

Global Brand Forum 2003

The 2-Day Agenda

When you reserve your place at the Global Brand Forum 2003, you are guaranteed two full and intellectually stimulating days. Just take a look at the important topics the giants of business will be covering.

DAY ONE - Monday, 1 December 2003

- 09:00 • Guest of Honour
 - Keynote address – ‘Singapore Inc. Past, Present & Future’
- 09:45 • Deepak Chopra
 - ‘The soul of leadership’
 - Audience Q&A
- 11:00 • Coffee break
- 11:20 • Dame Anita Roddick DBE
 - ‘Ethical business practice and building a global brand’
 - Audience Q&A
- 12:30 • Lunch
- 13:30 • Scott Bedbury
 - ‘Principles for global brand leadership’
 - Audience Q&A
- 14:40 • Coffee break
- 15:00 • Discussion panel
 - Topic – Leadership and building brands with a conscience
 - Scott Bedbury, Deepak Chopra, Dame Anita Roddick DBE
- 17:00 • End of first day Programme
- 19:00 • Dinner

DAY TWO – Tuesday, 2 December 2003

- 09:00 • Ho Kwon Ping – Chairman, Banyan Tree Hotels
 - ‘The challenges of taking an Asian brand global’
 - Audience Q&A
- 10:00 • Narayana Murthy, Chairman, Infosys Technologies
 - ‘Compassionate capitalism – business integrity and the global brand’
 - Audience Q&A
- 11:00 • Coffee break
- 11:20 • Tom Peters
 - ‘Building competitive advantage through brand and business leadership’
 - Audience Q&A
- 12:45 • Lunch
- 13:45 • Tom Kelley – General Manager, IDEO
 - ‘The art of innovation’
 - Audience Q&A
- 15:15 • Coffee break
- 15:35 • Discussion panel
 - Topic - The future for Asian brands
 - Ho Kwon Ping, Narayana Murthy, Tom Peters, Tom Kelley
- 17:00 • Closing ceremony
 - Donation to Singapore Global Brand Fund

The Global Brand Forum will be held at the Shangri-la Hotel Singapore.

To register, call +65 6377 7523 or visit www.globalbrandforum.org