

## Financial crisis to spur the next boom: Frost & Sullivan

**Singapore, August 5, 2009** – The current economic turmoil has necessitated strategies for survival and led multinationals to downsize and businesses to wind-up operations across sectors. Business planning and resilience are crucial factors now in order for businesses to be successful and thrive again in the future. As such, there is a highly business savvy segment of leaders who are carefully planning their strategies to spring back when the economy rebounds.

According to Frost & Sullivan Chairman David Frigstad, recessions change the way in which businesses operate, clients consume, and competitors compete. Frigstad comments, "Today's financial crisis will change industry courses that will create opportunities that CEOs must understand and be ready to seize when the time is right."

**Growth, Innovation and Leadership: A Frost & Sullivan Global Congress on Corporate Growth** (GIL 2009: Asia Pacific) will re-instate this very point to the attending CEOs and senior business executives across the Asia Pacific region.

After a successful launch in 2008, the growth focused congress returns to Asia Pacific and will be in session from **October 12-15, 2009**. Presenting unique insights on how businesses can position themselves for rebound in the global economy, the congress will be held at the JW Marriott, Kuala Lumpur, Malaysia.

Manoj Menon, partner and managing director, for Frost & Sullivan, Asia Pacific, adds enthusiastically, "We are truly excited to host some of Asia's most enterprising leaders at this forum once again in Kuala Lumpur. With over 120 speakers and panellists from diverse backgrounds, and from across the region, the forum will be an ideal platform for cross-pollination of ideas. We hope to showcase the new set of leaders who are shaping the landscape of Asian business and will drive exemplary initiatives in the post downturn era."

Last year, the inaugural congress saw an attendance of over 350 senior delegates from more than 15 countries and over 10 industries. The congress offered both broad business acumen pointers as well as individual industry benefiting presentations in the form of concurrent tracks that were especially held for - Information & Communications Technologies (ICT) Healthcare & Life Sciences, Aerospace & Defence, Transportation & Logistics and Energy and Environment sectors.

This year two additional tracks have been added to the above five, namely, Integrated Security and Chemicals and Materials to highlight best practices in these vertical industries.

Aside from the action-packed and interactive agenda, the congress will also host the **2009 Frost & Sullivan Growth Excellence Awards** on the eve of October 13. The awards will honour inspiring individuals who have contributed to the

growth of their organisation and outstanding businesses that have raised the bar of the industry through their innovative products and services. Exemplary leaders who were honoured at last year's banquet include Dato' Sri Idris Jala of Malaysian Airlines (MAS) and Karim Khoja of Roshan Telecom (Afghanistan), amongst others.

With more and more companies today looking at smart strategies for seizing opportunities for revenue and customer loyalty in a global green economy, the GIL 2009: Asia Pacific will host an exclusive symposium titled the **Global Green Revolution 2009** on October 15, 2009. Visit [www.frost-gil.com/whyattendgreen.html](http://www.frost-gil.com/whyattendgreen.html)

To register, or to obtain more information on GIL 2009: Asia Pacific, please contact Neethiya Sadagopal at [neethiya.sadagopal@frost.com](mailto:neethiya.sadagopal@frost.com) or visit <http://www.frost-gil.com/>

TNT is the breakfast briefing partner; Sybase is the executive partner while Digi and Extreme Networks are the networking partners for the congress.

Wall Street Journal Asia is the official newspaper partner and PR Newswire is the Official Newswire. IA Community is the Supporting Association 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, Logistics Insights Asia, MIS Asia, Pharma Asia and Strategic Path Asia.

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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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