



Game Change
Forbes Global CEO Conference
September 28-30, 2009
Kuala Lumpur, Malaysia

A new order is emerging from a credit crisis that put the world on edge. Not long ago the global economy was in a boom. Capitalism has been the engine of opportunities for innovators and risk takers, but the system of unfettered free markets is under scrutiny. Globalization has enabled cross-border connections through technology and opened the channels for free trade and investment flows. Yet this model of integration is facing more regulation. How will the connected world, led by private entrepreneurs, CEOs and investors as well as policy makers, be transformed? How best should players adapt to a different playing field and prosper in a period of less growth and more rules? What new blueprint will help them better manage credit, measure risk and invest more productively? Who will emerge as the new global champions? Winning at a changing game will determine a defining moment in their leadership.

Monday, September 28, 2009

09:00 Registration counter opens from 9:00-18:00
 Lobby Level, Shangri-la hotel

18:00-21:30 Cocktails and Gala dinner
 Grand Ballroom, Basement II, Shangri-la hotel

Opening remarks by Rich Karlgaard, Publisher, Forbes magazine

Session I Grand Ballroom

Fact & Comment

Welcome address by Steve Forbes, Chairman and CEO of Forbes and Editor-in-Chief of Forbes magazine

Session II Grand Ballroom

A Meeting of Minds on US politics with Steve Forbes, the Hon. Gov. Bill Richardson, Governor of New Mexico and the Hon. Gov. Haley Barbour, Governor of Mississippi



Tuesday, September 29, 2009

08:00 Registration counter opens from 8:00-18:00

08:00 Standing networking breakfast
Grand Ballroom Foyer, Basement II, Shangri-la hotel

08:40 Opening remarks, Rich Karlgaard, Publisher, Forbes magazine
Grand Ballroom

08:45 Session III Grand Ballroom

Game change: taking stock of a new global landscape

The credit crisis threatened global prosperity and forced a series of unprecedented policy responses. Will the rescues restore order in the financial system and limit the damage to real economies? What kind of monetary and fiscal policies adopted by world leaders are working? Is the world at risk of deflation or inflation? For the past three decades, the integration of the world economy has coincided with the ascent of free-market capitalism. The flow of free trade and capital and the deregulation of domestic industry and finance were triumphs of markets over governments. Is the crisis a turning point for globalization? How far should the balance between markets and governments shift? Will a sounder global architecture emerge to better manage the risks of an interconnected system, and steer the world economy onto a new growth path?

Moderated by Tim Ferguson, Executive Editor, Forbes and Editor, Forbes Asia magazine

Confirmed speakers:

Dr. Vinod K. Aggarwal, Professor and Director, Berkeley APEC Study Center, University of California, Berkeley, and Chief Economist, Frost & Sullivan

Prof. Dr. Steve H. Hanke, Professor of Applied Economics, The Johns Hopkins University and Senior Fellow, The Cato Institute

Prof. Eisuke Sakakibara, Professor, Waseda University and former Vice Minister of Finance for International Affairs of Japan

Prof. Michael Spence, 2001 Nobel laureate in economics; Professor Emeritus of Management, Graduate School of Business and Senior Fellow at the Hoover Institution, Stanford University; Chairman, Commission on Growth in Developing Countries

Dr. Jim Walker, Managing Director, Asianomics Ltd.



10:00 Session IV Grand Ballroom

On the money

Deregulation, technological innovation and the international mobility of capital powered the explosive growth of global finance. Now one of the most globalized parts of the world economy is undergoing radical change as the more 'visible hand' of governments is imposing greater regulatory oversight. How will finance be redesigned? How will its transformation change the nature of investing and risk management? As markets experience historic volatility, how should pension funds, corporations and individuals formulate the best portfolio strategies and choose between stocks and bonds, currencies and commodities, private equity and venture capital, even complex derivatives and hedge funds?

Moderated by Rich Karlgaard, Publisher, Forbes magazine

Confirmed speakers:

Ken Fisher, Chairman and CEO, Fisher Investments and Forbes 'Portfolio Strategy' columnist

Michael Hintze, CEO, CQS

J. Todd Morley, Chairman, G2 Investment Group

Dr. Gary Shilling, President, A. Gary Shilling & Co. and Forbes 'Financial Strategy' columnist

Dr. Finian Tan, Chairman, Vickers Financial Group

11:00 Session V Grand Ballroom

Changing your game: the making of the fittest

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change". Charles Darwin's words aptly describe the challenge of survival faced by CEOs today. Much of the world is now in recession. How should corporate leaders change their game to adapt to new economic realities? How should they restructure their business models, redirect their resources and train the lens on new growth opportunities? While engaged in survival mode, how should they strategize to better manage balance sheets, measure risk and invest productively? How should they persist at finding openings for expansion in domestic and global markets and outplay their competition?

