



## KL Business Club backs forum

THE Kuala Lumpur Business Club (KLBC), comprising Malaysia's top businessmen and professionals, has thrown its support behind the inaugural Global Brand Forum (GBF) to be held in Malaysia in early December.

"We are pleased to get KLBC's support in creating awareness among Malaysian businessmen and professionals at the GBF, as this is the perfect platform to help them create their own brands, which in turn can make them globally competitive and ultimately, draw investments into Malaysia," said Karthik Siva, chairman of the Global Brand Forum.

KLBC is a networking, support and business development organisation comprising 100 members across all sectors.

KLBC president Rohana Tan Sri Mahmood said Malaysian companies need to work harder at becoming global brands to compete in the world.

"Events such as the GBF will provide greater insight as to the best methods to use to profile our companies and stand out, both regionally and internationally," she said at a press conference in Kuala Lumpur yesterday.

KLBC will host a dinner, at which the Malaysian Brand Icon of the Year award will be given out to an outstanding individual in the branding arena.

The GBF, scheduled to be held on December 4 and 5 at The Palace of the Golden Horses in Seri Kembangan, Selangor, is presented by Media Prima Bhd.

"Companies should be going all out to build their brands now, while the global economy is slowing, so that when the tide turns, they will end up being at the top of the line," said Datuk Seri Farid Ridzuan, Media Prima's television networks and Media Prima International group chief executive officer.

Speakers at the forum include Martin Lindstrom (youth marketing and techno branding guru), Stewart Butterfield (founder of photo sharing website Flickr.com) and Ivanka Trump (one-time fashion model and daughter of famed tycoon Donald Trump).

Deputy Prime Minister Datuk Seri Najib Razak is scheduled to give a luncheon talk on the first day of the forum.

Officials said retail icon Sheikh Majed Al Sabah, who was one of the forum's speakers, is unable to attend. He will instead be replaced by Jim Stengel, the global marketing officer of Procter & Gamble Co.

US fashion designer Marc Jacobs is also scheduled to come, subject to confirmation.