

# **Appendix II**

## **Press Materials**



Bringing together the  
world's most inspirational  
and influential leaders

**PRESS RELEASE**

**Former Vice President of United States, Al Gore, is  
Keynote Speaker at Global Brand Forum 2007**

**15 May 2007, Singapore** – Former Vice President of the United States, environmentalist, author and Oscar award winner, Al Gore, will make his first trip to Singapore in August this year. Gore will be speaking alongside several international speakers at this year's Global Brand Forum will be held at the Ritz Carlton, Millenia Singapore from 6 – 7 August this year. All speakers will speak on the theme of the forum this year - "Creating leader brands".

The former Vice President recently received an environmental award from the United Nations for his efforts in putting climate change on the radar with his Oscar-winning global warming documentary, *An Inconvenient Truth*. He will share with delegates on how corporate social responsibility is one of the keys to creating leader brands. Consumers are increasingly aware of the effects of global warming and are more inclined to be seen making choices with businesses where corporate social responsibility is high on their agenda. Gore, a name synonymous with global warming today, is also on the board of high profile companies and brands such as Apple and Google.

The Global Brand Forum, labelled as "the Davos of branding" is in its fourth year and has brought respected leaders and icons such as Rudy Giuliani, Francis Ford Coppola, Deepak Chopra, Dame Anita Roddick and Professor David Aaker to Singapore. The forum, an inspirational platform for brands, businesses and leaders consists of intellectually stimulating speeches, panel discussions, extended Q&A sessions and knowledge-sharing opportunities at the conference.

"The Theme of Global Brand Forum 2007, "Creating Leader Brands", effectively captures the mood and spirit of the world today. Leadership today is not about market share or size - It is about taking the "high road" and looking at growth in a holistic, sustainable, human and meaningful way. Companies, GOVTs and Brands that take the high road are the real leaders today. We are delighted to have an extraordinary line up of speakers including Al Gore participating at the Global Brand Forum 2007. He is a rare leader who has not only taken the high road, but has also single handedly changed the world's perspective toward global warming " said Karthik Siva, Chairman of Global Brand Forum.

This year's impressive line-up of speakers also includes **John Quelch** (Senior Dean of Harvard Business School), **Kevin Roberts** (Global CEO of Saatchi and Saatchi Advertising), **Nigel Parsons**

(Managing Director of Al Jazeera), **Tapio Hedman** (Senior Vice President, Nokia Multimedia), **Martin Roll** (Brand Strategist and author of 'Asian Brand Strategy'). The moderator for the Global Brand Forum 2007 is **Riz Khan**, global anchor at Al Jazeera.

Global telecommunications leader, Nokia, is one of the principal sponsors of the Global Brand Forum 2007.

Ruhne Fiala, Multimedia Marketing Director, Nokia Multimedia Asia Pacific said, "The Internet is evolving to a place where people interact, participate and share their experiences with the world. Nokia wants to mobilize this experience. This will enable consumers to stay connected anytime, anywhere. As a global Mobility leader, Nokia is continuing to enhance the promise of the brand to create relevance in the future market place which will enable the closest connection between the brand and the consumer."

For the second consecutive year, the enterprise agency, SPRING Singapore is the Enterprise Partner of the Global Brand Forum 2007.

Tickets to the 2-day forum are priced at S\$3,500 per person and are now available. Interested parties from the region can also contact their local agents for tickets. Special discounts are available for purchase in bulk. For more information, please visit [www.globalbrandforum.org](http://www.globalbrandforum.org).

### **About the Global Brand Forum**

The Global Brand Forum a thought leadership company aiming to raise the perspective and standards of businesses through exposure to and interaction with speakers who have redefined business and changed the world. Global Brand Forum speakers are icons and catalysts for change.

The Global Brand Forum aims to be the world's most inspirational and influential platform for ideas, dialogue and action in the area of brands, businesses and leadership.

