



PRESS RELEASE

**8TH ANNUAL GLOBAL ENTREPOLIS @ SINGAPORE 2011
AIMS TO PREPARE ASIAN BUSINESSES TO TACKLE ECONOMIC CHALLENGES AHEAD**

Singapore, 13 September 2011 – With Asia now widely regarded as the apex of the world’s next wave of globalisation and economic growth, Asian businesses are presented an opportunity to become the key drivers of growth for the next decade and beyond. The Global Entrepolis @ Singapore (GES) Business Leaders Summit 2011 – themed “Global Trends, Asian Insights” – will see the gathering of international business and political leaders. The conference will be held from 17 to 20 October 2011 at Resorts World Sentosa.

This year’s GES provides the opportune platform for global business leaders to convene and develop strategies to navigate the challenging global economic environment and create sustainable long-term growth. Key discussion topics include a focus on the region’s fastest developing industries such as technology, healthcare and financial sectors, as well as the growth of innovation and entrepreneurialism in the region.

The summit will also relook at the development of Asian economies. The powerhouses of India and China are battling with escalating inflation; Japan is rebuilding its domestic economy; emerging markets such as Vietnam and Indonesia are growing at an exponential rate. For Asia to continue in its growth path in a sustainable manner, the region must collaboratively deal with the diverse economies in its make-up.

Jointly presented by the Singapore Economic Development Board (EDB) and Singapore Business Federation (SBF), GES 2011 will see participation from some 70 speakers, comprising business leaders, entrepreneurs, high net worth individuals and policy makers.

Chairman of Singapore Business Federation, Tony Chew, said, “GES 2011 recognises the immense potential for Asia to become home to the world’s most preeminent economic powerhouses and a breeding ground for innovators in the areas of research and development, and sustainable economic growth. The conference will foster in-depth discussions while inspiring business leaders and entrepreneurs to rise to the challenge to meet new-world business demands. The aim is to take Asia to new heights within the global business arena.”

Specific topics to be addressed include the latest in global market outlook: India as the “world’s back office” with its fast-growing IT and outsourcing sectors; China as the world’s current largest exporter of manufactured goods and services and its impact in the next decade; Japan and the steps it can take to reinvent itself post-tsunami; and the future of Gulf Cooperation Council markets in the Middle East. Panel discussions will centre on innovation, sustainability and new business approaches.

Prominent business leaders and policy makers at this year’s GES include:

- **Warren Hogan, Chief Economist, ANZ**
 - Speaker on the rising influence of emerging economies and how Asia is driving the next wave of globalisation and economic growth

- **Piyush Gupta, CEO, DBS Group Holdings & DBS Bank**
 - Panelist on insights into China in the next decade

- **Malvinder Mohan Singh, Group Chairman, Fortis Healthcare**
 - Panelist on the challenges and issues facing successful Asian multinational corporations going global

- **Charles M. Ormiston, Chairman, Southeast Asia, Bain & Company**
 - Speaker on the global business outlook in 2012, and if growth can be sustained

- **Paul Bennett, Chief Creative Office and Managing Partner, IDEO**
 - Speaker on how countries will be designed in the future using the system of design thinking

- **Gabe Zichermann, Author of “Game-Based Marketing”**
 - Masterclass leader on Gamification – the application of game designs into business and marketing activities – as a new paradigm in marketing

These and other thought leaders and experts in Asia’s growth industries will share their insights on how Asia can propel itself to become forerunners in the global business arena.

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GES BUSINESS LEADERS SUMMIT 2011

GES 2011 is the foremost business leaders event in the region, focusing on global trends, innovation and growth strategies. GES aims to build a community of top business leaders in the region who are constantly seeking new ideas and solutions to create value for their customers and stakeholders, and learn new ways to power corporate growth and profitability amidst a fast shifting economic landscape. As trends emerge, organisations that are able to spot, capitalise or mitigate its effects will be in a better position to shape their own future.

Co-presented by Singapore Economic Development Board (EDB) and Singapore Business Federation (SBF), GES annually gathers in Singapore an outstanding ensemble of renowned international speakers who are well-recognised thought leaders and policy makers. Their participation and sharing of their experiences and deep business insights help make GES a 'must-attend' business summit in the region.

With more than 600 influential senior business executives, entrepreneurs, high net-worth individuals, founders and policy makers in attendance, GES is also an excellent networking platform.

For registration, please visit <http://www.globalentrepolis.com/>.

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