

CEOs seize Growth Opportunities at Frost & Sullivan's GIL Global Congress

Over 400 cross-industry visionaries and leaders convened at GIL 2009: Asia Pacific - Growth, Innovation and Leadership Congress 2009~

Kuala Lumpur, Malaysia, October 14, 2009 – Business leaders across the globe have been affected by the recent economic downturn. Driving growth, implementing actionable strategies and leading companies to innovate are some of the top objectives of business leaders today. These were also the key discussion topics at the second annual *Frost & Sullivan* Growth Innovation and Leadership (GIL) congress.

Datuk Badlisham Ghazali, Chief Executive Officer (CEO) of Multimedia Development Corporation (MDeC), Malaysia opened the congress with his welcome address. Yang Berhormat Datuk Dr. Maximus Ongkili, Minister of Science, Technology & Innovation (MOSTI), Malaysia graced the congress as the guest-of-honour.

In today's complex business environment, CEOs are focused not only on growing their businesses but exceeding growth levels beyond the industry average. However, many lack a solid platform and systematic approach to drive growth.

David Frigstad, Chairman of Frost & Sullivan emphasized that CEOs must have a Growth Team aligned with the company vision that makes smart growth investments, creates innovative growth strategies and implements them at best practice levels. These are some of the key components of the Growth Partnership company's proprietary growth model – The Growth Acceleration System.

"The real purpose of GIL is to focus on the CEO's number one top priority: growth. Now more than ever CEOs need to stay focused on their growth strategies," states Frigstad. "We're looking at growth, innovation and leadership as three essential characteristics that enable companies to stay ahead of the competition and gain greater market share within their industries. Our thought leaders contribute insight into the tools, strategies, and best practices that they are leveraging to accelerate the growth rates of their companies."

There were several highlights at this year's congress. Several growth success stories from around the region were showcased, followed by concurrent business tracks on focusing on a few key growth processes such as Mergers and Acquisitions, Product Innovation, Asia Pacific Global Expansion and Customer-Centric growth models. Seven concurrent industry tracks presented a 360-Degree Perspective of their respective industries. The congress concluded with the economic summit where leading CEOs and experts shared their experiences, learning from the recent meltdown and ways to take advantage of opportunities in the rebound.

MSC Malaysia is the strategic partner for the congress. Sybase is the executive briefing partner; TNT is the associate partner; Digi and Extreme Networks are the networking partners and Ittel and QTNT are 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. New Straits Times is the official media partner for the congress. IA Community, Infinity 21, TIE Singapore 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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