

ABLE

THE  
ABLF SERIES

2015

SHOW DECK

*Discover the power of possibility  
at the Asian Business Leadership Forum™ Series*





# THE ABLF SERIES IS DEDICATED TO THE VISIONARY LEADERS OF MODERN ASIA

“ They say the sky is the limit for ambitions. We say: the sky is only the beginning. ”

H.H. SHEIKH MOHAMMED BIN RASHID AL MAKTOUM  
Vice President and Prime Minister of the UAE and Ruler of Dubai

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THIS IS NOT JUST THE MARKETING SHOW DECK OF ASIA'S MOST POWERFUL EVENT

THIS IS YOUR CALL TO PLAY A ROLE IN  
RECALIBRATING THE DESTINY OF ASIA



# THE ABLF SERIES

[www.ablfservices.com](http://www.ablfservices.com)

The Asian Business Leadership Forum (ABLF) Series is Asia's premier leadership platform that convenes annually in the United Arab Emirates, with exclusive cameo showcases in Asia's key business and economic centres. We bring together the continent's finest leaders in cooperation, innovation and economic harmony.

Recognising the exponential growth spurt of Asia today, the ABLF Series showcases the economic and intellectual capital of the region. Focused on creative business innovations, socio-economic transformation and, eventually, a globally successful Asia, it facilitates a meeting of minds of the best and brightest that Asia has to offer.

At the heart of the ABLF Series lies our commitment to uphold excellence, integrity, innovation, sustainability, philanthropy and entrepreneurship.

*The ABLF Series embodies the very spirit of Asia, coming together in celebration, conversation and collaboration*



ARMANI HOTEL, BURJ KHALIFA, DUBAI 2014



ST. REGIS SAADIYAT ISLAND RESORT, ABU DHABI, AND DIFC GATE, DUBAI 2012



# THE ABLF SERIES' REPERTOIRE OF ACHIEVEMENTS

A fruitful past, a promising future

Since 2007, this global leadership platform has focused on Asia's strengths through knowledge-based and information-sharing initiatives. Our aim is to foster greater, more mutually beneficial regional cooperation, thus expanding the intra-Asia business corridors that promote economic development.

Our 'Four Theatres of Practice' that support the ABLF Series vision are a confluence of four ideas with synergy, resonance and relevance in the Asian socio-economic realm. Knowledge, recognition, social responsibility and leadership are the collaborative pathways to a stronger, sustainable and more successful Asia.



ARMANI HOTEL, BURJ KHALIFA, DUBAI 2013

TAJ PALACE HOTEL, NEW DELHI 2011

EMIRATES PALACE HOTEL, ABU DHABI 2007

# THE ABLF AWARDS ALUMNI



H.H. SHEIKHA FATIMA  
BINT MUBARAK  
*Mother of the Nation, UAE*



H.H. SHEIKH AHMED  
BIN SAEED AL MAKTOUM  
*CEO and Chairman,  
Emirates Airline and Group, UAE*



H.H. SHEIKH HAMED BIN  
ZAYED AL NAHYAN  
*Managing Director,  
Abu Dhabi Investment Authority, UAE*



H.R.H. PRINCE KHALIFA BIN  
SALMAN AL KHALIFA  
*Prime Minister,  
Kingdom of Bahrain*



DR AMER BIN AWADH AL-RAWAS  
*CEO,  
Omantel, Oman*



H.E. OBAID KHALEEFA  
JABER AL MARRI  
*Chairman  
Al Jaber Group, UAE*



ANAND MAHINDRA  
*Chairman and Managing Director,  
Mahindra & Mahindra, India*



H.E. SALMA HAREB  
*CEO, JAFZA & Economic  
Zones Worldwide, UAE*



H.E. DR THAKSIN  
SHINAWATRA  
*Former Prime Minister,  
Thailand*



H.E. SHEIKH FAHAD  
BIN MOHAMMAD  
BIN JABOR AL THANI  
*Chairman of the Board of Directors,  
Doha Bank, Qatar*



H.E. SULTAN AHMED  
BIN SULAYEM  
*Chairman,  
DP World, UAE*



H.R.H. PRINCE SAUD  
BIN KHALID AL FAISAL  
*Deputy Governor for Investment Affairs,  
Saudi Arabian General Investment  
Authority, KSA*



DR OMAR BIN ABDUL  
MUNIEM AL ZAWAWI  
*Founder and Chairman, Omar Zawawi  
Establishment (OMZEST), Oman*



WILLIAM E. HEINECKE  
*Chairman and CEO,  
Minor International, Thailand*



HIND BAHWAN  
*Director,  
Suhail Bahwan Group, Oman*



H.E. KHALAF AHMAD  
AL HABTOOR  
*Chairman  
Al Habtoor Group, UAE*



H.E. SHAUKAT AZIZ  
*Former Prime Minister, Pakistan*



H.E. REEM EBRAHIM  
AL HASHIMY  
*Minister of State in the Cabinet, UAE;  
and, Managing Director, Dubai Expo  
2020 Higher Committee, UAE*



H.E. ABDUL AZIZ  
AL GHURAIR  
*CEO and Director,  
Mashreq Bank, UAE*



H.E. KAMAL NATH  
*Cabinet Minister of Parliamentary Affairs  
and Urban Development,  
Government of India*



LAKSHMI N. MITTAL  
*Chairman, ArcelorMittal*



N.R. NARAYANA MURTHY  
*Chairman,  
Infosys Technologies, India*



PROF. KISHORE MAHBUBANI  
*Dean and Professor, Lee Kuan Yew School  
of Public Policy, National University of  
Singapore, Singapore*



