



Cambridge Executive Education Programme

Cambridge, UK

A S E A N

Global Leadership Development Programme 10th–15th April, 2011

*“Shaping Our Future in
The New Global Economy”*

From the Director of Cambridge Executive Education

Cambridge Executive Education is delighted to be working with Pembangunan Sumber Manusia Berhad and SRW&Co. for the Cambridge ASEAN Global Leadership Programme 2011; we deeply value our relationship with Malaysia and look forward to a fruitful collaboration.

Carefully tailored to meet the needs of South East Asia's leading executives, this programme combines the topical knowledge and industry experience of the University of Cambridge's world-class faculty, with an interactive and collaborative teaching style to maximise the ongoing benefits of your learning experience.

We hope that will find beneficial and enjoyable the varied and stimulating programme that we have put together for you.

Dr Lawrence Abeln

From the Chief Executive of Pembangunan Sumber Manusia Berhad (PSMB)

Pembangunan Sumber Manusia Berhad, an agency under the Ministry of Human Resources, Malaysia in collaboration with Cambridge Judge Business School and SRW&Co. is proud to bring the Cambridge ASEAN Global Leadership Programme (CAGLP) to employers in Malaysia and organisations within the South East Asian countries. Pembangunan Sumber Manusia Berhad is responsible for retraining and skills upgrading of the workforce in the private sector. Delegates from ASEAN countries are welcome to participate in this programme as abundant networking opportunities await them.

Thorough planning and effort have been made for this exclusive programme to be delivered by renowned world class Cambridge faculty and prominent guest speakers. Senior executives have the opportunity to step outside the confines of their professional and personal life and look at issues and opportunities they face from different perspectives. Delegates will be engaged in lively presentations and enjoyable learning experience for what promises to be beneficial, inspiring and enriching.

The programme will be delivered at the majestic campus of Downing College, which is surrounded by Cambridge culture and traditions. We look forward to your participation in this unique and insightful programme in Spring 2011.

Amirnuddin Mazlan

From the Programme Director, Cambridge Executive Education

Unlike many other management and leadership courses, this programme provides an unique opportunity to look beyond the usual business functions and operational issues and to step back and consider how we can proactively reshape the future of our businesses and Indonesia's regional and global role in the next phase of development.

From this programme, delegates can expect to take away:

- New awareness and perspectives on these fundamental changes
- Frameworks that help managers lay out the options for their companies and develop alternative paths forward
- Renewed ideas and ambitions for shaping the future
- Enhanced capabilities for leading in the new global economy

Professor Peter Williamson

From the Chairman and Partner of SRW&Co.

SRW&Co. as a regional People Management Consulting firm, is very pleased in presenting this excellent learning and networking opportunity to the Top Executives in the ASEAN region. The collaboration with Cambridge Executive Education, Judge Business School and Pembangunan Sumber Manusia Berhad (PSMB) shows our commitment in providing a world premium leadership development programme that is being customized to the special needs and circumstances unique to the Asean region.

Our goal is to support the organizations to improve their performance through people with a focus on effective leadership. By attending this programme, the leaders will gain substantial know-how to strengthen their leadership skills and enrich their perspectives on the best-fit leadership practices which will help to improve their organization performance. In addition, the leaders will also enjoy the benefits of networking with fellow executives across the ASEAN region and also with the global faculty members of the Cambridge University.

It is our honour and pleasure to welcoming you in this inaugural programme and presenting the unique learning experience in the fascinating 800-year old campus of the Cambridge University.

Daniel Wong



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Cambridge University

Celebrating its 800th anniversary in 2009, the University of Cambridge is one of the world's oldest universities and leading academic centres, and a self-governed community of scholars. Cambridge comprises 31 Colleges and over 150 departments, faculties, schools and other institutions.

The mission of the University of Cambridge is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence. The University of Cambridge is also named number one University in the world in the 2010 QS World University Rankings.

Judge Business School

Cambridge Judge Business School is a world ranking business school and centre of research, providing international leadership in key areas of management studies with a world-class faculty of over 70 teaching and researching staff.

Cambridge Judge Business School in its first incarnation as Judge Institute of Management Studies was created in 1990 around a small group of faculty and students in Engineering. The school has grown quickly in size and reputation and is now a flourishing multi-national, multi disciplinary community of students and faculty. Alongside Executive Education, Judge Business School offers graduate programmes leading to the MBA, MPhil and PhD degrees, and a final year programme for undergraduates in Management Studies.

Our MBA programme was ranked 1st in the UK in 2006 (by the European Intelligence Unit). It was ranked 10th worldwide in the Financial Times 2008 ranking of business schools.