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PRESS RELEASE

**Asian Brand Guru, Martin Roll to speak at Global Brand Forum 2007**



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world's most inspirational  
and influential leaders

**28 May 2007, Singapore** – Asian Brand Guru and a renowned thought-leader on branding excellence, Martin Roll, will be speaking alongside several international speakers at this year's Global Brand Forum. The event, which will be held at the Ritz Carlton, Millenia Singapore from 6 – 7 August this year will focus on the central theme of “Creating leader brands”.

A highly accomplished speaker and presenter, Martin Roll has more than 15 years of management experience from the international advertising and branding industry. He is the CEO of VentureRepublic, a strategic advisory firm that focuses on building and managing global iconic brands and the author of the global bestseller, *Asian Brand Strategy*. During the forum, he will share with delegates his views on the future of Asian brands, how to build a successful SME brand and how to take it to become a leading global brand.

The Global Brand Forum, labelled as “the Davos of branding” is in its fourth year and has brought respected leaders and icons such as Rudy Giuliani, Francis Ford Coppola, Deepak Chopra, Dame Anita Roddick and Professor David Aaker to Singapore. The forum, an inspirational platform for brands, businesses and leaders consists of intellectually stimulating speeches, panel discussions, extended Q&A sessions and knowledge-sharing opportunities at the conference.

As part of its commitment to helping Small and Medium Enterprises (SMEs) grow, the Enterprise Partner of the Global Brand Forum, SPRING Singapore will organise a special break-out and panel session with Martin Roll, specially tailored for SMEs, in conjunction with the Forum.

The renowned branding strategist will share his views on how to transform a SME brand to a successful global brand and the panel discussion will also include accomplished business leaders such as Pacita Juan, the president and co-founder of Figaro Coffee Company, who has successfully leveraged on branding to grow her business from one coffee shop in the Philippines to a well-known coffee brand franchise in Asia.

Says Ms Choy Sauw Kook, Group Director of Enterprise Capabilities Group of SPRING Singapore, "With increased competition, we hope to encourage more SMEs to use branding as a strategic business tool to grow and expand their businesses. We are pleased to be the "Enterprise Partner" at the Global Brand Forum for the second consecutive year as it is a good platform for us to reinforce the importance of branding to enterprises in Singapore."

Other speakers for this year includes **Al Gore** (45th Vice President of the United States), **John Quelch** (Senior Dean of Harvard Business School), **Kevin Roberts** (Global CEO of Saatchi and Saatchi Advertising), **Nigel Parsons** (Managing Director of Al Jazeera), **Tapio Hedman** (Senior Vice President, Nokia Multimedia). The moderator for the Global Brand Forum 2007 is **Riz Khan**, global anchor at Al Jazeera.

Tickets to the 2-day forum are priced at S\$3,500 per person and are now available and those interested can also contact their local agents for tickets. Special discounts are available for purchase in bulk. For more information, please visit [www.globalbrandforum.org](http://www.globalbrandforum.org).

For more information on the special SME programme, please contact SPRING Singapore at 6279 3866 or 6279 3663.

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**PRESS RELEASE**

**Global telecommunications leader Nokia to share insights on Multimedia Marketing at Global Brand Forum 2007**



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**14 June 2007, Singapore** – Tapio Hedman, the Senior Vice President for Multimedia Marketing at Nokia will be speaking alongside several international speakers at this year's Global Brand Forum. The event, which will be held at the Ritz Carlton, Millenia Singapore from 6 – 7 August this year will focus on the central theme of "Creating leader brands".

Global telecommunications leader, Nokia, is one of the principal sponsors of the Global Brand Forum 2007. As a leader in the telecommunications industry known for its cutting edge technology and innovativeness, Nokia has been the #1 global mobile device manufacturer since 1998 and is #1 in the world's fastest growing markets including India, China, Middle East, Africa and Asia Pacific.