RATAN TATA  
*Chairman,  
Tata Group, India*



H.E. MOHAMED ALABBAR  
*Chairman  
Emaar Properties, UAE*



BABA KALYANI  
*Chairman,  
Kalyani Group, India*



H.E. MOHAMED  
BIN DHAEN AL HAMLJI  
*Minister of Energy, UAE*



H.E. KHALIL ABDULLAH  
AL KHONJI  
*Chairman, Oman Chamber of Commerce  
and Industry; and, Chairman,  
Federation of the GCC Chambers*



TAN SRI A K NATHAN  
*Executive Chairman and Group Managing  
Director, Eversendai Group of Companies,  
Malaysia*



GHAITH AL GHAITH  
*CEO,  
flydubai, UAE*



MANOJ GAUR  
*Executive Chairman,  
Jaypee Group, India*



A. M. NAIK  
*Chairman and Managing Director,  
Larsen & Toubro, India*

# THE ABLF AWARDS ALUMNI



**RAJA EASA AL GURG**  
Managing Director,  
Easa Saleh Al Gurg Group, UAE



**H.E. MOHAMMED ABDUL JALIL AL FAHIM**  
Honorary Chairman,  
Al Fahim Group, UAE



**CHANDA KOCHHAR**  
Managing Director and CEO,  
ICICI Bank, India



**DR P. MOHAMED ALI**  
Vice Chairman and Managing Director,  
Galfar Engineering & Contracting SAOG,  
Oman



**SHASHI RUIA**  
Chairman,  
Essar Group, India



**LATE DHIRUBHAI AMBANI**  
Founder Chairman,  
Reliance Group, India



**GARIBALDI THOHIR**  
President Director,  
PT Adaro Energy,  
Indonesia



**LATE CAPT. C. P. KRISHNAN NAIR**  
Founder and Chairman Emeritus,  
Leela Palaces, Hotels and Resorts, India



**H.E. ABDULLAH MOHAMMED SALEH**  
Governor,  
Dubai International Financial Centre, UAE



**RAJIV LUTHRA**  
Founder and Managing Partner,  
Luthra & Luthra Law Offices, India



**DR B.R. SHETTY**  
Founding Partner and CEO,  
NMC Healthcare; and, Managing Director  
and CEO, UAEExchange, UAE



**YUSUFFALI M.A.**  
Managing Director,  
EMKE (LuLu) Group, UAE



**GEORGE SANTOSA TAHIIJA**  
President Director,  
Austindo Group, Indonesia



**FAHD AL-RASHEED**  
Group CEO and  
Managing Director,  
Emaar Economic City, KSA



**DR RANA KAPOOR**  
Founder, Managing Director  
and CEO,  
YES BANK, India



**DR R. SEETHARAMAN**  
Group CEO,  
Doha Bank, Qatar



**DR NARESH TREHAN**  
Chairman and Managing Director,  
Medanta – The Medicity, India



**RAMESH PRABHAKAR**  
Managing Partner,  
Rivoli Group, UAE



**SADRUDDIN HASHWANI**  
Founder and Chairman,  
Hashoo Group, Pakistan



**H.E. MOHAMED THANI MURSHED GHANNAM AL RUMAITHI**  
Chairman, Abu Dhabi Chamber, UAE



**NAINA LAL KIDWAI**  
Executive Director, Board of HSBC Asia  
Pacific; and, Chairman, HSBC India



**VANDANA LUTHRA**  
Founder and Mentor,  
VLCC, India



**H.E. MOHAMMED AL ZUBAIR**  
Founding Chairman,  
Zubair Corporation, Oman



**OLIVIA LUM**  
Group President and CEO,  
Hyflux Group, Singapore



**STEPHEN LEE CHING YEN**  
Chairman,  
Singapore Airlines, Singapore



**MALLIKA SRINIVASAN**  
Chairman and CEO,  
TAFE Group, India



**RENUKA M. JAGTIANI**  
CEO,  
Landmark International, UAE



**DR PRATHAP C. REDDY**  
Chairman,  
Apollo Hospitals Group, India



**GAUTAM THAPAR**  
Chairman and CEO,  
Avantha Group, India



**CHUA SOCK KOONG**  
Group CEO,  
Singtel, Singapore



**SHINTA WIDJAJA KAMDANI**  
Managing Director,  
Sintesa Group, Indonesia



**SUNNY VARKEY**  
Chairman, GEMS Education and  
Welcare World, UAE



**SYED M. SALAHUDDIN**  
Managing Director,  
ETA Ascon Star Group, UAE



**GOPINATH PILLAI**  
Executive Chairman,  
Savant Infocomm, Singapore



**MADHU KONERU**  
Managing Director, RAK Minerals  
and Metal Investments, UAE

# WHAT IS IN STORE AT THE ABLF SERIES 2015

TO ADVANCE THE REVOLUTION OF SUSTAINABILITY, GOOD GOVERNANCE  
AND INNOVATION IN ASIA, THE ABLF SERIES RELIES ON  
**FOUR THEATRES OF PRACTICE**

John Quincy Adams, one of America's greatest presidents, said: "If your actions inspire others to dream more, learn more, do more and become more, you are a leader." This statement is, indeed, invaluable in teaching us, one and all, that positive action in leadership is what sustains not just an organisation, but an entire country. In a contemporary context, leadership through wisdom and innovation is the only formula that will guide us to a sustainable and happy future.

When leaders begin to convert differences into opportunities, a new world is born; one where every man, woman and child has the opportunity to sustain a life of means and quality. Rather than waiting for global governments to bring sustainable development to the people, the ABLF Series presents an opportunity for all Asian leaders to bring their people to sustainable development through education, innovation and collaboration.