Moderated by Cecilia Zecha, Programming Director, Forbes Asia

Confirmed speakers:

Marty J. Beard, President, Sybase 365

Lindsay Fox, Founder, Linfox

Eizo Kobayashi, President and CEO, ITOCHU Corporation

S. Ramadorai, CEO and Managing Director, Tata Consultancy Services

Dr. Sachio Semmoto, Chairman and CEO, EMOBILE Ltd. and eAccess Ltd.



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- 12:00 Networking cocktail
 Grand Ballroom Foyer
- 12:30 Lunch and Session VI Grand Ballroom
A Meeting of Minds
Steve Forbes talks to Y.A.B. Tan Sri Dato' Haji Muhyiddin Bin Mohd. Yassin,
Deputy Prime Minister and Minister of Education of Malaysia
- 14:15 Session VII Grand Ballroom
Play of the day: technology to lead recovery?
Unlike the dotcom bust in 2001, the bubble that burst was not in tech but in housing and finance. Yet what kind of challenges will technology and technology-led companies face in this economic downturn? What roles will these companies play in the global recovery? Technology is everywhere as evident in the growing rates of cell phone and broadband penetration, as well as e-commerce and research and development. How are the latest advances in new technologies helping companies in sectors such as information technology and communications, retail and healthcare, among others, to innovate and develop the most effective business models and sustainable growth strategies?
- Moderated by Rich Karlgaard, Publisher, Forbes magazine
- Confirmed speakers:
Amit Midha, President, Dell Greater China, President, Dell South Asia and President and Corporate VP, Dell APJ SMB
Hiroshi Mikitani, CEO, Rakuten Inc.
Gary Rieschel, Managing Director, Qiming Venture Partners
Kiran Mazumdar-Shaw, Chairman and Managing Director, Biocon Ltd.
William J. Teuber, Jr ., Vice Chairman, EMC Corporation



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15:15

Session VIII Grand Ballroom

From the ground up: a real estate resurgence?

The credit crunch is shaking the foundation of the real estate sector. So much so, that for some developers, a dearth of financing could sound the death knell for projects that once stood tall. How will the fittest survive and stay on solid ground? How are they identifying the most resilient and promising development concepts, locations and investment vehicles? In which regions of the world are they locating such opportunities? How are they strategizing in a period of tight credit, falling demand and lower spending in travel, tourism, leisure and retail? Some developers are also shifting focus to Asia where demand for quality infrastructure remains strong. How are they reaping the rewards from high growth rates, and managing challenges such as currency fluctuations and local regulatory regimes?

Moderated by Russell Flannery, Senior Editor, Forbes magazine

Confirmed speakers:

Grant Kelley, CEO, Holdfast Capital
Kim S. Joon, Chairman and CEO, SsangYong Engineering and Construction Co.
Vikrom Kromadit, CEO, Amata Corporation
Vincent Lo, Chairman and CEO, Shui On Group
Paul Marcel Rogers, Executive Chairman, Skylan Group

16:15

Session IX Grand Ballroom

Where the action is: the new arenas of growth

No country or continent is spared from the consequences of the tempest. Emerging economies such as ASEAN, the Gulf, China, India, Russia and Brazil have not escaped unscathed. Yet these dynamic economic zones will offer some of the best growth rates the world will see, and how they fare will help determine whether the world economy faces a mild or severe recession. What is the outlook for these emerging giants amid declining exports, commodity and asset prices? Is inflation a worry of the past? How should they make the most of abundant reserves and enact policies favorable to foreign investors? How should their private entrepreneurs and conglomerates keep building thriving businesses at home and take advantage of opportunities abroad?