Cambridge Executive Education programmes are designed for business professionals, managers, leaders, and executives who strive for professional and personal growth and will lead change in globally competitive environments. They are designed to provide a collaborative and stimulating environment for learning, to help achieve operational excellence and to add value to individual and organisational performance. We attract participants from around the world and across industries and business sectors; the diverse educational and professional backgrounds of our faculty and delegates enrich the experience for all who participate.

Pembangunan Sumber Manusia Berhad (PSMB)

The objective of Pembangunan Sumber Manusia Berhad is to assist in equipping the current and future workforce with the latest and specific skills through retraining and upgrading of skills and capabilities programmes. This will assist in increasing the country's productivity, efficiency and strengthening Malaysia's competitiveness in the global market.

In the quest to achieve a target of 50% of the workforce being employed in the higher skilled job bracket by 2020, greater emphasis must be given to retraining and skills upgrading of the Malaysian workforce. Besides enterprise and institutional-based training, lifelong learning programmes will be enhanced through the expansion of the distance learning, e-learning and online learning offered by various institutions.

SRW&Co.

SRW&Co. is a management consulting firm specializing in integrated people solutions. Our focus and goal is certain - to help our clients improve their organizational performance through innovative and effective people practices.

Our consultants have extensive experiences working for many leading global firms and local conglomerates. Combining global best practices with local experiences and cultural understanding, we helped many leading global and local companies in the Asia-Pacific region develop and implement a full spectrum of integrated people solutions.

We bring with us best practices and research in the area of people management and development to support our work with clients in the region.

Our technical advisors are industrial and technical experts who have thorough experience and knowledge in their specific business areas and functions.

Our consulting framework and methodology help organizations align their people practices with vision, mission and strategy, and adapt to changes in the business environment in order to produce sustainable business performance improvement.



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The City of Cambridge

Cambridge is a compact and charming university city steeped in history and benefiting from a peaceful riverside setting. Before the first scholars came in the 13th century, Cambridge was already an important seat of military defence for successive conquerors of the country – the site of the original Norman castle can still be seen. Today, the city offers its many visitors a wide range of cultural sites, leisure activities and restaurants. Cambridge is also less than one hour by train from London.

Accommodation

Accommodation will be provided in the 4* Crowne Plaza Hotel, located in the heart of the city centre amidst colleges, restaurants and shops.

Teaching Venue

The course will take place in the Howard Building, Downing College—just five minutes’ walk from the hotel and in the city centre. Each day, morning and afternoon refreshments and a hot seated buffet lunch in a private dining room will be offered. Founded in 1800 with striking neo-classical architecture, Downing also benefits from beautiful grounds to explore and refresh during breaks.

College Dinners

Our Welcome Dinner will take place in the historic Christ’s College—a beautiful college in the city centre founded in the 15th century. Our Gala Dinner and certificate presentation ceremony will be held in Jesus College, also founded in the 15th century, which is a traditional college with delightful sculpture gardens.

Cultural Tour

Our guided cultural tour of Cambridge comprises a chauffeured punt (traditional Cambridge boat) ride along the river to learn more about the colleges and the city.

Who Should Attend?

This programme is aimed at those senior executives who have responsibilities for strategic leadership and for improving their company’s performance. Particularly, this programme is very relevant to the CEOs, members of Board of Directors, members of Board of Commissioners or senior executives who are about to assume top management positions. The programme is applicable for executives working in both the public sector and the private sector across industries.



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Programme Content

The programme is built around four inter-related themes:

Preparing for the Next Round of Global Competition

- ASEAN and China: Opportunities and Challenges
- Developments in India and ASEAN Links
- M&A and Asian Industry Consolidation

Professor Peter Williamson
 Professor Jaideep Prabhu
 Professor Peter Williamson

Creating Value for Stakeholders

- Developments in Corporate Governance
- New International Financial Regulation
- Creating Customer Value and Strategic Marketing

Dr Philip Stiles
 Lord John Eatwell
 Dr Eden Yin

Innovation and Change

- Re-thinking Asian Innovation
- Entrepreneurial Leadership
- Leadership Practices : East & West

Professor Jaideep Prabhu
 Dr David Cleevley
 Mr Michael Jenkins

Impact & Implementation

- Optimising Your Supply Chain
- Leadership for Impact
- From Strategy to Action

Dr Matthias Holweg
 Mr Jean-Paul Votron
 Professor Peter Williamson

The detailed 5-day programme schedule will be firmed up in due course and those who have registered will be notified accordingly.