WE INVITE YOU TO PARTICIPATE IN THE ABLF SERIES 2015 THROUGH  
THESE COMPELLING AND INNOVATIVE SHOWCASES

# THEATRE OF PRACTICE 1 KNOWLEDGE FORUMS

*Colloquiums of Consequence*

THE ABLF KNOWLEDGE CONGRESS 2015 THEME  
FAST TRACKING THE FUTURE THROUGH TECHNOLOGY AND DISRUPTIVE INNOVATION



Asia is now a global force to reckon with, and this transformation has taken place largely due to the excellent vision, ambition and collaboration of its best entrepreneurs and philosophers.

Spanning power sectors such as industry, infrastructure, technology and energy, there is now a serious commitment to the creation of a sustainable knowledge economy. The ABLF Knowledge Congress supports and celebrates this Asian commitment, and underscores the global shift from one-dimensional profit towards the more sustainable goal of knowledge creation. Embracing the creative chaos of disruption in this new era means transforming everything we know and venturing into uncharted territories, all the while creating, operating and delivering business. It means being bold, brave and redefining the status quo. Top-level delegates from the fields of industry, infrastructure, technology and energy, along with finance, banking and management, will join hands and minds to deliver the new-age phenomenon of disruptive innovation.

You can choose to host the ABLF Knowledge Congress across various Asian cities, all of which embody the vibrant spirit and ethos of Asia.

THE ABLF KNOWLEDGE CONGRESS 2015 VENUES  
ABU DHABI • MUMBAI • MUSCAT • MANAMA • JAKARTA • SINGAPORE • SEOUL

[www.ablforum.com](http://www.ablforum.com)

# THEATRE OF PRACTICE 2 MOTIVATION AND RECOGNITION

*Celebrating the Spirit of True Leadership*

THE ABLF AWARDS 2015  
DECEMBER 12, 2015, ARMANI HOTEL, BURJ KHALIFA, DUBAI, UAE



The ABLF Awards showcases leaders whose entrepreneurial brilliance is second only to their boundless sense of responsibility towards their communities and countries. As the ABLF Series' premier recognition platform, the ABLF Grand Awards Ceremony celebrates the business zeitgeist of Asia. It recognises excellence, innovation, good governance and best business practices in the region, and brings you a personal audience with its finest leaders, whose achievements and initiatives have ensured that this century truly belongs to Asia.

The fifth edition of the ABLF Awards is poised for grandeur and excellence. Spanning 12 categories, it will felicitate some of Asia's outstanding industrialists, business tycoons, senior government dignitaries, economists, policymakers and entrepreneurs, whose success stories emulate their exemplary work ethics and set new benchmarks for business excellence globally.

To nominate yourself or someone you admire, review the criteria and nomination guidelines on [www.ablfawards.com](http://www.ablfawards.com), where the Global Nomination Portal opened on January 15, 2015. The ABLF Awards' standards are impeccable and our illustrious alumni bear proud testimony to them.

[www.ablfawards.com](http://www.ablfawards.com)

## ABLF THEATRE OF PRACTICE 3 PAN-ASIAN SOCIAL RESPONSIBILITY

*Regional Integration through Collaborative Engagement*

ONEASIA2020 WILL BE SHOWCASED AS A CAMEO FEATURE IN  
THE ABLF GRAND AWARDS CEREMONY 2015



The ABLF Series has extended the concept of corporate social responsibility to regional social responsibility (RSR), where the vision does not just encompass community or country, but Asia as a whole. If global altruism plays a vital role in your personal or company vision, you can choose to support our RSR platform, OneAsia2020, which enshrines the concept of action led by knowledge for a sustainable future.

Architected by H.E. Dr Thaksin Shinawatra, Former Prime Minister of Thailand, OneAsia2020 focuses on the creation of a knowledge reservoir that engages the public and private sectors, as well as the general public, to bring about reforms that help facilitate the region's emergence as a global powerhouse. Through tools such as high-level conferences, expert workshops and consultations, online information systems, social media, and a network of individuals and organisations from government, industry, academia and civil society, it aims to provide the information and knowledge required to enable positive change in society.

We invite you, through your government channels, to present the OneAsia2020 showcase at the ABLF Awards 2015, marking your presence on a global dais with a clarion call to peace, interdependence, cooperation and development.

[www.oneasia2020.com](http://www.oneasia2020.com)

## ABLF THEATRE OF PRACTICE 4 MENTORING FUTURE LEADERS

*Building Entrepreneurial and Learning Capabilities in Asia*

UNDER THE 2015 THEME, 'LEADERSHIP IN THE 21ST CENTURY',  
LEADERSHIP QUOTIENT WILL COMPRISE CAMEO PRESENTATIONS AND MENTORSHIP SESSIONS



The simple formula to true leadership is  $LQ = IQ + EQ$ . Without the harmonious balance between intelligence and emotion, there cannot be leadership that truly inspires.

The Leadership Quotient was ideated by the ABLF Series as an architect of change and positivity, as well as a holistic portal for exchanging tactical knowledge on leadership empowerment. It proposes research-backed perspectives on executive leadership within a multinational context, and puts forth academic and intellectual introspection by thinkers, strategists and social scientists on the nature, types, constructs and circumstances of 21st-century leadership in Asia.

Be part of the Leadership Quotient, which highlights the rise of entrepreneurship and leadership in corporate Asia. Connect with us to participate in the region's most prestigious and valued mentorship programme.