Moderated by Robyn Meredith, Senior Editor Asia, Forbes magazine

Confirmed speakers:

Raza Jafar, Vice Chairman, Emirates Investments Group
Liang Xinjun, Vice Chairman and CEO, Fosun International Limited
Peter N. Loukianoff, Managing Partner, Almaz Capital Partners
Atul Punj, Chairman, Punj Lloyd Group
Dr. Zeti Akhtar Aziz, Governor, Bank Negara Malaysia



- 17:30-18:30 Networking reception hosted by the Malaysian Industrial Development Authority (MIDA) and the Malaysia External Trade Development Corporation (MATRADE) Grand Ballroom foyer
- 18:30-19:00 Transportation departs from the “Transportation Meeting Point” located at Lower Lobby Foyer of Shangri-la hotel for Cocktails and Gala dinner at the Kuala Lumpur Convention Centre
- 19:00-22:30 Cocktails and Gala Dinner
Session X Grand Ballroom, Level 3, Kuala Lumpur Convention Centre
A Meeting of Minds
Steve Forbes talks to Y.A.B. Dato' Sri Mohd. Najib bin Tun Abdul Razak, Prime Minister of Malaysia
- 22:30 Transportation departs from the Kuala Lumpur Convention Centre for Shangri-la hotel at the close of dinner



FORBES GLOBAL CEO CONFERENCE

Wednesday, September 30, 2009

08:00 Registration counter opens from 8:00-17:00

08:00 Standing networking breakfast
Grand Ballroom Foyer, Basement II, Shangri-la hotel

08:40 Opening remarks, Rich Karlgaard, Publisher, Forbes magazine
Grand Ballroom

08:45 Session XI Grand Ballroom

Volatile mix: energy and commodities in flux

Two years ago the global economic boom drove prices of oil, metals and other raw materials of the world economy to record highs. As the global recession took hold, the trend went into reverse and prices declined sharply. Now signs of a global economic recovery are reflating prices of energy and commodities once again. How high will prices rise and is the uptrend here to stay? How best should companies and entrepreneurs cope with this volatility and formulate productive strategies and investment plans? Has the recent downturn affected initiatives to develop new markets in alternative energy and clean technologies? What is the latest on energy policy from governments and international bodies and how should CEOs best understand and take advantage of these developments?

Moderated by Tim Ferguson, Executive Editor, Forbes and Editor, Forbes Asia magazine

Confirmed speakers:

Tom MacNeill, President and CEO, 49 North Resource Inc.

Richard A. Muller, Professor of Physics, Faculty Senior Scientist, University of California, Berkeley

Tulsi Tanti, Chairman and Managing Director, Suzlon Energy Ltd.

Wang Shuai Ting, President and CEO, China Resources Power Holdings



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9:45

Session XII Grand Ballroom

Skin in the game: wealth in wellness

Science and technology have accounted for some of the greatest advances in medicine. They have improved testing and diagnosis, produced better drugs and devices, and deepened our understanding of disease and treatment. How will nanotechnology, biotechnology, stem cell and gene therapy drive the future of medicine? What milestones are being reached to potentially transform the way we find cures, develop medication and tools, provide care for patients, and improve our quality of life? Information technology has also revolutionized sectors such as banking and retail, but how does it play a role in enhancing healthcare? How are leaders of healthcare companies, entrepreneurs and investors capitalizing on these and other trends?

Moderated by Rich Karlgaard, Publisher, Forbes magazine

Confirmed speakers:

Richard Eu, Group CEO, Eu Yan Sang International Ltd.
Dr. Dennis Gillings, Chairman and CEO, Quintiles Transnational Corp.
Dr. Mireille Gingras, President and CEO, HUYA Bioscience International
Dr. Cyrus S. Poonawalla, Chairman, Poonawalla Group, Serum Institute of India and Poonawalla Stud Farms
Jung-Jin Seo, Chairman and CEO, Celltrion, Inc.

10:45

Session XIII Grand Ballroom

The big spender economy: glitter in the gloom?

Turbulent economy notwithstanding, the aspiration for the best in life never diminishes for the richest of the rich. Tough times may even inspire greater clarity on what's truly exquisite. Money may also no longer be the reserve currency of status: Taste is what sets one apart, as wealth paves the way for connoisseurship. How are the world's top luxury goods makers and leisure companies capturing the imagination of the super wealthy? Will the economic gloom crimp the spending power of this glamorous pool of high-end luxury consumers and collectors, and shrink the businesses that serve them? Or will they emerge ever-confident in the search for and provision of the most enduring and the priceless, be it art, music, wines, jewels, time pieces, real estate, yachts, jets, or travel experiences that are out of this world?

