

ASEAN 100 LEADERSHIP FORUM 2010

The ASEAN 100 Leadership Forum, organised by Asia Inc Forum was successfully held on 30 September and 1 October 2010 at the Shangri-La Hotel in Kuala Lumpur. Kuala Lumpur Business Club (KLBC) members were exclusively invited to participate in the two-day Forum.

KLBC Royal Patron, His Royal Highness Raja Nazrin Shah, Crown Prince of the State of Perak delivered a keynote address entitled “ASEAN, China and the Return of Major Power Rivalry” on 30 September 2010.

KLBC President and other KLBC members played instrumental roles at the Forum as follows:

1. Tan Sri Azman Mokhtar, Managing Director, Khazanah Nasional was one of the panellists for Session Two on ASEAN Competitiveness within Dynamic Asia.
2. Datuk Rohana Tan Sri Mahmood, KLBC President was the moderator for the Forum Luncheon Address on “Why Governance is Central to Economic Competitiveness” by Hon. Cesar Purisma, Secretary of Finance of the Philippines.
3. Tengku Dato’ Zafrul Aziz, KLBC Deputy President was one of the panellists while Mr Paolo Picazo moderated the Forum Master Class on “Brand Building in Challenging Markets”.
4. Dato’ Johan Raslan, KLBC Board Member moderated the Session on “How Different is Indonesia Today?” at the Gala Dinner for ASEAN 100 delegates.

23 KLBC members attended the two-day Forum while additional four members attended only the ‘Conversation with the Prime Minister’ on 1 October 2010. There were over 230 delegates at the ASEAN 100 Forum.