

ASEAN Global Leadership Programme

22nd - 27th April, 2012

"Shaping Our Future in the New Global Economy"



From the Director of Cambridge Executive Education, University of Cambridge Judge Business School



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Cambridge Executive Education, University of Cambridge Judge Business School is delighted to be working with Pembangunan Sumber Manusia Berhad and SRW&Co. for the ASEAN Global Leadership Programme 2012.

Building upon the success of our 2011 collaboration, this programme is carefully tailored to respond to the ever shifting needs of the ASEAN region's business leaders. It combines the topical knowledge and industry experience of the University of Cambridge's world-class faculty and practitioner network – the Cambridge Community, with an interactive and engaging teaching style to maximise the ongoing benefits of your learning experience.

We hope that you will find beneficial and enjoyable the varied and stimulating programme that we have put together for you. We deeply value our relationship with the ASEAN region's top executives and look forward to a fruitful collaboration.

Joerg Geier

We look forward to welcoming you to Cambridge!

From the Programme Directors, Cambridge Executive Education Shaping Our Future in the New Global Economy



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Unlike many other management and leadership courses, this programme provides a 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 ASEAN's regional and global role in the new global economy.

Successful leaders recognise fundamental forces that are relentlessly transforming the world and to consider how to respond to them. This lies at the very core of the design of our unique programme. Drawing the quality and depth of the Cambridge Community, participants will engage with leading thinkers and professionals who have contributed to debate and decisions at the highest levels of business and government to tackle the major opportunities and challenges ahead, including:

- Preparing for the Next Round of Global Competition
- Creating Value for Stakeholders and evolving corporate governance
- Adjusting to the new regulatory landscape that is emerging
- Re-thinking innovation in Asia
- Developing future organizational capabilities
- Embedding leadership and transformation as a core competence

This is an ambitious and non-traditional agenda that goes far beyond the usual menu of business functions such as finance, marketing and supply chains. We believe, however, that it is time to raise our aspirations and to proactively shape the future at this time of seismic shifts in the business environment. There are no silver bullets or packaged solutions. What we can help participants take away is:

- 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 a volatile, global environment
- Opportunities for network development amongst peer leaders and organizations

Professor Peter Williamson,
Co-Director

Dr Jonathan Trevor,
Co-Director

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From the Chief Executive of Pembangunan Sumber Manusia Berhad (PSMB) Human Resources Development Fund (HRDF) (Ministry of Human Resources, Malaysia)



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Pembangunan Sumber Manusia Berhad, an agency under the Ministry of Human Resources, Malaysia in collaboration with Cambridge Executive Education and SRW&Co. is proud to bring the ASEAN Global Leadership Programme 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 Clare College, which is surrounded by Cambridge culture and traditions. We look forward to your participation in this unique and insightful programme in Spring 2012.

Amimuddin Mazlan

From the Chairman and Partner of SRW&Co.



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SRW&Co. is very pleased to collaborate with Pembangunan Sumber Manusia Berhad (PSMB) and Cambridge Executive Education to present the ASEAN Global Leadership Programme (AGLP) in April 2012. The AGLP represents an excellent learning and networking opportunity for the top executives and business entrepreneurs in the ASEAN region.

The AGLP 2012 is an affirmation of our commitment in providing a world class leadership development programme that is being customized to meet the special needs and challenges unique to the ASEAN region.

Our goal is to support the organizations in the region to improve their performance through people with a focus on effective Leadership besides Technology and Process. By attending this refreshing programme, the leaders will have the opportunity to reflect on their leadership roles and gain new insights on how to become more effective leaders in managing and improving their organization's performance. In addition, the leaders will also enjoy the benefits of networking with their peers across the ASEAN region and also with the global faculty of the University of Cambridge and guest speakers who are prominent business entrepreneurs and corporate executives of reputed MNCs.

It's our honour in welcoming you to this premium leadership development programme and we are confident that the participants will benefit from the uniquely stimulating learning experience in the fascinating 800-year old campus of the University of Cambridge.

Daniel Wong



University of Cambridge

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.

Cambridge Judge Business School

Cambridge Judge Business School is internationally recognised as one of the leading providers of innovative, intellectually challenging and practical business management education across a portfolio of undergraduate, graduate and executive programmes. As a fully integrated department of the University of Cambridge, Cambridge Judge Business School hosts one of the largest concentrations of interdisciplinary business and management research activity in Europe.

Built on an ethos of collaboration, the School is a unique place where policy makers, regulators, industry leaders, not for profit organisations, entrepreneurs and academics can meet, interact and share ideas. University of Cambridge Judge Business School delivers business education for the 21st Century networked economy, fostering collaborative leadership skills, developing communities of partners to meet the challenges of the new global business landscape.