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Professor Peter Williamson (Programme Director)

Professor of International Management,
Fellow and Director of Studies in Management at Jesus College

Peter Williamson is author of seven books including “Dragons at Your Door: How Chinese companies are reshaping global competition” and “Winning in Asia” researches and lectures on globalisation and its implications for corporate strategy; strategies for success in China and the internationalisation of Chinese companies and their global impact, merger and acquisition strategy and post-merger integration; corporate ecosystems and the management of networks of strategic alliances; and strategies for a carbon-constrained world.

He has served various senior roles with leading companies globally, including Merrill Lynch Inc., Non-Executive Chairman of the Board of Directors of the macro hedge fund manager Tactical Global Management and Director of AIM-listed Chinese software company Geong International Ltd.

Peter has also acted as consultant on business strategy, mergers and acquisitions, and international expansion to numerous companies, governments and international organisations throughout the Asia-Pacific region as well as in Europe and North America.

Dr Philip Stiles

University Senior Lecturer in Corporate Governance
Co-Director of the Centre for International Human Resource Management

Philip developed the Global Human Resource Research Alliance, a research group involving 30 companies worldwide - American Express, BAE Systems, BT, EDF, GE, General Mills, IBM, IKEA, Infosys, Matsushita, Oracle, Procter and Gamble, Rolls-Royce, SANYO, Sealed Air, Shell, Siemens, TCL, TNT, and Unilever. The project represents the most comprehensive worldwide research study in the subject. The contribution to knowledge has been to identify both innovative and best HR practices within companies, and to show how human capital integrates with key dimensions of social and organisational capital.

Philip is also engaged in work on corporate governance, focusing primarily on the dynamics of boards of directors. He was involved in research for the Higgs Review on the Effectiveness of Non-Executive Directors, and he is also involved in examining the nature of succession within companies, carried out in collaboration with an international headhunting organisation. He consults to a number of organisations in both the private and public sector.

His research interests include: human resource management; leadership; high performance working; organisational culture; change management; corporate governance; the dynamics of boards of directors; chief executive succession; the influence of self-conscious emotions such as shame, pride and guilt on work motivation.



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Professor Jaideep Prabhu

Jawaharlal Nehru Professor of Indian Business and Enterprise
Director of the Centre for India & Global Business (CIGB), Fellow of Clare College

Jaideep Prabhu is a member of the editorial boards of the Journal of Marketing, the Journal of the Academy of Marketing Science and the Journal of Management Studies, and a member of the senior advisory board of the European Journal of Marketing.

He has consulted with or taught executives from ABN Amro, Bertelsmann AG, British Telecom, the UK's Department of Trade and Industry (DTI), EDS, Egg, ING Bank, Nokia, Océ Copiers, Philips, Roche and Xerox among other organisations in Colombia, Finland, Germany, Netherlands, Portugal, Switzerland, UK and US. He has been interviewed by or has had his work profiled on BBC News 24, MIT Sloan Management Review, The Financial Times, The Times of India, The Economic Times, Anglia News, The Asian Age, The Deccan Chronicle, The Statesman, The Calcutta Telegraph, Exec Digital and elsewhere. Prior to his current position, Jaideep Prabhu was Professor of Marketing and Director of Research at the Tanaka Business School, Imperial College London; University Lecturer and University Senior Lecturer in Marketing, Judge Business School (at the time the Judge Institute of Management), University of Cambridge; Assistant Professor and Fellow at the Centre for Economic Research, Tilburg University, the Netherlands; and Visiting Assistant Professor at the Anderson School of Management, UCLA.

Dr Eden Yin

University Senior Lecturer in Marketing, Fellow of St Edmund's College

Dr Yin is a member of the American Marketing Association, INFORMS, AIB and the Academy of Marketing Science. He has taught both undergraduate and graduates, as well as business executives, in the United States, the United Kingdom, China, Australia, Finland, Denmark, Brazil and Argentina.

Eden Yin taught strategic marketing at the University of Southern California and principles of marketing and internet marketing at the Loyola Marymount University in Los Angeles prior to joining Cambridge Judge Business School. His research interests include: new product growth in high-tech industries; internationalisation strategies for firms from emerging economies; global business ethics; managing arts and cultural products.

Lord Eatwell

Professor of Financial Policy, Director of the Centre for Financial Analysis and Policy and President of Queens' College

Lord John Eatwell researches and lectures on European integration and problems of unemployment; disguised unemployment, the definitions of competition and equilibrium in inter-temporal general equilibrium models.

