

News Release

Global Brand Forum adds two more speakers to its debate on leadership

Motorola's Brand Officer, UN Police Adviser among nine world luminaries to address corporate and government leaders

Singapore, 3 June 2004 - Global Brand Forum has confirmed two more to its already formidable list of speakers who will speak at its signature event scheduled for 16 & 17 August in Singapore. The two are Kiran Bedi, civilian police advisor to the United Nations and Geoffrey Frost, global Chief Brand Officer of Motorola.

Bedi is a trailblazing former Indian police officer who is both admired and loved for her courage and integrity. She was the first female officer ever to join the Indian Police Service. Her humane approach to crime prevention and prison reforms has won her wide international recognition. In 1994 Kiran Bedi won the coveted Ramon Magsaysay award for government service. She also runs two voluntary organisations, one of which is dedicated to providing, among other things, education to the children of women prison inmates.

Geoffrey Frost is the Chief Brand Officer of Motorola Inc, the world's leading wireless, broadband and automotive communications technology provider. In 2002, with advertising agency Ogilvy & Mather Worldwide, Frost and his team unveiled Moto - the consumer voice of the Motorola Intelligence Everywhere™ brand. Under his stewardship Motorola has received an array of creative awards, including an "Effie" Award in 2000 for advertising effectiveness. Before moving to Motorola, Frost was global director of advertising and brand communications for Nike. In 1998, he received the Cannes Grand Prix for the best campaign in the world. Geoffrey Frost, arguably one of the most brilliant brand strategists of our time.

The Global Brand Forum 2004 will bring together nine eminent leaders and thinkers from diverse backgrounds and perspectives to exchange views and



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discuss solutions to some of the pressing leadership issues facing brands and businesses today.

Speaking on the theme 'Redefining Leadership in Brands and Business' former New York Mayor Rudy Giuliani, Oscar-winning film director Francis Ford Coppola and renowned Harvard leadership authority Warren Bennis will be joined in discussion by rap music visionary Russell Simmons, Al Ries, a leading marketing strategist and author and Chew Choon Seng, CEO of Singapore Airlines.

Now in its second year, the Global Brand Forum has been established as a new platform for the world's best minds and greatest business leaders to discuss and debate the future of global brand and business leadership. It's goal to raise standards and to inspire positive change and action among business and government leaders worldwide.

"We live in a world reeling with scandals, corruption and crises." said Karthik Siva, Global Brand Forum Chairman, speaking at the launch of Global Brand Forum 2004 in Singapore. "Big global brands and corporations are struggling to gain confidence from consumers, their employees, shareholders and communities. We need to stem this rising tide of cynicism." he explained.

An expected audience of between 800 - 1,000 regional CEO and director level executives, government officials and entrepreneurs will gain critical insights from speakers addressing topics crucial to business and government executives such as how to develop better leaders, creating positive social change and building leader organizations and brands.

Global Brand Forum is supported by IE Singapore, the Singapore Ministry of Information, Communication and the Arts, the Singapore Tourism Board, CNN, Fortune, Time, The Straits Times, Singapore Airlines, IBM and Motorola.



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About Global Brand Forum

Global Brand Forum is the world's premier forum for debate, ideas and action in the areas of brands, business and leadership. It brings together the world's most inspirational and influential leaders to discuss issues, exchange ideas and develop a vision for the future.

With the aim to change perspectives and raise standards among business, government and community leaders Global Brand Forum provides participants exposure to and interaction with icon speakers from diverse backgrounds who have redefined business and changed the world.

Headquartered in Singapore the Global Brand Forum is marketed in 10 countries across the Asia-Pacific region.

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In Asia Pacific, CNN produces and broadcasts 30 hours a week of programming from its regional headquarters in Hong Kong, including live prime time news and business programs - CNN TODAY, WORLD NEWS ASIA and the popular chat show TALK ASIA.

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