

Leadership Re-defined by Industry Luminaries at the 2009 Frost & Sullivan Growth Congress

Singapore, September 28, 2009 – *Frost & Sullivan* will host its flagship event [Growth, Innovation and Leadership: A Frost & Sullivan Global Congress on Corporate Growth](#) (GIL 2009: Asia Pacific) on **October 12-15, 2009 in Kuala Lumpur**. The program aims to support CEOs and their growth teams with practical and innovative solutions to accelerate growth in their businesses.

Tun Dr. Mahathir bin Mohamad, the former Prime Minister of Malaysia will grace the networking reception and dinner at the congress on October 12. The former premier will share his perspectives on leadership and his experience in putting Malaysia on the global map. This will be followed by a brief dialogue with Mr. David Frigstad, Chairman of *Frost & Sullivan*, on leadership. The networking reception and dinner is open to all registered attendees of GIL 2009: Asia Pacific.

The congress will kick-off on October 13 with a keynote address by Datuk Badlisham Ghazali, CEO of Multimedia Development Corporation (MDeC) of Malaysia, followed by case studies and presentations by thought leaders from around the world. That evening, luminaries from Asia Pacific will be honoured at the 2009 *Frost & Sullivan* Growth Excellence Awards banquet, at which *Frost & Sullivan* recognizes those individuals who have excelled in areas of growth, innovation and leadership.

"The congress, now in its second edition in Asia Pacific, continues to build on the success of the inaugural event," says Manoj Menon, partner & Asia Pacific managing director at *Frost & Sullivan*. "It will deliver fresh, innovative, and practical solutions to help Asian companies stay ahead of the curve in a challenging global economy."

The second day of congress will have seven concurrent industry tracks, hosted by leading *Frost & Sullivan* analysts, who will share the CEO 360-degree perspective in each industry. The seven concurrent industry tracks are Aerospace & Defence, Chemicals and Materials, Energy and Environment, Healthcare & Life Sciences, Information & Communications Technologies, Integrated Security and Transportation & Logistics.

"During the concurrent industry tracks *Frost & Sullivan* experts will present an independent industry view from its proprietary CEO 360 degree perspective model," Manoj says. "Leading regional industry experts will also help identify the top growth opportunities, key competitive industry challenges and deliberate on growth potential through technology convergence. These sessions will discuss actionable strategies and be highly interactive in nature."

The day will conclude with an Economic Summit, which will focus on the economic crisis, key considerations in exploiting opportunities in the rebound and lessons for the road ahead. Additional areas of discussion will include corporate social responsibility and results of the 2009 *Frost & Sullivan* CEO survey.

GIL 2009: Asia Pacific provides a forum for delegates to brainstorm, network and form strategic partnerships to achieve their growth goals, while keeping a keen eye on the economy through thought leadership, real world case studies, best practices, and actionable strategies that companies can employ.

To register for the industry specific tracks or to obtain more information on GIL 2009: Asia Pacific, please contact Neethiya Sadagopal at neethiya.sadagopal@frost.com or visit <http://www.frost-gil.com/>

MSC Malaysia is the strategic partner for the congress. Sybase is the executive briefing partner; TNT is the associate partner, while Digi and Extreme Networks are the networking partners for the congress.

CNBC is the official broadcast partner, Wall Street Journal Asia is the official newspaper partner and PR Newswire is the Official Newswire. IA Community and Infinity 21 are the Supporting Associations for the congress.

Other media partners include Asia Food Journal, Asian Channels, Asian e-marketing, Business Today, CIO Asia, Computerworld Malaysia, Control Engineering Asia, Electronics Manufacturing Asia, G Plus magazine and news, IA Annual Directory, IA News, IFR Asia, Logistics Insights Asia, MIS Asia, Malaysian Reserve, Medical News, Medical Supplies Annual Directory, Pharma Asia and Strategic Path Asia.

Global media partners supporting the Asia Pacific chapter of GIL Congress 2009 include BTQ, CEO Club, Connect World, Dow Jones Clean Technology Insight, Dow Jones Venture Wire, Emerging Technology Management, Future Healthcare, Future Pharma, Meet the Boss, Progressive Investor and SustainableBusiness.com.

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About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. *Frost & Sullivan* leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>

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