[www.leadershipquotient.com](http://www.leadershipquotient.com)

# WHY PARTICIPATE?

The 21st century needs a sensitive strategy centred on education, innovation and sustainable development to repair the economic damage caused by the global financial crisis and consolidate the strengths of the current crop of leaders and entrepreneurs. The ABLF Series promotes awareness and the sharing of knowledge, resources and governance for constructing a progressive prototype of leadership-in-equity in the Asian region.

To this end, we offer you the ABCs of participation.

## ALIGN

As leaders of a brave new era, our responsibilities extend beyond ourselves and our organisations. Powerful narratives arise with well-devised and consistent actions that include the 'we' component, i.e. the country and the global community. Hence, it becomes vital to create a harmonious balance between our rational and emotional goals. This means aligning to an umbrella vision that encompasses and influences socio-economic development, and effectively managing human resources for the well-being of society.

The ABLF Series unites both the public and private sectors, and paves the path for establishing intra-Asia business ties. Align yourself with Asia's most powerful, as well as add impetus and a global dimension to your presence, through the continent's most powerful business event.

## BUILD

Asia's most proactive governments, private enterprises, policymakers, economists, investors, diplomats, statisticians, researchers, entrepreneurs and academia convene at this series to spark significant conversations on a myriad of regional issues. Since Asia is a significant item on every company's strategic agenda, we offer you the opportunity to build these partnerships through the ABLF Series.

From networking to multiple joint ventures and high-profile public-private partnerships, it provides you with abundant scope to escalate your reach into Asia's most dynamic markets and explore emerging ones.

## CONNECT

Not many regions boast the kind of diversity that Asia is known for; it is a potpourri of cultures, ideals and sensibilities. This richly diverse tapestry is also reflected in the region's business spirit. Only through open interaction and cohesive networking can Asian governments and businesses optimise the wealth of opportunities available at this time.

The ABLF Series, therefore, provides a strategic platform from which Asia's finest can turbo-charge discussions on innovation and knowledge creation, potentially raising the economic and knowledge quotients of the region.



“

I support the Asian Business Leadership Forum Series' effort and initiative to celebrate the achievements of Asia on a common platform, and its strong commitments to excellence, sustainability and development.

”

H.H. SHEIKH AHMED BIN SAEED AL MAKTOUM  
*Chairman, Dubai World; Chairman, Dubai Airports; and,  
 Chairman and Chief Executive, Emirates Airline and Group, UAE*

# KEY BENEFITS OF PARTICIPATION

The ABLF Series 2015 offers you a host of benefits for your valuable time, knowledge and service to the cause of true and achievable leadership.

1

## ASSOCIATE WITH THE HIGHEST ECHELONS OF POWER AND LEADERSHIP

In 2015, IEDEA, the architect of the ABLF Series, was the official Associate Partner of the UAE Government Summit, billed as the largest annual government gathering in the world. Its mandate was to build leadership among current and future leaders everywhere to help them become the catalysts of change for a more conscientious and equitable world.

<p>OFFICIAL ASSOCIATE PARTNER</p>  <p><b>IEDEA</b>          Innovative ideation for contemporary Asian businesses  <a href="http://www.iedea.com">www.iedea.com</a></p>	<p>Under the patronage of  <b>H.H. SHEIKH MOHAMMED BIN RASHID AL MAKTOUM</b>          VICE PRESIDENT AND PRIME MINISTER OF THE UAE AND RULER OF DUBAI</p>  <p><b>القمة الحكومية</b>          THE GOVERNMENT SUMMIT</p> <p><b>Shaping Future Governments</b>          February 9-11, 2015   Dubai, UAE  <a href="http://www.thegovernmentsummit.ae">www.thegovernmentsummit.ae</a></p>
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The ABLF Series can present you and your business to the highest echelons of power and key contacts from all over the world. You can access these intrinsically empowered corridors, meet Asia's leadership and connect with the region's brightest entrepreneurial minds through our partners, associates and our celebrated ABLF Alumni.



“

The ABLF Series is a great initiative, because it brings together leaders from different sectors across Asia to engage with each other, inform each other and partner with each other. With Asia now emerging as the engine of global economic growth, it is important that Asian leaders integrate and participate in global growth more than ever.

”

H.E. KAMAL NATH  
*Member of Parliament and Former Union Cabinet Minister,  
Government of India*

# BENEFITS

## 2

INFLUENCE AND CAPTURE  
CRITICAL MINDSHARE THROUGH  
INTELLECTUAL AND ECONOMIC INTERFACE

Since 2007, the ABLF Series has garnered the attention of some of the world's most powerful leaders. Lending a voice to our vision is **The Clarus Review**, a quarterly publication under the ABLF Series. Featuring the voices of Asia's top leaders and most innovative opinion makers, along with politicians, business icons and educators, it focuses on providing expert opinions, innovative thought, economic trendspotting and practical advice, as well as exploring the heart of current issues that are integral to the region's contemporary business scene. **The Clarus Review** reaches an engaged, relevant audience through analytical writing that seeks to inform, influence and inspire Asia.

You can be one of those seminal voices that makes a difference through your unique perspective and rallies the reader towards information enrichment and action. When you are part of the ABLF Series, you are naturally considered a worthy contributor to **The Clarus Review**. Let us offer this exciting vehicle for your eclectic and powerful business voice.



“

How do you promote economic and social development of a nation, any nation, without business intervention? The ABLF Series initiative makes this possible; it has procured a platform for people, like us, to discuss, debate and decide how to change the face of Asia.

”

GAUTAM ADANI  
*Chairman, Adani Group, India;  
and, an ABLF Series Key Presenter since 2007*

# BENEFITS

3

HARMONISE YOUR BRAND WITH OUR  
CUTTING-EDGE MARKETING COMMUNICATIONS

Sustained region-wise outreach through the ABLF Series' annual pan-Asian marketing campaign is a tangible benefit in terms of an extensive and relevant database of leaders and investors. This becomes a key marketing tool for you to create and maintain top-of-the-mind recall and extend awareness of your brand in key Asian markets.