In the course of his 13 years with Nokia, Tapio has held positions such as Vice President of Communications, where he undertook global responsibility for public relations and media activities of Nokia Mobile Phones, and Vice President in Brand Management, where he was responsible for Nokia's overall global brand strategy.

During the forum, he will share his views on the future of mobile communications and the Internet, as well as the story of how Nokia has evolved to become a leading brand in the market.

Said Tapio Hedman, Senior Vice President for Multimedia Marketing at Nokia, "As a global Mobility leader voted the leading brand in Asia, it is only natural for us to be involved in the most superior brand event in the region. The theme for the forum this year, "Creating leader brands" is especially apt and our participation will reinforce Nokia's position as a progressive and entrepreneurial brand leader. We are happy to be a sponsor for the Global Brand Forum and we are looking forward to share our story with the other delegates."

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an inspirational platform for brands, businesses and leaders consists of intellectually stimulating speeches, panel discussions, extended Q&A sessions and knowledge-sharing opportunities at the conference.

Other speakers for this year includes **Al Gore** (45th Vice President of the United States), **John Quelch** (Senior Dean of Harvard Business School), **Kevin Roberts** (Global CEO of Saatchi and Saatchi Advertising), **Nigel Parsons** (Managing Director of Al Jazeera), **Martin Roll** (Brand Strategist and author of 'Asian Brand Strategy'). The moderator for the Global Brand Forum 2007 is **Riz Khan**, global anchor at Al Jazeera.

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### **About Nokia Nseries**

Nokia Nseries is a range of high performance multimedia computers that delivers unparalleled mobile multimedia experiences by combining the latest technologies with stylish design and ease of use. With Nokia Nseries products, consumers can use a single device to enjoy entertainment, access information and to capture and share pictures and videos, on the go at any time.

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**PRESS RELEASE**

**Global Brand Forum 2007 selects Microsoft Digital Advertising Solutions as exclusive Online Media Sponsor of Global Brand Forum 2007**

***Partnership extends GBF's reach to international business decision-makers***

**1 July 2007, Singapore** – Global Brand Forum 2007 today announced a partnership with Microsoft Digital Advertising Solutions to promote this year's forum on "Creating Leader Brands" across multiple digital touch points. As part of the sponsorship, Microsoft Digital Advertising Solutions will utilise its network of Windows Live and MSN channels to raise awareness of the Global Brand Forum across online communities in Singapore, Malaysia, Thailand, Indonesia and the Philippines. The event, featuring former U.S. Vice President Al Gore, will be held on 6 and 7 August at The Ritz-Carlton, Millenia Singapore.

According to Karthik Siva, Chairman of the Global Brand Forum, "Microsoft's participation as Online Media Sponsor underscores the importance of the Internet as a point of influence for international business and branding. With Microsoft's vast online media network, as well as its relationships with technologically savvy clients and partners, we look forward to further enhancing the reputation of the Global Brand Forum among business leaders and other influencers."

Grant Watts, General Manager for Microsoft's Online Services Group for Southeast Asia, said, "Businesses across the region are recognizing the importance of online advertising as a key brand building tool. Today, people both at work and at home, are spending an increasing amount of their time online, reading news, looking at potential business partners, considering product purchases and doing research. This new and exciting way of business-to-business interaction is fuelling business growth and development. Through our Windows Live and MSN network, online advertising has the power to reach out to 456 million unique users globally, including key stakeholders and business influentials."

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platform for brands, businesses and leaders, consists of intellectually stimulating speeches, panel discussions, extended Q&A sessions and knowledge-sharing opportunities. In addition to **Al Gore** (45th Vice President of the United States), the 2007 Global Brand Forum will feature **John Quelch** (Senior Dean of Harvard Business School), **Kevin Roberts** (Global CEO of Saatchi and Saatchi Advertising), **Nigel Parsons** (Managing Director of Al Jazeera), and **Martin Roll** (Brand Strategist and author of 'Asian Brand Strategy'). The moderator for the Global Brand Forum 2007 will be **Riz Khan**, global anchor at Al Jazeera. This year, for the first time, the Global Brand Forum will be hosting a special plenary session on branding technology and new media on the first day of the forum.

