



FORBES GLOBAL CEO CONFERENCE

News Release

FORBES GLOBAL CEO CONFERENCE TO RETURN TO KUALA LUMPUR IN 2011

Kuala Lumpur, 31 March, 2010 – Forbes, the leading publisher of business magazines *Forbes* and *Forbes Asia*, today announced that the annual Forbes Global CEO Conference will be held in Kuala Lumpur for the second time in 2011.

Under an agreement signed between Y. Bhg. Tan Sri Abdul Rahman Mamat, Secretary General, Ministry of International Trade and Industry, and William Adamopoulos, President and Publisher of Forbes Asia, the Malaysian government will once again be the Host Sponsor of the event, which will take place in September / October next year. Kuala Lumpur was the host for the 9th installment of the conference in 2009.

William Adamopoulos said, “We are very excited to return to Kuala Lumpur in 2011. The support that was accorded to us by the Malaysian government and the success of last year’s conference has prompted us to bring the conference back to Kuala Lumpur.”

“We are confident that our community of captains of industry, heroes of capitalism and thought leaders will appreciate the opportunity to meet in Kuala Lumpur once again, one of Asia’s major crossroads of trade.”

Tan Sri Abdul Rahman said, “Malaysia is proud to host this prestigious conference again next year. We believe that the delegates who attended the Forbes Global CEO Conference in KL last year were suitably impressed with Malaysia, which is not only an attractive destination for foreign investors, but also a conducive place to work

and live. We are confident that the Conference in 2011 will be a great success, attracting many more prominent speakers and delegates to Kuala Lumpur and showcasing the best of Malaysia.

“This is one of the events that we use to further disseminate major policy changes and regulatory reforms currently taking place in Malaysia to entrepreneurs, thought business leaders and decision makers around the world through sharing of experiences and success stories especially pertaining to implementation strategies for new policies and reforms.”

The Forbes Global CEO Conference gathers under one roof some of the world’s most successful tycoons, entrepreneurs, global CEOs, up-and-comers, capitalists and thought leaders.

The 2009 conference in Kuala Lumpur, themed ‘Game Change’, saw the Malaysian capital playing host to some 420 global business and thought leaders who shared best practices and winning strategies to address the pressing issues of the worldwide economic downturn. It was the first time the high-profile event was held in Malaysia.

The highlights of the Kuala Lumpur conference included one-on-one ‘Meeting of Minds’ sessions between Steve Forbes and Prime Minister Dato’ Seri Najib Tun Razak, Deputy Prime Minister Tan Sri Muhyiddin Yassin and former Prime Minister Tun Dr. Mahathir Mohamed.

The conference also saw prominent Malaysian figures as panelists, such as Tan Sri Dr Zeti Akhtar Aziz, the Governor of Bank Negara Malaysia Tan Sri Francis Yeoh, Managing Director of YTL Corporation and Tony Fernandez, Group CEO of AirAsia Berhad.

International speakers at the Forbes Global CEO Conference 2009 included S. Robson Walton, Chairman of the Board, Wal-Mart Stores Inc; Hiroshi Mikitani, CEO, Rakuten Inc; Vincent Lo, Chairman and CEO, Shui On Group; Lindsay Fox, Founder, Linfox; S. Ramadorai, CEO and Managing Director, Tata Consultancy Services; Prof.

Michael Spence, the 2001 Nobel Laureate in economics; Liang Xinjun, Vice Chairman and CEP, Fosun International Ltd; Mario Moretti Polegato, Chairman of GEOX; and Naveen Jindal, Executive Vice Chairman and Managing Director, Jindal Steel & Power Ltd.

The Forbes Global CEO Conference is the region's foremost business conference. It serves as an annual platform for influential CEOs, tycoons, thought leaders and politicians to discuss and debate key issues of global concern, to network and build relationships.

The Conference has been held since 2001, and in the last nine years, has traveled to Hong Kong, Shanghai, Singapore, Sydney and Kuala Lumpur. The theme for the 2010 Forbes Global CEO Conference is '**Full Sail Ahead**' and will be held in Sydney, Australia from 28 – 29 September.

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