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LSE to hold world-class forum here

KUALA LUMPUR, Sun. - The London Business School will host a one-day executive business forum, themed "Competing in the Globalised World: Becoming a World Class Player", on Jan 9.

The event in Kuala Lumpur is the first in a series of the school's prestigious Global Forum for 2003, to be held in various cities worldwide to address issues and challenges related to the internationalisation of businesses today.

"It will be a pleasure for me to welcome participants to the Global Forum 2003 in Kuala Lumpur and to contribute to assisting Malaysian businesses in meeting the challenges of globalisation," said Laura D'Andrea Tyson, Dean of London Business School in a statement.

Tyson was National Economic Advisor in the Clinton administration.

The theme for discussion at the forum will focus on three challenges facing Malaysia: how to distribute the benefits of globalisation more widely, how Malaysian companies can generate global value to attain competitive advantage and how managers can deal effectively with the cultural changes brought about by globalisation.

There will be three parallel discussion sessions co-chaired by London Business School representatives Professor Christopher Earley, an expert on cross-cultural management, and Professor George Yip, a leading authority on global strategy and marketing, and leading Malaysians.

They include Tengku Mahaleel Tengku Ariff, CEO of Proton Bhd; Tan Sri Dr Zeti Akhtar Aziz, Governor of Bank Negara; Tan Sri Francis Yeoh Sock Ping, managing director of YTL Corporation Bhd; and Tan Sri Dr Noordin Sopiee, chairman and CEO of Isis Malaysia.

Prime Minister Datuk Seri Dr Mahathir Mohamad is scheduled to deliver a keynote address at the event which will be held at Putrajaya Marriott Hotel from 9am to 5pm.

Details of the event are available from Lina at 03-79558436 or email: laimy@proton.com.my.