Ranked 21st in the 2010 FT Global Rankings of business schools, 11th in the 2009 Economist Intelligence Unit Global MBA Rankings, and 3rd in the 2009 Forbes Global Rankings for one year MBA programmes, the Cambridge MBA sits alongside the very best in the world. In addition to the MBA, Cambridge Judge Business School offers the following programmes: the Cambridge Executive MBA, the Postgraduate Diploma in Entrepreneurship, the Master of Finance, Executive Education, Vocational Masters, Undergraduate Management Studies and PhD.

Cambridge Executive Education programmes are designed for organisations, business professionals, managers, leaders, and executives from many different functions who strive for professional and personal growth. Programmes are developed to help executives and organisations from both the private and the public sectors achieve operational excellence and results.

The diverse educational and professional backgrounds of leading Cambridge faculty and international participants enrich the learning and make this an unforgettable experience. Cambridge Executive Education attracts top quality participants from around the world and across industries and business sectors who are seeking challenging, academically rigorous, yet practical executive development programmes.



Pembangunan Sumber Manusia Berhad (PSMB) Human Resources Development Fund (HRDF) (Ministry of Human Resources, Malaysia)

Pembangunan Sumber Manusia Berhad is an agency under the Ministry of Human Resources Malaysia that has been entrusted to manage the Human Resources Development Fund (HRDF).

PSMB's objective is to assist in the development of quality human capital and a world-class workforce in achieving a high-income economy based on knowledge and innovation. PSMB is involved in creating a highly competent, well-trained, knowledgeable and skilled workforce by equipping the current and future workforce with the latest and specific skills through retraining, up-skilling, re-skilling and multi-skilling programmes; and also to increase the human resources capabilities of Small and Medium Enterprises and Malaysia's productivity and efficiency in strengthening Malaysia's competitiveness in the global market.

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.



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 Gillespie Centre, Clare College - less than 10 minutes' walk from the city centre. Each day, morning and afternoon refreshments and a hot seated buffet lunch in a private dining room will be offered. The Gillespie Centre was built in 2009 and offers a comfortable and contemporary learning environment in its own peaceful grounds owned by Clare College, the second oldest college in the university.

College dinners

Our Welcome Dinner will take place in the historic Queens' College – a beautiful college beside the River Cam founded over 550 years ago. 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 walking tour around must-see historic sites and a chauffeured punt (traditional Cambridge boat) ride along the River Cam to learn more about the colleges.

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 CEOs, members of Boards of Directors, members of Boards 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.

“Shaping Our Future in the New Global Economy”

Four Inter-related Sub-themes:

Preparing for the Next Round of Global Competition: Opportunities and Challenges

- ASEAN and CHINA Prof. Peter Williamson
- ASEAN and INDIA Prof. Jaideep Prabhu
- Developing Actionable Scenarios in a Volatile World Dr Mia de Kuyper
- Asian Industry Consolidation and M&A Prof. Peter Williamson

Creating Value for Stakeholders

- Developments in Corporate Governance Dr Simon Learmount
- Creating Customer Value and Strategic Marketing Dr Eden Yin
- Economic trends & International Financial Regulations Lord John Eatwell

Innovation and Change

- Entrepreneurial Leadership Peter Hiscocks
- Leadership Practices East and West Michael Jenkins
- Re-thinking Global/Asian Innovation Prof. Jaideep Prabhu

Impact and Implementation

- Leading Transformation in Asia Dr Jonathan Trevor
 - Leadership for Impact Jean-Paul Votron – ex CEO Fortis Group
 - From Strategy to Action Prof. Peter Williamson/Dr Jonathan Trevor
- Evening Speaker: business leader (before closing dinner)

The detailed 5-day programme schedule will be firmed up in due course and those who have registered will be notified accordingly. This illustrative agenda may be subject to minor change.

Professor Peter Williamson

Professor of International Management, Fellow Commoner of Jesus College



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Professor Peter Williamson is author of seven books including “Dragons at Your Door: How Chinese companies are reshaping global competition” and “Winning in Asia”. Professor Williamson 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.

Professor Williamson 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.

His recent articles include, “How China Reset it Global Acquisition Agenda”, “Value-For-Money Strategies For Recessionary Times”, “China’s Hidden Dragons” (all in Harvard Business Review), “Strategies for Competing in a Changed China” and “Is Your Innovation Process Global?” (both in the MIT-Sloan Management Review). The latter received a Sloan-Pricewaterhouse Coopers Award honouring those articles that have contributed to the enhancement of management practice.

Dr Simon Learmount

Director of the Executive MBA Programme, Fellow of the Centre for Business Research (CBR), Lecturer in Corporate Governance, Fellow of Pembroke College, MBA (Univ. of Cambridge), PhD (Univ. of Cambridge)



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Before coming to Cambridge, Dr Learmount was Director of Operations at Saxoncourt Ltd. and Director of Sales and Marketing at International Hospitals Group Ltd. In 1998 he was awarded a Shimomura Fellowship at the Japan Development Bank, and in 2000 he became a Research Fellow at the Centre for Business Research, University of Cambridge.

