**
Founder and CEO, ASEANAFFAIRS, Bangkok
- **Dato' Seri Mohamed Nazir Abdul Razak**
Group Chief Executive, CIMB Group Berhad
- **Tan Sri Ramon Navaratnam**
Group Adviser, Sunway Group / Chairman, ASLI's CPPS
- **Dato' Dr. Mahani Zainal Abidin**
Chief Executive, Institute of Strategic & International Studies Malaysia
- **Dato' Mohamed Iqbal Rawther**
Chairman, MIM / Vice-President, ASEAN Business Forum
- **Datuk Nicholas Zefferys**
President, American Malaysian Chamber of Commerce
- **Y.A.M. Tunku Zain Al-Abidin ibni Tuanku Muhriz**
President, Institute for Democracy
- **Mr. P.K. Basu**
Chief Economist, Daiwa Capital Markets, Singapore
- **Mr. Ian Buchanan**
Senior Executive Adviser, Booz & Company (Australia) Ltd.
- **Mr. Thai Quang Trung**
Regional Coordinator, Hanns Seidel Foundation, Regional Office, Singapore
- **Mr. Rajiv Biswas**
Director, Southeast Asia, Corporate Network, Economist Intelligence Unit, The Economist, Singapore
- **Mr. Karim Raslan**
Regional Columnist / Group CEO, KRA Group
- **Mr. Khairussaleh Ramli**
Chief Financial Officer, Malayan Banking Berhad
- **Mr. Benjamin Quinones**
Chairman, Coalition of Socially Responsible SMEs, Philippines
- **Datuk Rafiah Salim**
Director, NAM Institute for Women Empowerment
- **Ms. Norma Sit**
Chief Executive Officer, Foundation of the Future
- **Ms. Ng Yeen Seen**
Director, Centre for Public Policy Studies, ASLI

8.30 am

Arrival and Registration of Participants

9.00 am

ECONOMIC ROUNDTABLE -

Asean's Economic Potential and Challenges

ASEAN has emerged from the Global Economic Crisis stronger than ever. The coming into effect of the China-ASEAN FTA in January this year and the coming into full effect of AFTA also this year presents new opportunities and challenges for ASEAN business. Already intra ASEAN trade is growing rapidly. How will the ASEAN economies fare in 2010? What are the key issues and challenges facing ASEAN economic integration? Where will new opportunities come from?

10.15 am

Morning Refreshments

10.30 am

BUSINESS LEADERS FORUM -

Globalizing ASEAN Companies and Building World-Class ASEAN Companies

ASEAN companies need to go global and compete internationally. The creation and development of ASEAN champions are new challenges facing the private sector in ASEAN. How can ASEAN companies compete in the international markets? How to build world-class ASEAN companies? What are lessons to be learnt?

12.00 pm

PARTNERING ASEAN FOR MUTUAL GROWTH AND PROSPERITY

The US recently signed the Treaty of Amity and Cooperation marking closer relationship and stronger commitment to ASEAN. The EU is interested to discuss a FTA with ASEAN. Australia and New Zealand and India have concluded FTA deals with ASEAN. These recognise the growing potential of the ASEAN market. Will these FTAs benefit ASEAN businesses? How can ASEAN SMEs cope? What are the prospects of more regional FTAs?

1.00 pm

Lunch and **KEYNOTE LUNCHEON PANEL LEADING ASEAN: THE ROAD AHEAD**

3.00 pm

PRIME MINISTERIAL KEYNOTE SESSION

- Welcoming Remarks by Chairman, ASEAN Leadership Forum and CEO ASLI **Dato' Michael Yeoh**
- Introductory Remarks by Managing Director / President and Group CEO, Axiata Group Berhad **Dato' Sri Jamaludin Ibrahim**
- Keynote Address by Prime Minister of Malaysia **The Hon. Dato' Sri Mohd Najib bin Tun Abdul Razak**
- Reading of Citation for ASEAN Transformational Leader Award by President, ASEAN Business Forum **Dato' Dr. Jannie Tay**
- Joint Presentation of ASEAN Transformational Leader Award by Chairman of ASLI / Sunway Group **Tan Sri Dato' Seri Dr. Jeffrey Cheah** and Founder of ASEANAFFAIRS Magazine **Mr. S. Roy**

4.00 pm

Afternoon Refreshments

4.30 pm

PARALLEL SESSIONS:

(1) YOUNG LEADERS FORUM

How the younger generation perceive the future of ASEAN? What the younger generation do to make ASEAN more relevant?

(2) WOMEN LEADERS FORUM

How ASEAN Women Leaders can foster closer collaboration? How Women Leaders can make a difference in ASEAN?

5.30 pm

End of Forum



Asian Strategy & Leadership Institute
Dedicated To Creating A Better Society

**ASIAN STRATEGY
& LEADERSHIP
INSTITUTE (ASLI)**

ASLI is dedicated to creating a better society and is an independent not-for-profit organisation that promotes leadership, strategic thinking and bilateral business partnerships. ASLI's mission is to help organisations enhance leadership and strategic capabilities through the interchange of ideas, information and knowledge. Towards that end, ASLI continuously engages in the research and implementation of strategic leadership programmes, publications, conferences, CEO Membership Forums, and international bilateral business missions.

ASLI's events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captains of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to Governments and Businesses. ASLI has, over the years, organised high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. All net proceeds from ASLI's programmes are donated to the non-profit ASLI Foundation. ASLI is also the Malaysian Secretariat of various bilateral Business Councils.

REGISTRATION FORM

1st Delegate

Dr/Mr/Ms _____
Position _____
Tel _____ Fax _____
E-mail _____

2nd Delegate

Dr/Mr/Ms _____
Position _____
Tel _____ Fax _____
E-mail _____

Organisation's Name _____
Mailing Address _____

Approving Manager's Name _____
Position _____
E-mail _____

Human Resource/
Training Manager _____
Tel _____ Fax _____
E-mail _____

Bankdraft/Cheque No. _____
Bank _____ Amount _____

Please indicate the nature of your business

- Natural Resources
- Manufacturing
- Properties
- Consultancy
- Education
- Others, please specify _____
- Construction/Engineering
- Communications & IT
- Service & Retail
- Insurance/Healthcare

No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

- Marketing
- Service
- Finance
- Management
- Others, Please specify _____
- Manufacturing
- IT
- Personnel

REGISTRATION INFORMATION

REGISTRATION FEES

Early Bird (by 19th March 2010)
RM 1,000 / USD 300 per person

Malaysian Participants
RM 1,500 per person

Government Participants
RM 980 per person

Foreign Participants
USD 500 per person

(NOTE: Fee includes lunch, refreshments & conference documentation.)

VENUE

Sunway Resort Hotel & Spa,
Petaling Jaya, Malaysia

PAYMENT

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on "space availability" basis. For Malaysian participants, cheques should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

For foreign participants, payment to be made by telegraphic transfer to:

Asian Strategy & Leadership Incorporated Sdn Bhd
A/C No.: 3089034201
Public Bank Berhad
48 & 50, Jalan PJS 11/28A,
Bandar Sunway, 46150 Petaling Jaya
Bank Swift Code: "PBBEMYKL"

FOR PRIVATE SECTOR

The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees prior to the event date.

FOR GOVERNMENT OFFICIALS

A Local Order (LO) or letter of approval to participate must be presented before the event.

SUBSTITUTION/CANCELLATION

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in **WRITING** by **24th March 2010**. No refund will be made for cancellation received after **24th March 2010**.

REGISTRATION

AXIATA 7th ASEAN LEADERSHIP FORUM

Send/fax this entire form (or a photocopy) to:

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