Tickets to the 2-day forum are priced at S\$3,500 per person and are now available. Those interested can also contact their local agents for tickets. Special discounts are available for purchase in bulk. For more information, please visit [www.globalbrandforum.org](http://www.globalbrandforum.org).

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### **About Microsoft Digital Advertising Solutions**

Microsoft Digital Advertising Solutions is a robust set of global advertising products and services designed to effectively connect advertisers with their target audiences across multiple digital touch points. Advertisers can actively engage with their consumers through a suite of high-impact advertising products and platforms, reaching a global audience of more than 465 million unique users per month across the MSN network, as well as millions more through Windows Live, Xbox®, the Microsoft Office system and Live Search. Advertisers can feel confident they will achieve measurable results through groundbreaking research, advertising innovation, strategic planning and excellence in execution. More information about Microsoft Digital Advertising Solutions is available at <http://advertising.microsoft.com/asia> .

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PRESS RELEASE

**Global Brand Forum and CORUM Timepieces team up to present the first-ever Brand Icon of the Year Award to former U.S. Vice President Al Gore in Singapore**

***New award will recognize outstanding branding achievement on an annual basis***

**19 July 2007, Singapore** – Global Brand Forum, the most inspirational platform for brands, business and leadership and CORUM Watches today announced that former U.S. Vice President Al Gore has been selected as the first Brand Icon of the Year honouree. This is the first year for the award, which is to recognise the achievement of the individual in being an inspiration in the area of business and leadership and becoming a brand that inspires.

Al Gore is the plenary speaker at this year's Global Brand Forum, which is being held on 6 and 7 August at The Ritz-Carlton, Millenia Singapore.

According to S. Karthik, Chairman of the Global Brand Forum, "This new award was created to highlight the achievements of someone in the global arena who has made a significant contribution to the branding industry and the world community at large. We choose Al Gore as our inaugural Brand Icon of the Year because of his unique and valuable contributions in the fields of media and the environment. The Global brand forum is about inspiration and what Vice President Gore has done is inspire the human spirit to take more responsibility in the way we do business and in turn creating a sustainable future"

In presenting Al Gore with the award, an 18kt red gold CORUM Romulus watch, CORUM Timepieces President Michael Wunderman said that Al Gore represents the kind of determination and commitment to excellence that is admired by so many companies. "We are very pleased to co-present this honour with the Global Brand Forum."

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**Martin Roll** (Brand Strategist and author of 'Asian Brand Strategy'). The moderator for the Global Brand Forum 2007 will be **Riz Khan**, global anchor at Al Jazeera. This year, for the first time, the Global Brand Forum will be hosting a special plenary session on branding technology and new media on the first day of the forum.

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### **About CORUM Watches**

Since the company's inception in 1955 in La Chaux-de-Fonds, Switzerland, CORUM has taken pride in being a refreshingly different and forward-thinking Swiss watch manufacturer.

In January 2000, the company – with its history of beautiful watchmaking and its impressive offerings of unique and unusual timepieces – acquired a new owner, Severin Wunderman, who revitalized CORUM's original spark. This respected veteran in the watch industry once more set the family business on course for prosperity in close collaboration with his son, Michael. Together they pursued the conquest of new horizons with the spirit of adventure and distinction that has always been the key to the company's renown. Their vitality has given rise to the brand's invigorating mantra, "Unlock and Conquer."