John Eatwell has served several key roles in the British government, most notably as economic adviser to a former leader of the British Labour Party, contributing significantly to a substantial re-alignment of the Labour Party's economic policies. In 1992 he entered the House of Lords, and from 1993 to 1997 was Principal Opposition Spokesman on Treasury and Economic Affairs. John Eatwell is a member of the board of the Securities and Futures Authority, Britain's securities markets regulator. In this position he has developed his interest in securities regulation, particularly with respect to risk management in financial institutions.



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Mr Michael Jenkins

Chief Executive, Roffey Park Institute

Michael spent five years in Singapore as Managing Director and Vice President of the Center for Creative Leadership (CCL) Asia Pacific. After graduating from Durham University with an Oriental Studies (Chinese) degree, he went on to study Japanese politics and economics at Nanzan University in Nagoya, Japan before working for Toyota as a motor industry analyst.

After returning to the UK, Michael worked initially at Bath Spa University College and then at the University of Bath as Director of the University's Foreign Languages Centre. During this time Michael wrote several books on Japan and the Japanese language and in 1993 went to Australia on a Winston Churchill Memorial Trust Fellowship to research the training of Japanese and English interpreters. This resulted in the establishment of the UK's first MA in Interpreting and Translating for Japanese and English, and Chinese and English. In 1999 he joined INSEAD, based in France, as Regional Director for Japan and Korea. After two years, Michael transferred to Singapore to become Director of INSEAD Executive Education Asia before moving to set up CCL's Asia Pacific headquarters and establishing CCL in India in 2009. He regularly contributes at conferences on leadership related topics and has a keen interest in leadership in a global context.

Dr Matthias Holweg

Reader in Operations Management,
Director of Studies in Management at Gonville and Caius College

Dr Holweg has been a consultant to a range of manufacturing and service firms on process improvement and supply chain management issues, and has advised several government agencies on automotive industry matters; and currently serves on the UK Supply Chain Council at the Department for Business Innovation and Skills.

He is a member of the board of the European Operations Management Association, the editorial board of the Journal of Operations Management, and the Institution of Engineering and Technology (IET).

Prior to joining Cambridge Judge Business School, Dr Holweg was a Sloan Industry Center Fellow at the Center for Technology, Policy, and Industrial Development at the Massachusetts Institute of Technology (MIT), and a Senior Research Associate at the Lean Enterprise Research Centre at Cardiff Business School. He has also held visiting appointments at MIT and the University of Pittsburgh.

His research interests include: the design and management of supply chain systems. His research on the "build-to-order" (BTO) concept has supported the design and implementation of customer-responsive distribution strategies at several vehicle manufacturers. Current research examines the application of lean and six sigma process improvement methodologies in manufacturing and service operations, business process outsourcing (BPO), the management of global supply chains, and the management of product safety recalls.



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Dr David Cleevly

David Cleevly is an entrepreneur and business angel who has founded a series of companies and acted as government advisor.

He is Chairman of CRFS, the spectrum monitoring company, which he co-founded in July 2007, and the founder and former Chairman of telecoms consultancy Analysys (acquired by Datatec International in 2004). His business and internet expertise were central to the formation of Abcam (ABC.L), which he co-founded in 1998. In late 2004 he co-founded the 3G pico base station company, 3WayNetworks, which was sold to Airvana in April 2007.

He joined the Board of Trutap (formerly Hotxt) - a mobile phone social networking provider in October 2005 and joined the Board of ionscope in 2007 and became Chairman in May 2008. He has been a prime mover behind Cambridge Network, co-founder of Cambridge Wireless, co-founder and member of the board of Cambridge Angels and is a member of the IET Telecoms Sector Panel. For 8 years until March 2009 he had been a member of the Ofcom Spectrum Advisory Board, and recently held an Industrial Fellowship at the University of Cambridge Computer Laboratory. He has recently taken up the post of Founding Director of the Centre for Science and Policy at the University of Cambridge.

Mr Jean-Paul Votron

Jean-Paul has more than 35 years of senior management expertise and hands-on experience in company management internationally. During his career he has been responsible for the strategic direction and the bottom line of several large companies across multiple geographies including Europe, Middle East, Africa, India and the United States.

Jean Paul is the former CEO of Fortis Group. Prior to Fortis Jean Paul was a member of the Management Committee of Citigroup and held the position of CEO EMEA region. During his career at Citi he held various executive positions such as President of Citibank Belgium, Marketing Director for Europe, Director of Marketing and Technology US and Europe, Director Insurance in the US, Chairman and CEO of Citibank FSB. Jean-Paul was also an Executive Vice President at ABN Amro and held various positions within Unilever's European sales and marketing division (Belgium, The Netherlands and the UK). He Graduated from ICHEC Business School with a Master's in Commercial and Financial Sciences and went on to attain a special degree in Business Strategies and International Management.



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