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PM to participate in business forum

KUALA LUMPUR, Sun. - Prime Minister Datuk Seri Dr Mahathir Mohamad will be the focus of a one-day executive business forum here on Thursday during which he will participate in a dialogue session.

Hosted by the London Business School (LBS) and themed "Competing in the Globalised World: Becoming a World-Class Player", the forum is the first in a series of global forums being organised by LBS this year.

Proton CEO Tengku Dr. Mahaleel Tengku Ariff will speak at the forum followed by Laura D'Andrea Tyson, who was the National Economic Advisor to the Clinton Administration. She will address the issue of "Globalisation and the world Economic Outlook".

Cross-cultural management expert George Earley will speak on "Leading the Global Company", followed by George Yip, one of the world's leading authorities on global strategy and marketing in the Asia Pacific region; who will address participants on "Globalisation Strategies for Malaysian-based Companies".

Dr Mahathir will then participate in a dialogue with participants.

Individual sessions will also be held, chaired by Malaysian businessmen and government officials, led by Tan Sri Dr Zeti Akhtar Aziz, Governor of Bank Negara Malaysia; Tan Sri Francis Yeoh Sock Ping, Managing Director of YTL Corporation Berhad; and Tan Sri Noordin Sopiee, Chairman and CEO of ISIS Malaysia.

"Competing in a globalised economy is no longer a question of "if" but "when" for Malaysian companies and it is imperative that they prepare themselves for this imminent scenario by gathering insights from some of the world's leading strategists," said Mahaleel, who is also a member of LBS Asia Pacific Regional Advisory Board.

The forum will be held at the Putrajaya Marriott from 9am to 5pm. Details are available from Lina at 03-7955 8350 or via e-mail at laiym@proton.com.my.