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PRESS RELEASE

## Global Brand Forum 2007 adds top airline and new media executives to array of speakers for Global Brand Forum 2007

*AirAsia's Tony Fernandes and Google's Richard Kimber to offer additional insight on corporate branding in today's competitive environment*



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**21 July 2007, Singapore** – Global Brand Forum 2007 today announced the addition of two high-profile executives and recognized brand authorities to this year's forum on "Creating Leader Brands." Tony Fernandes, Group CEO of AirAsia, and Richard Kimber, Regional Managing Director for Google, South Asia, Korea and Australia/New Zealand, will join the list of dynamic speakers to address key branding issues relevant to their respective industries. The event, featuring former U.S. Vice President Al Gore as Guest of Honour, will be held on 6 and 7 August at The Ritz-Carlton, Millenia Singapore.

Commented S. Karthik, Chairman of the Global Brand Forum, "The addition of Tony Fernandes and Richard Kimber to our panel of Global Brand Forum 2007 speakers is testament to the increasing importance of effective branding for multinational corporations. Each of these new speakers recognizes the branding and marketing challenges that affect global businesses today, and each has discovered unique solutions to help them stay ahead of the competition. We are very pleased to share this additional insight with our participants this year."

**Tony Fernandes** is a Malaysian entrepreneur and the founder of Tune Air Sdn. Bhd., who introduced the first budget no-frills airline, AirAsia, to Asians with the tagline "Now Everyone Can Fly". He attained prominence by turning AirAsia, a fledging government-linked commercial airline, into a highly successful public-listed company while revolutionized air travel in Asia. Fernandes was also instrumental in lobbying the then-Malaysian Prime Minister, Tun Dr. Mahathir Mohamad, to propose the idea of open skies agreements with neighboring Thailand, Indonesia, and Singapore. As a result, these nations have granted landing rights to AirAsia and other discount carriers. Today, AirAsia Group consists of AirAsia Berhad, Thai AirAsia (hub based in Bangkok) and Indonesia AirAsia (hub based in Jakarta), with a fleet of 56 aircraft servicing over 75 routes in the ASEAN region.

**Richard Kimber** leads Google's business operations in Australia, New Zealand, Korea, and the entire region south of Hong Kong including Singapore. (Google announced the opening of its Singapore office in May this year.) Prior to joining Google in July

2006, Richard spent eight years with the HSBC Group in a variety of senior roles across the world. His final role was as Chief Executive of FirstDirect Bank, renowned as the most recommended Bank in the UK (for 13 years), employing 3,500 people. From 2001 to 2004 Richard was the Global Head of e-marketing for HSBC based in New York. He led HSBC's successful three-year global strategic alliance with Yahoo! and was President of HSBC's Internet payment subsidiary. From 2000 to 2001 he was based in Hong Kong as head of e-business Asia-Pacific. He launched HSBC's award winning consumer Internet sites in Hong Kong and was an advisor to the government on Internet policy.

The Global Brand Forum, often labelled as "the Davos of branding," is in its fourth year. The forum, an inspirational platform for brands, businesses and leaders, consists of intellectually stimulating speeches, panel discussions, extended Q&A sessions and knowledge-sharing opportunities. In addition to Tony Fernandes, Richard Kimber and **Al Gore** (45th Vice President of the United States), the 2007 Global Brand Forum will feature **John Quelch** (Senior Dean of Harvard Business School), **Kevin Roberts** (Global CEO of Saatchi and Saatchi Advertising), **Nigel Parsons** (Managing Director of Al Jazeera), and **Martin Roll** (Brand Strategist and author of 'Asian Brand Strategy'). The moderator for the Global Brand Forum 2007 will be **Riz Khan**, global anchor at Al Jazeera. This year, for the first time, the Global Brand Forum will be hosting a special plenary session on branding technology and new media on the first day of the forum.

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### **About Air Asia**

AirAsia has revolutionized air travel in Asia and in five short years has become the leading and largest low fare airline in Asia. Now in its 6<sup>th</sup> year, AirAsia to date has an astounding fleet size of 56 aircraft, an achievement the young airline is proud to carry. AirAsia together with its associates, Thai AirAsia and Indonesia AirAsia have carried over

33 million passengers. The airline's extensive network presently serves over 75 domestic and international routes to Malaysia, Thailand, Indonesia, Macau, China (Xiamen and more to come), Singapore, Cambodia, Vietnam, Brunei and Philippines.

