



CEO Challenge 2013 Partner for Malaysia

THE CONFERENCE BOARD
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CEO Challenge Business Perspectives Briefings Insights for You and Your Organization

The Conference Board CEO Challenge[®] 2013: The Asia Economic and Business Context

Tuesday May 21, Kuala Lumpur

Hosted by the Malaysian Institute of Management

Join this Business Perspectives Briefing to learn of the most pressing challenges on the minds of CEOs, as reflected in **The Conference Board CEO Challenge**[®] 2013 report. CEOs around the world rank **Human Capital** – how best to develop, engage, manage, and retain talent – as their most critical challenge. **Operational Excellence** – the measure of organizational effectiveness, efficiency, and alignment – is the second biggest challenge organizations face. **Innovation**, the top challenge in last year's results, comes in at number three globally in 2013.

At this briefing, Bart van Ark, Executive Vice President and Chief Economist at The Conference Board, will share the findings from the study and invite comparison between challenges faced in Malaysia, Asia, and globally. The presentation will be followed by an open discussion on the global and Asia economic and business environment, the impact on business leaders, and the strategies needed to meet business challenges.

To reserve your places, simply complete the registration form and send to:

Email: register.ap@conference-board.org
Fax: (Singapore) +65 6222 4637
Fax: (Hong Kong) +852 2869 1403

SPEAKER



Bart van Ark
Executive Vice President
Chief Economist
The Conference Board

PROGRAM

8:00 am Registration
8:25 am Welcome
8:30 am Presentation by Bart van Ark
10:00 am Q&A session
10:30 am Adjourn

WHO SHOULD ATTEND

C-suite management and heads of strategy, planning, finance, operations and human capital; and all executives responsible for implementing strategies to address CEOs' challenges.

BRIEFING SERIES

May 17 | Singapore
May 20 | Jakarta
May 21 | Kuala Lumpur hosted by MIM
May 23 | Bangkok
May 24 | Manila
May 30 | Hong Kong
May 31 | Shanghai



COMPLIMENTARY REGISTRATION FORM

ASSOCIATE MEMBERS OF THE CONFERENCE BOARD IN ASIA PACIFIC

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Please select the event(s) you wish to attend above. Then complete the fields below or attach your business card. Registration is complimentary for associate members of The Conference Board in Asia-Pacific.

Registrant One: Mr./ Mrs./ Ms./ other:

First Name	Last Name
Job / Title	
Company	
Address	
Phone	Fax
Email	
Assistant	Email

Registrant Two: Mr./ Mrs./ Ms./ other:

First Name	Last Name
Job / Title	
Company	
Address	
Phone	Fax
Email	
Assistant	Email

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ABOUT THE CONFERENCE BOARD

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society. Working as a global, independent membership organization in the public interest, The Conference Board conducts research, convenes conferences, makes forecasts, assesses trends, publishes information and analysis, and brings executives together to learn from one another. The Conference Board is a not-for-profit organization and holds 501 (c) (3) tax-exempt status in the United States. <http://www.conference-board.org>

ABOUT THE CONFERENCE BOARD CEO CHALLENGE

Since 1999, The Conference Board CEO Challenge® has asked CEOs, presidents, and chairmen across the globe to identify their most critical challenges. This year's survey features a revised set of 10 overall challenges, including the addition of Operational Excellence and Trust in Business. In addition to ranking Human Capital and Operational Excellence as the top challenges globally, CEOs show considerable regional convergence on top ranked challenges, while industry views differ. The key strategies that CEOs picked to deal with their top challenges show a focus on current employees and resources, and on improving processes and existing customer relationships in order to build internal strength and create value. <http://ceochallenge.org>

ABOUT THE MALAYSIAN INSTITUTE OF MANAGEMENT

Inaugurated as a voluntary society on 29 January 1966, the Malaysian Institute of Management (MIM) was incorporated as a company limited by guarantee on 28 March 1975. As the national management organisation, it is our primary role at MIM to promote continuous management skills within the Malaysian enterprise, introducing the best in management practices from all corners of the world to our Malaysian companies, and building what we hope are important bridges between the private and public sectors. Independent, non-political and non-profit, MIM serves as a platform for the free exchange of management knowledge and experience, bringing together managers and organisations from all fields of human endeavour. It is also a development centre committed to enhancing and maintaining professional management standards. <http://www.mim.org.my/>

ATTENDANCE POLICY

This invitation-only event has been designed for c-suite management; heads of strategy, planning, finance and human capital; and all executives responsible for implementing strategies to address CEOs' challenges. The program agenda shown is subject to change. Registration is complimentary for Associate Members of The Conference Board in Asia-Pacific. Places are limited and on a first-come-first-served basis. The Conference Board reserves the right to extend priority registration to member companies of The Conference Board Council program. Please refrain from photography inside the event room.

VENUE

To be confirmed.

CUSTOMER SERVICE

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BIOGRAPHIES

Bart van Ark, Ph.D.

Executive Vice President, Chief Economist
The Conference Board

Bart van Ark is executive vice president and chief economist of The Conference Board. He leads a team of almost two dozen economists who produce a range of widely watched economic indicators and growth forecasts, as well as in-depth global economic research. A Dutch national, he is the first non-U.S. chief economist in the 95-year history of The Conference Board.

Van Ark is an expert in international comparative studies of economic performance, productivity, and innovation. As a consulting director of international economic research for The Conference Board for 10 years he was responsible for its annual flagship publication on productivity and instrumental in helping to expand its comparative analytical capabilities to include productivity and labor- and consumer-market research across countries and regions. Van Ark continues to steward the longstanding research collaboration of The Conference Board with the University of Groningen in the Netherlands; a professor there since 2000, he holds the university's chair in Economic Development, Technological Change and Growth.

Van Ark obtained his Master's and Ph.D. degrees in economics from the University of Groningen. From 1988 to 1990 he worked as a research associate with the National Institute of Economic and Social Research (UK) on international comparisons of economic performance in Europe. He has participated in international research projects such as the Productivity Research Program of the McKinsey Global Institute. Van Ark has been extensively published in national and international journals, including the Journal of Economic Perspectives, Economic Policy, the Review of Income and Wealth, and The Brookings Papers on Economic Activity. He is a member of the editorial boards of several academic journals and serves on various advisory committees in the areas of productivity and national accounts.