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CEOs' summit to share concerns with Government

IT is time for action. That will be the key message at tomorrow's CEO Summit where as many as 300 captains of industry will have the opportunity to express their concerns and views directly to Malaysia's CEO himself, Prime Minister Datuk Seri Dr Mahathir Mohamad.

"The time is indeed prime as we are facing a rather uncertain business and economic climate. Such a forum and dialogue would allow the country's business leaders to share their concerns and plans and interact with the Government," said MyBiz founder and CEO Cheong Yuk Wai. MyBiz is the co-organiser of the Summit.

This would also help government agencies such as the Ministry of International Trade and Industry formulate action plans. The idea was first mooted by Minister Datuk Seri Rafidah Aziz.

The inaugural Summit, whose other organiser is Miti, is themed "Knowledge-driven Action for the e-economy - Action for knowledgeable and sustainable industries." It will allow participants to speak directly into the ears of Miti.

Dr Mahathir who will deliver the keynote address will then spend close to an hour with participants.

The objectives of the conference are to discuss efforts to accelerate the use of ICT among local companies particularly the SMEs, to exchange views and share experiences on the use of ICT and to obtain the CEOs' commitment for the use of ICT in production and marketing processes in order to stay globally competitive.

Cheong said the Summit was unique because it would involve a comprehensive discussion on topics such as integrating local companies into the global supply chain, how large corporations source and procure globally to logistics and how to e-finance global trade.

"That is why we have speakers who are CEOs themselves. Most of them represent their companies in the region. They will speak from their experience of e-business," he said.

Cheong will be the first speaker.

The other speakers are Yee Kar Fong, CEO of Tradenex.com Sdn Bhd, Dell vice president and managing director Simon Wong, A.T Kearney head of operations for South East Asia Ooi Joon Leong, FedEx regional vice-president Peter Yin and Citibank managing director for e-business Linus Goh.

At the end of the session, Miti director-general Datuk Abdul Razak Ramli will summarise the key findings.

Before the attacks on New York's World Trade Center three weeks ago the CEOs, said Cheong were more concerned with keeping their companies intact.

"But the enormity of the event has caused some companies to freeze up and this could push them away from their original plans. Such a Summit can boost their strength and create a belief that they can emerge stronger," he said.

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