In 2006, AirAsia added 13 brand new Airbus A320 aircraft to its fleet. The aircraft proves to be a winning choice as AirAsia guests enjoy bigger seating capacity, wider aisle, greater comfort and quieter ride. Airbus A320 is reputed for being the most modern and sophisticated aircraft of its class, with high reliability and low operating costs. With 22 Airbus A320 in operation now, AirAsia will be adding 128 more to its fleet up to 2014, giving it the largest, youngest and most modern fleet in the region.

For more information, log on to [www.airasia.com](http://www.airasia.com).

### **About Google Inc.**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit <http://www.google.com>.

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PRESS RELEASE

## Global Brand Forum 2007 features Al Gore, Former Vice President of United States as keynote speaker

*Brand discussion platform also features speakers from some of the world's most high-profile companies and institutions, including Al Jazeera, Google, Saatchi & Saatchi and Harvard Business School*



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**6 August 2007, Singapore** – Former Vice President of the United States, environmentalist, author and Academy award winner, Al Gore, will serve as Guest of Honor and speak alongside several internationally recognized speakers at this year's Global Brand Forum being held at the Ritz Carlton, Millenia Singapore on 6 and 7 August.

Global Brand Forum 2007, often labelled as “the Davos of branding,” will be dedicated to the topic of “Creating Leader Brands.” This marks the fourth year of the forum which has attracted 620 international delegates.

Former US Vice President Gore recently received an environmental award from the United Nations for his efforts in putting climate change on the radar with his Oscar-winning global warming documentary, *An Inconvenient Truth*. As the keynote speaker of Global Brand Forum 2007, Gore will share with delegates how corporate social responsibility is one of the key ingredients to creating leader brands.

According to S. Karthik, Chairman of the Global Brand Forum, “The Global Brand Forum is the premiere platform for thought leadership in brands and businesses in Asia. The speakers whom we have invited this year are all leaders in their own fields and I'm sure their insights would be beneficial to all delegates who are keen to find out how they can create a sustainable leading brand.”

In addition to Gore, the 2007 Global Brand Forum speakers will include **John Quelch** (Senior Associate Dean of Harvard Business School), **Kevin Roberts** (Global CEO of Saatchi and Saatchi Advertising), **Nigel Parsons** (Managing Director of Al Jazeera), **Tony Fernandes** (CEO, AirAsia), **Richard Kimber** (Regional Managing Director, Google, South Asia, Korea, Australia/New Zealand), **Tapio Hedman** (Senior Vice President, Multimedia, Nokia) and **Martin Roll** (Brand Strategist and author of ‘Asian Brand Strategy’). The moderator for the Global Brand Forum 2007 will be **Riz Khan**, global anchor at Al Jazeera.

One of the highlights of this year's Global Brand Forum will be the first "Global Brand Forum Brand Icon of the Year" award ceremony which will see Al Gore as the first recipient. The inaugural award recognizes individuals for their outstanding achievements in the area of global branding.

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For all high-resolution images pertaining to the speakers of the forum, please refer to: <http://www.globalbrandforum.org/default/html/speakersPic.htm>

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***(from left: Vice President Al Gore; President of Corum Timepieces Mr Michael Wunderman; Chairman of Global Brand Forum Mr S. Karthik)***

**17 August 2007, Singapore** - 45th US Vice President Al Gore was named the inaugural recipient of the "Global Brand Forum Brand Icon of the Year" award at the recently concluded Global Brand Forum 2007 in Singapore. The award recognizes individuals for their outstanding achievements in the area of global branding and in being an inspiration in the area of business and leadership. The award is in association with Corum Swiss Timepieces - "Unlock & Conquer" who are the Official Timekeeper of the Global Brand Forum 2007.