

He will deliver the keynote address at the Perdana Leadership Foundation CEO Lecture Series

Dr M to speak on 'Approaching 2020'

FORMER prime minister Tun Dr Mahathir Mohamad is scheduled to deliver a keynote address at the inaugural Perdana Leadership Foundation (PLF) CEO Lecture Series next month.

To be held on Aug 8, the dinner event will give participants the opportunity to hear the views of Malaysia's longest-serving premier and one of Asia's leading visionaries.

He will be speaking on "Approaching 2020: Major Trends That Will Impact Malaysian Business".

Rapid technological change, rising oil prices, environmental issues, and the increased demands of a globalised world require new thinking and a fresh approaches to business.

A question-and-answer session will also be held at the end of the keynote address. This presents a unique chance for guests at the dinner to engage in a dialogue with Dr Mahathir, who is the founder and honorary president of PLF.

On why the foundation is



Guests will get to engage in a dialogue with Dr Mahathir at the Q&A session at the dinner

featuring Dr Mahathir in this inaugural lecture, Tan Sri Nik Mohamed Nik Yaacob, executive director of PLF said, "It seems fair, given that there are only a dozen years left until 2020 for us to evaluate the Malaysian business landscape in view of these goals, and the new challenges that have

emerged for Malaysia.

"And who better to tell us how far we've gone and to light the way ahead than the author of Vision 2020 himself, Tun Dr Mahathir Mohamad."

He said that Dr Mahathir is a highly experienced and courageous crisis manager — someone who was bold

enough to refuse standard IMF prescriptions to the financial crisis of 1997-98, steering the country through an extremely difficult period by devising a very unique solution for the nation.

"This is leadership that businesses can learn from, and this lecture provides the opportunity for business leaders to pick Dr Mahathir's brains on factors that can help or impede their future success," said the former group chief executive of Sime Darby in a statement last Friday.

The dinner is a fundraising event for the PLF and proceeds will go towards its operations and activities to preserve the nation's leadership history and rich intellectual heritage.

The PLF CEO Lecture Series will be held at the Sime Darby Convention Centre in Kuala Lumpur.

Tables are available from RM10,000 while individual seats are offered at RM250 each.