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## BIG TURNOUT OF BUSINESS LEADERS EXPECTED AT APEC BUSINESS SUMMIT

PETALING JAYA, April 27 (Bernama) -- Business leaders from all over the world are expected to attend the three-day Apec Business Summit beginning Nov 14 in conjunction with the Asia Pacific Economic Cooperation (Apec) Economic Leaders' meeting to be held in Kuala Lumpur from Nov 16.

This will be the second time private sector leaders from the Asia Pacific will gather on the Apec platform to inject private sector pragmatism into the direction being chartered by Apec leaders who are usually trade ministers of member economies.

Speaking at a Press conference on the upcoming Apec Business Summit, a representative on the Pacific Basin Economic Council, Rohana Tan Sri Mahmood, said one of the objectives of the summit (a forum is included) is to exchange ideas, share experiences and, most importantly, promote business and strategic alliances.

The Apec Economic Leaders' meeting is an informal gathering of the heads of member economies to discuss the various issues relevant to the achievement of trade liberalisation and economic cooperation in the Asia Pacific region.

Rohana said participants should use the summit to identify new businesses, investments and technology transfer opportunities.

"Another objective will be to promote the smart partnership concept to the general business community," she added.

The Apec Business Summit will be jointly organised by the Apec Business Advisory Council (ABAC) of Malaysia, the Pacific Basin Economic Council, the Malaysian International Community for Pacific Economic Cooperation, the Ministry of International Trade and Industry, and the Asian Strategy and Leadership Institute (Asli).

Rohana said the summit programme will consist of, among others, keynote addresses, presentations, parallel sessions, business interactions and working visits.

Prime Minister Datuk Seri Dr Mahathir Mohamad, his deputy Datuk Seri Anwar Ibrahim and President Bill Clinton will be invited to deliver a keynote address at the summit.

Some of the speakers to be invited to the session on Apec and the economic crisis are General Motors chairman Jack Smith, Motorola chairman Gary Tooker and Hong Kong Trade Development Council chairman Dr Victor Fung.

Speakers for the session on electronic commerce (e-commerce) will include Ira Magaziner, senior advisor to President Clinton, Dr Stan Shih, chairman and chief executive officer of Acer, and Larry Ellison, president and chief executive officer of Oracle.

For the session on foreign direct investment, the speakers will include Indonesian Trade and Industry Minister Bob Hasan, Entrepreneur Development Minister Datuk Mustapha Mohamed and American International Group chairman Morris Greenberg.

John Coggin, chairman of Goldman Sachs, New York, John Wadsworth, chairman of Morgan Stanley, Tan Sri Rashid Hussain, executive chairman of Rashid Hussain Bhd, and Kenneth Curtis, chief economist at Deutchbank, are some of the personalities who will be invited to present their views on investment opportunities in the capital markets.

In all, there will be six parallel sessions covering e-commerce, telecommunications, financial services, infrastructure development,

transportation/logistic and small and medium-scale industries. -- BERNAMA  
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