At all our leadership seminars and workshops, you will be energised by the power of the ABLF Series' knowledgeable marketing that responds to the need of every business in a prescient and concentrated manner.



“

Obviously, the UAE is part of Asia – an exciting and emerging part of the world, where there are a lot of opportunities. The ABLF Series has a strong background and prominent history here, and we do our best to support it.

”

H.E. REEM EBRAHIM AL HASHIMY  
*Minister of State in the Cabinet, UAE; and,  
Managing Director, Dubai Expo 2020 Higher Committee, UAE*

# BENEFITS

4

MEDIA, ROADSHOWS AND  
COMMUNICATION OUTREACH PROGRAMMES

The ABLF Series proliferates the message of 21st century leadership through sustainable development, disruptive innovation and social responsibility in multimedia formats, such as broadcast and print, social media, roadshows and holistic communication outreach programmes. These lend the necessary ancillary support to our main ABLF Series programmes held throughout the year.

For your organisation to participate in the cohesive and valued effort of delivering this seminal message to the global Asian diaspora, we welcome you to conjoin our media and outreach agenda, which also simultaneously results in the consolidation and recognition of the positive work that your brand espouses.



“

The ABLF Series' 2014 agenda brought together the very best people from Asia. As a host to outstanding events such as this, the UAE has become a productive, exciting, peaceful and prosperous country that welcomes a wide variety of people, cultures and ethnic groups.

”

H.E. SULTAN BIN SAEED AL MANSOURI  
*Minister of Economy, UAE*

# BENEFITS

5

MENTORING FUTURE LEADERS

Asia's youth is its most valuable asset. The youngest and most qualified working force in the world, comprising up-and-coming entrepreneurs and government leaders, will lead Asia into a new decade of growth and innovative dynamism.

The ABLF Series' Theatre of Practice 4, Leadership Quotient, gives you access to the very best of Asia's youth, and their intellectual and entrepreneurial brilliance. By promoting and engaging with rising leaders, you can establish a sustainable future for your business and region through the twin process of influence and inspiration.

At any of our events, you will have direct opportunities to meet, interface and inspire a legion of potential leaders for Asia's future.



“

I believe the ABLF Series is important for exchanging and producing new ideas that can prove useful for cross-border purposes. In the past few years, economic activities within Asia have gone up tremendously, whether it is in trade or investment. The ABLF Series provides a platform for such dialogue and can become the Davos [World Economic Forum] of Asia.

”

H.E. GITA WIRJAWAN  
*Former Minister of Trade, Republic of Indonesia*

# BENEFITS

6

## HARNESS THE POWER OF SOCIAL MEDIA

The vibrant channels of contemporary communications are a key element of optimising entrepreneurship and leadership in Asia. The ABLF Series raises its leverage of communication from traditional media to ‘real time’ social media, accelerating the reach of the global leadership message.

As an ABLF Series associate, you, too, can raise your communication approach to direct interface through our social media broadcasting capabilities, so that you can truly engage with the leadership in Asia to the mutual advantage of your organisation and the Asian communities.

 [fb.com/ablfseries](https://fb.com/ablfseries)



[@ablfseries](https://twitter.com/ablfseries)



[youtube.com/ablfseries](https://youtube.com/ablfseries)



“

I would like to commend the ABLF Series for organising this Asia-wide initiative. An Asia-wide platform has not been created for many years. I initiated the Asia Cooperation Dialogue during my tenure as Prime Minister in 2003 and invited all Asian countries to join. That was for a political track; but, for the business track, the ABLF Series is a great platform to bring business people together.

”

H.E. DR THAKSIN SHINAWATRA  
*Former Prime Minister, Thailand*

# BENEFITS

7

UNPARALLELED DATABASE MARKETING CHANNELS

Reach influencers and opinion leaders through our database marketing portals. It has proven the most successful of our activations, through which we can create bespoke communications for you or your business.

Given our capacity to transfer the right message to the right audience, we ensure that your business receives the boost and attention it richly deserves. We analyse and categorise our multi-segmented audience in terms of region, language and nature of business, while providing for optimal facilities, such as translations, to aid our engagement with Asia's multifarious business leaders, organisations and communities.

Be part of the ABLF Series and experience the targeted magnification of your business, as well as your vision, for an innovation-rich future.



“

This is an outstanding event that celebrates leadership and has the potential to inspire Asia to come together and work towards regional cooperation. True leadership means hard work, innovation and respect for one another.

”

H.E. SHAUKAT AZIZ  
*Former Prime Minister, Pakistan*

# BENEFITS

8

BESPOKE PR JUNKETS AND MEDIA OPPORTUNITIES

Address multiple networks and media giants through our public relations desk. In the 21st-century business arena, it is now standard practice to develop effective relationships with society at large through strategically positioned PR activations. PR continues to be one of the ABLF Series' most in-demand channels, through which it has built multiple mutually beneficial relationships with governments, businesses and the general public.

Communicating your value through the ABLF Series' PR machinery allows you to access several quarters simultaneously and gives you substantial value-added media coverage.



“

The ABLF Leadership Weekend 2014 [an ABLF Series event] provides young people with insights into the businesses around them and how they are tackling some of their biggest issues. I have enjoyed speaking at this excellent platform and I am glad about the diversity of discussions that took place today.

