

# KLBC to partner Media Prima to host Global Brand Forum

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THE Kuala Lumpur Business Club (KLBC) will be partnering Media Prima to bring the Global Brand Forum (GBF) to Malaysia.

At a press conference yesterday to announce the partnership, KLBC president Rohana Mahmood, who is also chairman of Ethos Capital Sdn Bhd, said KLBC and GBF participants would benefit most from the partnership in terms of networking.

Set up in 2003, the KLBC is an organisation dedicated to business development and leadership amongst its members.

The GBF is an international thought leadership platform whose aim is to elevate the quality of commercial branding. Brought to Malaysia for the first time by Media Prima, the event will be held Dec 4-5 at the Palace of the Golden Horses with the theme, "Creating Leader Brands".

"The forum is an answer to the government's call to develop strong brands in this country," said Datuk Farid Ridzuan, CEO of Media Prima International who was also at the press conference. Farid said deputy prime minister Datuk Seri Najib Razak would be speaking at the forum on Dec 4.

Other confirmed speakers are Ivanka Trump, vice-president of real estate development and acquisitions, Trump Organisation; Martin Lindstrom, leading youth marketer and branding guru; Stewart Butterfield, founder of photo sharing website, Flickr; Joanne Ooi, creative director, Shanghai Tang; and Jim Stingle, global marketing officer for Procter & Gamble.

Tickets for the forum are priced at RM4,800, while groups of five or more from the same organisation will enjoy a special rate of RM4,000 per ticket. For more information, visit to [www.globalbrandforum.org](http://www.globalbrandforum.org)