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Business leaders to address S'pore forum on brands

By Raini Hamdi

SINGAPORE: Body Shop founder Dame Anita Roddick, Scott Bedbury of Nike and Starbucks fame and author of *New Brand World*, and Tom Kelley, co-founder and head of IDEO, are among a line-up of power speakers who will address a new branding and leadership forum in the city.

The two-day forum, initiated by IE Singapore (formerly the Trade Development Board of Singapore) and Ogilvy & Mather, kicks off on December 1.

Speakers and panel leaders will discuss topics such as 'Business ethics' and 'Building a global brand', 'The soul of leadership', 'Compassionate capitalism', 'The art of innovation' and 'Taking Asian brands global'.

"We're aiming to make a difference by truly raising perspectives and standards in the business world," said Karthik Siva, chairman of the Global Brand Forum, and O&M's group strategy director.

The forum is part of a national drive to transform Singapore into a knowledge-based economy. Said IE Singapore CEO Lee Yi Shyan, "Just as the Olympics can draw positive international attention to its host country, Global Brand Forum Singapore aims to promote and foster a regional and worldwide understanding of Singapore's capabilities as a global platform for knowledge and creativity."