

Post Press Conference Media Release

Singapore Forum to ignite world debate on leadership

Five of the world's most inspiring and influential business leaders will soon be in Singapore to share their personal leadership insights and exchange ideas with CEOs and government representatives. The Singapore based Global Brand Forum today officially announced the line up for its annual lecture event that focuses on brands and leadership. They include,- Rudy Giuliani, the iconic former Mayor of New York city who shot into global fame in the aftermath of the September 11 terrorist attacks; Warren Bennis who has been described as the "Dean of leaders" for mentoring four US Presidents including John F. Kennedy and Ronald Reagan; Francis Ford Coppola , the legendary director of 'The Godfather' trilogy and 'Apocalypse Now'; Russell Simmons, 'Hip-Hop' tycoon and Co-Founder/Chairman of Def Jam Records; Al Reis, one of the world's best known marketing strategists and Singapore's very own star Chief Executive, Chew Choon Seng of Singapore Airlines.

This is the first time ever that these speakers will be sharing the same platform. The theme for the Global Brand Forum 2004 is "Redefining Leadership in Brands and Business" and it will be held at the Raffles Convention Centre between 16-17 of August. It promises to be a rich and thought-provoking dialogue on the leadership. Asked why the Forum has decided to pick leadership as a central issue this year, Chairman Karthik Siva replied, "Well, the timing could not be more opportune. You see, we live in world reeling with scandals, corruption and crises. Governments are facing elections all over the world and corporations are struggling to gain confidence from their employees, shareholders, creditors and so on. We need to stem this spread of cynicism .Now, more than ever, good leadership will be defined not just by the appeal of charisma or emotions but through a set of actions. These speakers are powerful leaders in their own right. What we are trying is to get them to share some of their valuable thoughts," says GBF chairman Karthik Siva.

Supported by IE Singapore, the government body that encourages and assists local businesses grow their brands abroad, Ogilvy & Mather, MITA, Singapore Tourism Board and other partners, Global Brand Forum aims to make Singapore become the Davos of branding and leadership. "We are pleased to partner Global Brand Forum in Singapore for the second year running. Given its calibre as a world-class event that brings together issues of leadership, business and branding, we are confident that Singapore's position as a centre of thought and brand leadership will be further enhanced," says IE Singapore CEO, Lee Yi Shyan. " It will be an excellent opportunity for leading Asian businesses to engage and be inspired by a group of exceptional leaders". An estimated 650 delegates came to attend its debut event last year, which had speakers such as Anita Roddick, and S Narayanmurthy among others. This year, the forum hopes to increase that figure by 30%. Tickets are available online(www.globalbrandforum.org)and through resellers around the region.