



FORBES GLOBAL CEO CONFERENCE

News Release

FORBES GLOBAL CEO CONFERENCE 2009: THIS YEAR, IS ALL ABOUT GAME CHANGE

Global thinkers and captains of industry converge in Kuala Lumpur this September

Kuala Lumpur, 8 September 2009 – Between 28 and 30 September, some 400 global business and thought leaders will gather in Kuala Lumpur to share best practices and winning strategies to address the pressing issues of the worldwide economic downturn at the 9th annual Forbes Global CEO Conference.

Themed **Game Change**, the Forbes Global CEO Conference this year will have the privileged attendance of Malaysia's top political leaders. Steve Forbes, Chairman and CEO of Forbes and Editor-in-Chief of Forbes magazine, will engage in individual **"Meeting of Minds"** sessions with **Prime Minister Dato' Sri Najib Tun Razak and Deputy Prime Minister Tan Sri Muhyiddin Yassin**.

Steve Forbes will also discuss and debate the "Game Change" in Washington DC with two US governors, the Hon. Gov. Bill Richardson of New Mexico, a leading member of the Democrat Party, and the Hon. Gov. Haley Barbour of Mississippi, a senior member of the Republican Party in a special "Meeting of Minds" dialogue.

"There has been a dramatic Game Change since last year's Forbes Global CEO Conference. This is evident in the historic volatility in the financial markets and the global economy, as well as in the significant changes in the political arena. As we now try to discern whether the green shoots will blossom, it is the perfect time to gather some of the world's top thinkers and doers to discuss and debate the best way forward for global capitalism," said William Adamopoulos, President and Publisher of Forbes Asia.

Commenting on the selection of Kuala Lumpur as the host city for the Conference, Ministry of International Trade and Industry Secretary General Tan Sri Abdul Rahman Mamat said, "Malaysia serves as one of Asia's major crossroads of trade between the East and the West. It makes a natural venue for this year's conference with global leaders meeting to discuss the current economic climate. The timing is ideal in showcasing Malaysia's efforts as a growth engine for foreign investments."

At the opening session, titled **"Game Change: Taking Stock of the New Global Landscape"**, respected economists and thought leaders will discuss the outlook for the global economy, tackling the hard issues of recession and whether the right measures have been implemented. Panelists include Prof. Michael Spence, the 2001 Nobel Laureate in economics; Prof. Dr. Steve Hanke, Professor of Applied Economics, The Johns Hopkins University; Prof. Eisuke Sakakibara of Waseda University and former Vice Minister of

Finance and International Affairs, Japan; and Dr. Vinod K. Aggarwal, Professor and Director, Berkeley APEC Study Center and Chief Economist, Frost & Sullivan.

The “**On The Money**” session will feature notable authorities in the finance sector, among them billionaire and Forbes ‘Portfolio Strategy’ columnist Ken Fisher, CEO of Fisher Investments; Michael Hintze, CEO, CQS Management Ltd.; Dr. Gary Shilling, President of A. Gary Shilling and Co., who is also a Forbes ‘Financial Strategy’ columnist; and Dr. Jim Walker, Managing Director, Asianomics Ltd.

Business leaders such as John Anderson, President and CEO, Levi Strauss & Co.; John Chen, Chairman, CEO and President, Sybase Inc.; Lindsay Fox, Founder, Linfox; Eizo Kobayashi, President and CEO, ITOCHU Corporation; S. Ramadorai, CEO and Managing Director, Tata Consultancy Services; and Dr. Sachio Semmoto, Chairman and CEO of EMOBILE Ltd. will participate in the “**Changing Your Game: The Making of the Fittest**” session, where they will discuss the best growth strategies for global CEOs to survive and thrive in this downturn.

Bank Negara Malaysia Governor, Tan Sri Dr Zeti Akhtar Aziz will be part of a panel to discuss the new emerging dynamic economic zones in the “**Where the Action Is: The New Arenas of Growth**” session. Other panelists include business leaders from the Middle-East, China, India and Russia.

The conference will present this year’s **Malcolm S. Forbes Lifetime Achievement Award**, the highest form of honor bestowed for a lifetime achievement of global business success, to an individual in a special ceremony. This year, Forbes will present the coveted award to **S. Robson Walton, Chairman of the Board, Wal-Mart Stores, Inc.** Open to heroes of entrepreneurial capitalism from any country or field, the candidates for the award are selected by the Forbes family and senior management of Forbes Media LLC.

Following the award presentation, S. Robson Walton will join Steve Forbes in a discussion on **conservation and sustainability**, and how business leaders can **address environmental concerns**. They will be joined by Peter Seligmann, Chairman of Conservation International; and Dr. Enki Tan, Executive Chairman of Giti Tire and Board Member of Conservation International.

Other conference sessions will highlight the **growth potential of dynamic sectors** such as **technology, energy and commodities, real estate, healthcare and luxury**. Speakers on these panels will discuss how they have experienced “Game Change” in their industries and the best growth strategies going forward. Panelists include billionaires Hiroshi Mikitani, CEO of Rakuten Inc; Vincent Lo, Chairman and CEO, Shui On Group; Mario Moretti Polegato, Chairman of GEOX; and Dr. Cyrus Soli Poonawalla, Chairman and Managing Director, Serum Institute of India Ltd. Other speakers include Kiran Mazumdar-Shaw, Chairman and Managing Director, Biocon Ltd.; Gary Rieschel, Managing Director of Qiming Venture Partners and a member of the Forbes Midas list of top dealmakers; and leading technology executive, William J. Teuber, Jr., Vice Chairman of EMC Corporation.

Notable speakers who will address **social responsibility and philanthropy** in trying times include Timothy Beardson of Albert Place Holdings Ltd.; Melissa Kwee, Chairperson, Halogen Foundation, Director and Co-Founder, Good Company; Gary White, Executive Director and Co-Founder, Water.org; Jack Leslie, Chairman of Weber Shandwick; and Rohini Nilekani, Chairperson, Arghyam Foundation.

Prominent leaders sharing a page from their **leadership** experience include Dr. Helmut Panke, Former Chairman of the Board of Management of BMW AG and Director for Microsoft; Richard F. Chandler, Chairman, Orient Global Holdings Ltd.; Admiral Bill Owens, Former Vice Chairman of the Joint Chiefs of Staff, the second-ranking military officer in the United States, Chairman of AEA Investors Asia and Intelius; and Tan Sri Francis Yeoh, Managing Director of YTL Corporation.

The closing session of the conference will feature a special dialogue between Steve Forbes and **former Prime Minister of Malaysia, Tun Dr. Mahathir Mohamed.**

Now in its ninth year, The Forbes Global CEO Conference is organized this year in collaboration with host sponsor, the Ministry of International Trade & Industry Malaysia (MITI), and private sector sponsors including Dell, EMC, Iskandar Investment, Sybase, Tata Consultancy Services, BOKKS London, FICOFI and Weber Shandwick.

For more information, please visit the conference website at:

<http://www.forbesasiaconferences.com/globalceoconference09/speakers.php>

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