”

H.E. SUHAIL MOHAMED FARAJ AL MAZROUEI  
*Minister of Energy, UAE*

# BENEFITS

9

## MULTI-REGION MIXED-MEDIA MARKETING CAMPAIGN

Experience the benefit of a mixed-media marketing campaign for your organisation or yourself. The ABLF Series employs a number of traditional advertising media channels across Asia and the world, ranging from news and business TV channels, radio, newspapers and magazines, to online and outdoor media.

Be an early joiner in the ABLF Series to optimise your activation and maximise your reach and rewards in 2015. Let us meet with you and discuss your bespoke mixed-media marketing campaign that leverages the power of traditional and digital media, and efficiently reaches Asia's multi-segmented and fragmented audience groups.



“

Asia is an emerging economic force, but the potential of its vast human capital is yet to be realised fully. Asia's leadership needs to explore ways to optimise available opportunities for economic empowerment. That is what forums, such as the ABLF Series, strive to achieve.

”

H.E. P. CHIDAMBARAM  
*Former Finance Minister and Home Minister,  
Government of India*

# BENEFITS

## 10

FACE TO FACE WITH ASIA'S FINEST

Engaging Asia's leadership is a challenging, but, ultimately, rewarding, task. When you are in the company of visionaries, leaders, change architects and philanthropists, you are surrounded by the crème de la crème of minds and hearts.

Leverage the perfect opportunity to deliver a keynote address in the presence of luminaries and rising leaders. Immerse yourself and your business in the ABLF Series to make your presence and opinion definitively count on the global stage.

# TAKE THE NEXT STEP

The ABLF Series comprises a set of participation prerequisites that highlights the need for your engaged presence. Take our one-minute quiz and, if you answer three out of five with a 'yes', then consider yourself a potential ABLF Series associate, and **please join us at the ABLF Series 2015 and be part of the paradigm shift that can change the world, one innovation at a time.**



1. Are you invested in Asia?
2. Do your leadership strategies involve Asia-focused initiatives?
3. Is your company's growth organic and sustainable?
4. As a commercial enterprise, would you consider paying it forward to community and region mandatory?
5. Is innovation at the core of your company's DNA?

For more information on how to participate in the ABLF Series 2015, visit [www.ablfseries.com](http://www.ablfseries.com)



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ARE YOU READY TO LEAD ASIA  
INTO A **NEW ERA** OF  
ECONOMIC DEVELOPMENT  
AND **PROSPERITY**?

# WE ARE KNOWN BY THE COMPANY WE KEEP

The ABLF Series has the support of Asia's best and biggest leaders, companies and organisations. They have partnered with us to promote and encourage responsible leadership through knowledge creation, innovation and the relentless pursuit of excellence. As the champions of change, their support and encouragement have facilitated the means to this world-class business platform.

## The ABLF Series Presenters



## The ABLF Series Knowledge Partners, Supporters and Commerce Associates



BRITISH AMERICAN INVESTMENT



DHAMANI



## The ABLF Series Media and Luxury Partners



# THE ABLF SERIES ARCHITECT



IEDEA®

IEDEA is a leading West Asia-based business ideation company, which creates, owns and manages Asia-centric, Asia-focused and Asia-inspired event and publishing properties for the global market. Our mandate is to facilitate and showcase Asia, key Asian achievements and successful intra-Asia partnerships through specialty initiatives, such as high-profile publishing assignments, awards events, business forums, conclaves and PR junkets.

With more than 20 years of West Asia market experience and a portfolio of 500-plus successful initiatives, IEDEA primarily showcases the outstanding business potential of Asia's mega economies, and creates business platforms that seek to leverage the dynamic intra-Asia corridors of trade, business and commerce. IEDEA's initiatives facilitate joint venture projects, mergers and acquisition deals, and big-ticket investments through powerful and custom-created networking opportunities.

IEDEA provides strategy and consultancy for high-profile, Asia-centric events and publishing initiatives, and owns and manages, on a turn-key basis, several IP portfolios, such as the Asian Business Leadership Forum™ and the Asian Business Awards Middle East™, among others. IEDEA also specialises in creating and delivering networking infrastructure facilitating the launch of new businesses, events and initiatives by securing funds, offering professional advisory services and creating bespoke PR solutions through its extensive corporate network.

At IEDEA, we are passionate about producing and publishing exclusive coffee table books and white papers that take inspiration from Asia-related subjects. *India and the UAE: In Celebration of a Legendary Friendship* is the first in a series of limited-edition coffee table books, and among upcoming releases are *India and Oman: In Celebration of a Legendary Friendship* and *Images of Success™*.

IEDEA takes great pride in its associations and alliances, and believes that the moment belongs to those that invest in it wisely with spirit, vision and compassion.

[www.iedea.com](http://www.iedea.com)

# ABLF

LOOKING BACK

2014



OUR HEARTFELT GRATITUDE TO OUR ROYAL PATRON,

**H.H. SHEIKH NAHAYAN MABARAK AL-NAHAYAN**  
 MINISTER OF CULTURE, YOUTH AND COMMUNITY DEVELOPMENT, UAE,

UNDER WHOSE GUIDANCE AND ENCOURAGEMENT  
 THE ABLF SERIES HAS GONE FROM STRENGTH TO STRENGTH SINCE 2007

In 2014, the ABLF Series unfolded as a two-day, closed-door, summit-style event, the ABLF Leadership Weekend, on December 13 and 14 at the Armani Hotel, Burj Khalifa, Dubai, UAE. Under the theme *Asia Rising: Sustainable Leadership and Development in the 21<sup>st</sup> Century*, it featured two key showcases: the Asian Business Leadership Forum and the ABLF Awards.

