

# Business 'World Cup' in S'pore



Banyan Tree Resorts founder Ho Kwon Ping (left) and Body Shop founder Anita Roddick are among those who will take part in the forum.



A TWO-DAY business forum set for early December is the first of an annual event that could make Singapore a global centre for knowledge and creativity.

The Global Brand Forum is an ambitious effort by IE Singapore and Ogilvy & Mather to put brands, business and leadership issues onto a single world platform for the first time.

Bringing together seven renowned speakers, including mind and body medicine guru Deepak Chopra and Mr Scott Bedbury of Nike and Starbucks fame, the forum aims to promote Singapore as a knowledge hub.

Singapore will be represented by Mr Ho Kwon Ping, founder of Banyan Tree Resorts. He is widely credited with revolutionising the luxury resort industry.

Another notable speaker will be Mr Narayana Murthy, founder

and chairman of the leading IT company, Infosys Technologies.

Mr Murthy, who was voted Ernst & Young's World Leader of the Year in 2003 and *Fortune Magazine's* Business Person of the Year, will speak on "Compassionate Capitalism".

Other speakers in the forum include management guru Tom Peters, Body Shop founder Anita Roddick and Mr Tom Kelley, co-founder of IDEO, the world's leading design company.

Giving details on the event yesterday, IE Singapore CEO Lee Yi Shyan called it the "World Cup" of business forums.

The forum, which will be held on Dec 1 and 2, is expected to draw an audience of about 1,200. Tickets are \$3,500 each. Those who register for the forum by Sept 30 will receive \$500 off.

— Shobha Tsering Bhalla