The convergence of national systems of corporate governance, organisational trust and co-operation, the Japanese corporate system, and notions of ownership. He has also a strong interest in new product development, and has recently completed a large research project for the UK government which explores how industry can better incorporate crime resistance into new products and services.

Dr Eden Yin

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



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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.

Dr 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.

Dr Jonathan Trevor

Deputy Director of the Centre for International Human Resource Management (CIHRM), University Lecturer in Human Resources & Organisations, Director of Studies in Management and Fellow of Downing College



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Dr Jonathan Trevor was a lead researcher at Cambridge on the recently completed Global Human Resource Research Alliance project, the single largest HR-related study of the past decade, reviewing leading and innovative human capital management practices in high performing global organisations in collaboration with the Rotterdam School of Management, Cornell University and INSEAD.

Previously he spent three years as a consultant with Mercer Human Resource Consulting in their London-based Performance and Rewards practice, advising Fortune 500 and FTSE 100 companies on issues of reward strategy, performance management, mergers and acquisitions and human capital management.

In 2009, Dr Trevor was appointed as Academic Advisor to the Chartered Institute of Personnel and Development (CIPD), the UK professional body for human resources and the largest management association in Europe with over 130,000 members. He also sits on the Vice President’s Panel on Rewards, advising the CIPD on public policy, professional standards, research, and their publication, People Management. His research interests include International human resource management; human capital management; pay strategies and practice; risk management; strategic management and organisational effectiveness.

Professor Jaideep Prabhu

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



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Professor 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, Professor 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 Mia de Kuijper

CEO Cambridge Global Partners, Fellow of Cambridge Judge Business School, BA (Duke University), AM, MPA, PhD (Harvard University)



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Dr. de Kuijper teaches and writes extensively about corporate strategy, investing, effective management, scenario planning, and risk management, modern business models, network dynamics and social networks. Mia de Kuijper has held senior corporate positions at AT&T, Royal Dutch/Shell and Pepsi-Cola International, where, as global Head of Strategy and M&A and as CFO, she contributed to the development of Pepsi-Cola in India and China. She has been a Senior Managing Director on Wall Street with careers at CSFirst Boston and Morgan Stanley and a strategy consultant at McKinsey and Bain & Co.

Dr de Kuijper has advised companies and governments regarding a wide range of industries, including technology, telecommunications, consumer goods, pharmaceuticals, media, engineering, oil, natural resources and chemicals, financial services and luxury goods.

Dr de Kuijper serves on the Alumni Council of Harvard University's Graduate School of Arts and Sciences. She is a founding network member of the Global Business Network; and serves on the board of the Diller-Quaile School of Music in New York City.

Lord Eatwell

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



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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.

Lord 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. Lord 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.

Michael Jenkins

Chief Executive, Roffey Park Institute



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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.

Jean-Paul Votron

Jean-Paul Votron 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 ICHC 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.



Peter Hiscocks

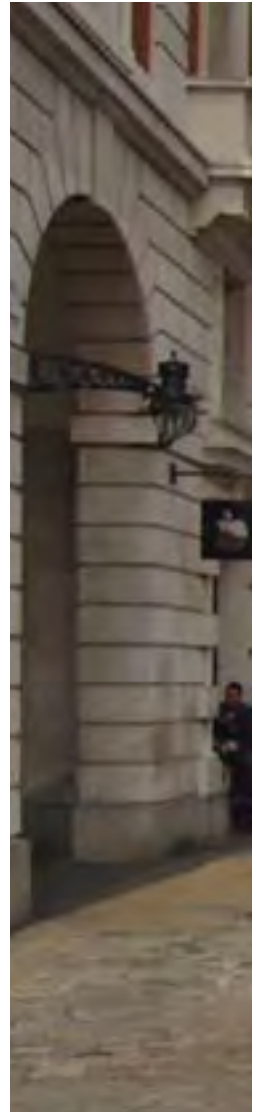
Fellow in Entrepreneurship and Innovation Management, Cambridge Judge Business School; Institute for Manufacturing, Teaching Fellow in Innovation Management and Entrepreneurship

Peter Hiscocks has spent a number of years in the private sector working in product development in large companies before starting his own businesses. Peter has founded eight new ventures of which three have been sold, one has closed and he is Chairman or Director of the others. He is the Chairman of a £ 20 million seed-fund that helps fund new business start-ups and is on the advisory board of a large venture capital company.

At the University of Cambridge Peter was Director of Cambridge Enterprise (the commercialisation arm of the University of Cambridge) and prior to that was the first Director of the Cambridge Entrepreneurship Centre. Peter was Visiting Professor of Entrepreneurship at the University of Auckland from 2001 until 2006; he is a Visiting Fellow at IST, University of Lisbon; he is Visiting Lecturer in Entrepreneurship at Technical University, Delft. Peter has advised several European Governments and has Chaired European Commission committees.



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