— THE —  
**ABLF**  
LEADERSHIP  
WEEKEND  
— 2014 —



**ABLEF**<sup>TM</sup>  
ASIAN BUSINESS LEADERSHIP FORUM  
**AWARDS**  
D U B A I 2 0 1 4

**DAY 1** DECEMBER 13, 2014

On December 13, 2014 – Day 1 of the ABLF Leadership Weekend – the ABLF Awards felicitated 12 Asian leaders of immense standing at a glittering gala, celebrating Asia’s leadership capital and inspiring millions of young Asian entrepreneurs around the world.

# THE ABLF GRAND AWARDS CEREMONY 2014

## KEYNOTE ADDRESSES



H.E. KAMAL NATH  
Member of Parliament  
and Former Union  
Cabinet Minister,  
Government of India



YUSUFFALI M.A.  
Member of the Board  
of Directors, Abu Dhabi  
Chamber; and, Managing  
Director, EMKE (LuLu)  
Group, UAE



## THE ABLF SUSTAINABLE LEADERSHIP ICON

H.H. SHEIKHA FATIMA BINT MUBARAK



MOTHER OF THE NATION, UAE  
UMM AL EMARAT

Award presented by H.E. Sultan bin Saeed Al Mansouri,  
Minister of Economy, UAE,  
and received by H.E. Dr Maitha Salem Alshamsi,  
Minister of State in the Cabinet, UAE



THE ABLF GLOBAL ASIAN

H.E. REEM EBRAHIM  
AL HASHIMY  
Minister of State in the Cabinet, UAE;  
and, Managing Director, Dubai Expo  
2020 Higher Committee, UAE



THE ABLF STATESMAN

H.E. SHAUKAT AZIZ  
Former Prime Minister,  
Pakistan



THE ABLF BUSINESS  
EXCELLENCE AWARD

H.E. ABDUL AZIZ AL GHURAIR  
CEO and Director,  
Mashreq Bank, UAE



THE ABLF LIFETIME  
ACHIEVEMENT AWARD

SADRUDDIN HASHWANI  
Founder and Chairman,  
Hashoo Group, Pakistan



THE ABLF RISING STAR

H.R.H. PRINCE SAUD BIN  
KHALID AL FAISAL  
Deputy Governor for Investment  
Affairs, Saudi Arabian General  
Investment Authority, KSA



THE ABLF AMBASSADOR  
OF COMMERCE

H.E. MOHAMED THANI  
MURSHED GHANNAM  
AL RUMAITHI  
Chairman, Abu Dhabi Chamber, UAE



THE ABLF BUSINESS  
COURAGE AWARD

DR NARESH TREHAN  
Chairman and Managing Director,  
Medanta - The Medicity, India



THE ABLF  
WOMAN OF POWER

NAINA LAL KIDWAI  
Executive Director, Board of HSBC  
Asia Pacific; and, Chairman,  
HSBC India



THE ABLF  
BUSINESS ECONOMIST

DR R. SEETHARAMAN  
Group CEO,  
Doha Bank, Qatar



THE ABLF  
BUSINESS INNOVATOR

DR RANA KAPOOR  
Founder, Managing Director and  
CEO, YES BANK, India



THE ABLF TRAILBLAZER

FAHD AL-RASHEED  
Group CEO and Managing Director,  
Emaar Economic City, KSA



"It is impressive to see leading businessmen from Africa, Asia and the Indian Subcontinent, in Dubai, discuss important issues that are facing the wider region today and how Dubai can play a role in leading it in the future."

**H.E. HELAL SAEED ALMARRI**  
 Director General, Dubai Department of Tourism and Commerce Marketing, UAE

"I believe that the ABLF Series recognises Asia's growing importance globally, from economic, social and cultural viewpoints. The ABLF is a remarkable exercise and I am very happy to be here."

**SUHEL SETH**  
 Managing Partner, Counselage; and, Founder, Equus, India

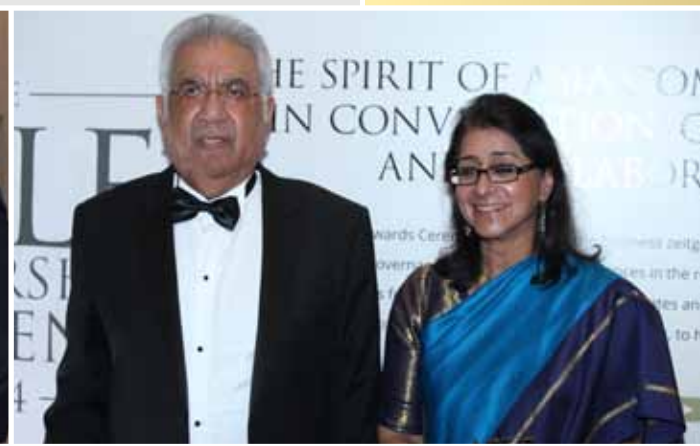


"I take special pride in the ABLF Series, because I have strategically contributed to it, along with other leaders such as H.H. Sheikh Nahayan and H.H. Sheikh Ahmed, who have helped incubate this world-class event. The ABLF 2014 is a milestone among all the ABLFs that have been held."

**H.E. KAMAL NATH**  
 Member of Parliament and Former Union Cabinet Minister, Government of India

"This is a great summit, for the ABLF Series brings together business people, political leaders and decision makers to discuss the innovations happening in the world today. I'm very honoured to attend the ABLF Series 2014."

**YUSUFFALI M.A.**  
 Member of the Board of Directors, Abu Dhabi Chamber; and, Managing Director, EMKE (LuLu) Group, UAE



"The ABLF Leadership Weekend 2014 is a great platform. I think the whole process of understanding what the region's business leaders are doing and how we could be actually working together is already emerging. It is a wonderful atmosphere, both proactive and dynamic."

