

# Singapore hosts meeting of giants

The inaugural Global Brand Forum, jointly launched by IE Singapore and Ogilvy & Mather, will be an event bringing together some of the world's most inspirational and influential business leaders to discuss issues of brands, business and leadership on a single world platform. To be held in Singapore from the 1st-2nd December 2003, the Forum marks Singapore's aspiration to enter the map of major world events as an international hub for thought.

"With a growing demand on business to be a force for positive social change, the Global Brand Forum is the new platform for the world's best minds and greatest thinkers to discuss and debate the future of global brand and business leadership," said Karthik Siva, Chairman of the Global Brand Forum. "We are aiming to make a difference by truly raising perspectives and standards in the business world."

They have certainly pulled in some outstanding people to talk to the audience in Singapore.

The speakers at this year's forum include: Dame Anita Roddick, Founder of The Body Shop; Deepak Chopra MD, Leader in mind-body medicine; Ho Kwon Ping, Founder of the Ban-



Left to right: Dame Anita Roddick, Deepak Chopra, Ho Kwon Ping and Scott Bedbury.

yan Tree Resorts, and Scott Bedbury, Marketing Strategist behind the successful campaigns of Nike and Starbucks.

The topics will challenge conventional wisdom, and the proceeds from the Forum will be used to establish a non-profit initiative to benefit Singapore's growing SME community.

For further information, please contact the Global Brand Forum at Tel (65) 6213 7899 or Fax (65) 6213 7840.