Moderated by Robyn Meredith, Senior Editor Asia, Forbes magazine

Confirmed speakers:

Edward Dolman, CEO, Christie's International
Mark Dunhill, CEO, Fabergé Ltd.
Richard Garriott, Chairman of the Board, Space Adventures Inc.
David Michaels, Creative Director, BOKKS and CEO, BEE Design
Mario Moretti Polegato, Chairman, GEOX



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11:45 Networking cocktail
Grand Ballroom Foyer

12:15 Lunch Grand Ballroom
Session XIV

Presentation Ceremony of the Malcolm S. Forbes Lifetime Achievement Award

The Malcolm S. Forbes Lifetime Achievement Award is presented to honor a lifetime of achievement as a hero of entrepreneurial capitalism. It is the highest form of recognition of global business success bestowed by Forbes Media LLC on a single individual. Above all, the recipient should embody and exemplify the ideals of free enterprise championed by Malcolm S. Forbes in his lifetime and within the pages of Forbes magazine since its founding in 1917. The award is open to heroes of entrepreneurial capitalism from any country or field of business. Candidates for the Malcolm S. Forbes Lifetime Achievement Award are selected by the Forbes family and senior management of Forbes Media LLC.

Presented by: Steve Forbes, Chairman and CEO, Forbes and Editor-in-Chief, Forbes magazine

Recipient: S. Robson Walton, Chairman of the Board, Wal-Mart Stores, Inc.

Session XV

Our planet: an asset in crisis?

To what extent is global warming a threat to humanity and the environment? How does our long term demand for energy and commodities, as well as consumption of goods and services, impact the earth's natural resources, biodiversity and ecosystems? How best can we understand the science behind environmental debates over climate change, protection of forests and oceans, water security and alternative energy, so the right solutions are implemented? Is environmental conservation coming of age -- developing from a local social cause to becoming a global movement toward sustainability? How is conservation engaging leaders from public and private sectors as well as green-conscious consumers? How can companies devise and put into practice eco-friendly strategies in their operations that deliver concrete and measurable success?

Moderated by Steve Forbes, Chairman and CEO, Forbes and Editor-in-Chief, Forbes magazine

Confirmed speakers:

S. Robson Walton, Chairman of the Board, Wal-Mart Stores, Inc. and Chairman, The Center for Environmental Leadership in Business, Conservation International
Peter A. Seligmann, Chairman of the Board and CEO, Conservation International
Dr. Enki Tan, Executive Chairman, Giti Tire Pte Ltd, Board Member, Conservation International



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14:15

Session XVI Grand Ballroom

Agents of change in social responsibility and philanthropy

Rising wealth from the global economic boom has been a compelling force behind social responsibility and philanthropy. But as fortunes dip for individuals and corporations, will there be a significant drop in charitable giving and initiatives toward enhancing the welfare of society? Hard times are precisely when opportunities and services for the disadvantaged are needed most. Does the downturn highlight the importance of giving strategically? What are the best practices for private philanthropists, family foundations, entrepreneurs and corporate leaders to help address global humanitarian and development concerns?

Moderated by Cecilia Zecha, Programming Director, Forbes Asia

Confirmed speakers:

Timothy Beardson, Albert Place Holdings Ltd.

Melissa Kwee, Chairperson, Halogen Foundation, Director and Co-founder, Good Company

Jack Leslie, Chairman, Weber Shandwick

Rohini Nilekani, Chairperson, Arghyam Foundation

Gary White, Executive Director and Co-Founder, Water.org

15:15

Session XVII Grand Ballroom

Leadership: back from the brink

“This year will be looked upon as a watershed in modern history,” writes Paul Johnson, British historian and Forbes *Current Events* columnist. The financial crisis is a profound awakening for leaders everywhere. In this testing time, the search for prudent and courageous leadership is critical. How should CEOs and policy makers learn the right lessons, adapt to a changing world, and lead with confidence? How should they act with speed, protect assets, prioritize spending and keep innovating? How can they turn a “watershed” into a fountain of opportunity?

Moderated by Tim Ferguson, Executive Editor, Forbes and Editor, Forbes Asia magazine

Confirmed speakers:

Dr. Fredrick Chien, Chairman, Cathay Charity Foundation

Naveen Jindal, Executive Vice Chairman and Managing Director, Jindal Steel and Power Ltd.

Dr. Helmut Panke, Former Chairman of the Board of Management, BMW AG, and Director, Microsoft

Admiral Bill Owens, Chairman, AEA Investors Asia and Intelius

James E. Thompson, Chairman, Crown Worldwide Holdings Ltd.

Francis Yeoh, Managing Director, YTL Corporation



- 16:15 Session XVIII Grand Ballroom
A Meeting of Minds
Steve Forbes talks to Tun Dr. Mahathir bin Mohamad, Former Prime Minister of Malaysia
- 17:00 Close of the 9th annual Forbes Global CEO Conference