**DR NARESH TREHAN**  
 Chairman and Managing Director, Medanta - The Medicity, India





ABLE<sup>TM</sup>  
ASIAN BUSINESS LEADERSHIP  
FORUM  
D U B A I 2 0 1 4

DAY 2 DECEMBER 14, 2014

On December 14, 2014 – Day 2 of the ABLF Leadership Weekend – senior government officials, diplomats, business leaders, policymakers, economists and entrepreneurs joined a global conversation at a world-class knowledge congress under the theme, *Asia Rising: Sustainable Leadership and Development in the 21<sup>st</sup> Century*.

The Asian Business Leadership Forum 2014 owes its resounding success to the extraordinary profiles of its speakers: their body of work, their compelling stories and their even more profound leadership lessons.

# THE ABLF 2014 PANELS

## ASIA'S ECONOMIC ZEITGEIST A FOCUS ON RISKS AND OPPORTUNITIES



**H.E. P. Chidambaram**, Former Minister of Finance and Home Minister, Government of India; **Dr Hatem Samman**, Chief Economist and Economic Advisor, Saudi Arabian General Investment Authority, KSA; **Naina Lal Kidwai**, Executive Director, Board of HSBC Asia Pacific; and, Chairman, HSBC India; **Dr R. Seetharaman**, Group CEO, Doha Bank, Qatar

## THE BUSINESS OF INDUSTRY AND INFRASTRUCTURE THE KEY TO SUSTAINABLE ECONOMIC DEVELOPMENT FOR ASIA?



**H.E. Eng. Mohammed Ahmed bin Abdul Aziz Al-Shehhi**, Undersecretary, Ministry of Economy, UAE; **H.E. Kamal Nath**, Member of Parliament and Former Union Cabinet Minister, Government of India; **Tan Sri A K Nathan**, Executive Chairman and Group Managing Director, Eversendai Group of Companies, Malaysia; **Fahd Al-Rasheed**, Group CEO and Managing Director, Emaar Economic City, KSA

## INNOVATIONS IN EDUCATION AND HEALTHCARE THROUGH THE LENS OF TECHNOLOGY AND PHILANTHROPY



**T.K.A. Nair**, Former Advisor to the Prime Minister, Government of India; **Siddharth Balachandran**, Executive Chairman and CEO, Buimerc Corporation, UAE; **Dr Naresh Trehan**, Chairman and Managing Director, Medanta - The Medicity, India; **Fahd Al-Rasheed**, Group CEO and Managing Director, Emaar Economic City, KSA

## THE SOFT POWER REVOLUTION IN ASIA EXPLORING THE PARADIGM SHIFT FROM AUTHORITY TO INFLUENCE



**Sadruddin Hashwani**, Founder and Chairman, Hashoo Group, Pakistan; **H.E. Reem Ebrahim Al Hashimy**, Minister of State in the Cabinet, UAE; and, Managing Director, Dubai Expo 2020 Higher Committee, UAE; **H.E. T.P. Seetharam**, Ambassador to the UAE, Government of India; **Suhel Seth**, Managing Partner, Counselage; and, Founder, Equus, India

## OIL AND ENERGY A FAST-CHANGING LANDSCAPE



**H.E. Suhail Mohamed Faraj Al Mazrouei**, Minister of Energy, UAE; **Yogesh Mehta**, Managing Director, Petrochem Middle East

## DUBAI CREATING OPPORTUNITIES AND LEVERAGING POTENTIAL FOR ASIA



**Dawood Rawat**, Chairman Emeritus, British American Investment Group, Mauritius; **H.E. Helal Saeed Almarri**, Director General, Dubai Department of Tourism and Commerce Marketing, UAE; **Raghav Bahl**, Founder, Network18, India

## HOSTS AND MODERATORS



**Richard Dean**  
Broadcaster, Journalist  
and Public Speaker



**Zain Verjee**  
Former Anchor,  
CNN International



**Sanjay Mirchandani**  
Senior Vice President and  
General Manager Asia Pacific  
and Japan, VMware



"It's a well-organised conference. I wish the ABLF Series all success and hope it will be more successful in the years to come."

**TAN SRI A K NATHAN**  
Executive Chairman and Group Managing Director,  
Eversendai Group of Companies, Malaysia



"I believe that the ABLF Series plays an important role in strengthening the connect and creating new linkages between the GCC and other Asian countries. I am delighted to be here and participate in this excellent Asian get-together."

**NAINA LAL KIDWAI**  
Executive Director, Board of HSBC Asia-Pacific;  
and, Chairman, HSBC India

"The ABLF Series is a great event, but I believe its focus on innovation, excellence and sustainable development is not just relevant, but absolutely integral to Asia's future."

**SADRUDDIN HASHWANI**  
Founder and Chairman, Hashoo Group, Pakistan



"The ABLF Leadership Weekend 2014 is a great platform, where leaders from Asia converge to discuss and debate on matters of global relevance. I am honoured to be taking part in the ABLF Series 2014; it, certainly, is a place that recognises leadership and promotes excellence."

**FAHD AL-RASHEED**  
Group CEO and Managing Director,  
Emaar Economic City, KSA




"It is my first time here and I am extraordinarily impressed by the kind of discussions we have had, the profile of the guests and the quality of the discourse."

**RAGHAV BAHL**  
Founder, Network18, India



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“ As we look ahead into the next century,  
leaders will be those who empower others. ”

- Bill Gates  
Technology Advisor, Microsoft;  
and, Co-chair, The Bill & Melinda Gates Foundation; USA

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*The ABLF Series is pioneered, produced and presented by*



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