



ASIA FORUM 2014  
KUALA LUMPUR



# LSE ASIA FORUM Kuala Lumpur 2014



John Watkins Plaza



The LSE Library

## About LSE

The London School of Economics and Political Science is a specialist university with an international intake of around 9,300 full-time students from 145 countries and a global reach. Its research and teaching span the full breadth of the social sciences, from economics, politics and law to sociology, anthropology, accounting and finance. Founded in 1895 by Beatrice and Sidney Webb, the School has an outstanding reputation for academic excellence. 16 Nobel prize winners have been LSE staff or alumni while over 30 past or present world leaders have studied or taught at LSE. Set up to improve society and to “understand the causes of things”, LSE has always put engagement with the wider world at the heart of its mission. From its location in the heart of London, the School links communities across the world, through formal academic partnerships to advisory work with governments and international organisations.

LSE has enjoyed a long and rich relationship with Asia. Many of the School’s finest students, at all levels, have come from the continent, bringing their unique experiences with them and enriching the intellectual and cultural life of LSE. Currently over one quarter of students are from Asia and there are over 9,000 alumni within the region. LSE has always sought not only to be a centre of academic excellence, but also to

contribute our knowledge to wider society. To this end, the LSE Asia Forum brings together senior academics from the LSE with eminent figures from the worlds of government, policy and business to discuss key current issues relating to globalisation, with a particular emphasis on Asia.

## LSE and Malaysia

LSE has a longstanding relationship with Malaysia and has Malaysian alumni dating back to the 1950s. Around 290 students a year from Malaysia come to study at LSE and there are now over 1,500 LSE alumni living in Malaysia. The LSE Alumni Group in Malaysia was founded in 1985 and is one of the largest alumni groups in Asia. The alumni group organises a range of intellectual, social, networking and professional development activities in Kuala Lumpur in which alumni can participate. The group has hosted lectures and panel discussion events with LSE’s academics including Danny Quah, Professor of Economics, and Dr Razeen Sally, former lecturer in International Relations. LSE’s alumni in Malaysia cover a wide range of roles in academia, business, civil society and government. LSE enjoys loyal support from its alumni in Malaysia and the group gave generously during the School’s last fundraising campaign for its flagship New Academic Building in Lincoln’s Inn



Fields and more recently we have received donations from Malaysian alumni towards 32 Lincoln's Inn Fields, the School's new home for Economics.

### What is the LSE Asia Forum?

The LSE Asia Forum is an important and very public part of the School's strategy to enhance its long standing relationship with the rapidly developing Asian region. This strategy in Asia forms part of the School's wider international strategy, which has at its core the building of deep and sustainable alliances and partnerships as a means of broadening research and teaching offerings, contributing its knowledge to Asian societies and enhancing the School's international reputation.

Sponsors of LSE Asia Forums have gained reputationally by association with high profile events led by a world-famous academic institution of the highest quality, and by access to the senior government, business and other prominent figures involved in the programme.

As one of the world's top social science universities, LSE has been at the forefront of the analysis of globalisation and is the alma mater of many public leaders in Asia. The LSE Asia Forum is a unique opportunity to bring together LSE's key partners in the region.

Asia's growing importance, in particular the emergence of India and China as important partners in managing the dynamics of globalisation and growth, has motivated LSE to convene forums in Asia.

While much public debate and commentary focuses exclusively on the commercial opportunities offered by the growth of India and China, the investigation of future global governance and policy challenges and opportunities created by Asia's success is equally important.

LSE's mission has always been to provide rigorous analysis of human development and to offer research-based intelligence aimed at informing sound policy choices and business strategies. Given the multi-faceted challenges now facing the world, LSE believes that Asia must be an important contributor to global development and governance.

The LSE Asia Forum provides an opportunity for analysis of different perspectives on the economic, social, political and cultural contributions Asia is making to global development.



Asia Forum



*Dato' Seri Abdullah Ahmad Badawi, then Prime Minister of Malaysia, speaking at LSE campus in London, January 2007*



Mr Yang Jiechi, Foreign Minister of People's Republic of China, Beijing 2010



Singaporean Prime Minister, Mr Lee Hsien Loong, Singapore 2008



Deputy Governor of the People's Bank of China, Madame Hu Xiaoling, Beijing 2010

# Forum Details

## Forum Objective

To provide a platform to discuss the key issues facing Malaysia and Asia within a community of policy leaders, academics, business and civil society leaders.

## Delegate Information

- The Asia Forum is open to attendees by invitation only
- We attract up to **550 participants** including a **range of opinion leaders and policy makers from across the region and the world** and **senior alumni from LSE**

## Venue Information

- The Asia Forums are always held in 5\* venues, providing a comfortable environment for both delegates and speakers

## PR Information

- Asia Forums have attracted extensive publicity and are widely reported
- Discussions from the Asia Forum have helped inform policy decision making in relation to human capital, economics and trade
- Publicity and media relations for the event including profiling of sponsors involved will be given a high priority

## Associated Events

There are many associated events to the Asia Forum which include:

- Alumni Reception (previous day)
- Gala Dinner (previous day)
- Speakers' Dinner (Asia Forum day)
- Graduation of LSE students from Asia (previous day)

## High Profile Speakers

As well as attracting high profile speakers to the Forum we have a proven success record of attracting senior politicians. LSE has always extended an invitation to the Forum to the head of government in the host country or territory.

## Beijing 2010 – China and the World: the Challenges of Change

- Mr Yang Jiechi, Foreign Minister of People's Republic of China
- Liu Mingkang, Chairman of the China Banking Regulatory Commission
- His Royal Highness The Duke of York

## Singapore 2008 – The Politics of Knowledge

- Singaporean Prime Minister Mr Lee Hsien Loong
- Finance Minister Mr Tharman Shanmugaratnam

## Delhi 2006 – Challenging Globalisation: reform, governance and society

- Indian Prime Minister Mr Manmohan Singh
- President APJ Abdul Kalam

## Hong Kong 2005 – Managing the Dynamics of Growth

- Hong Kong Chief Executive Mr Donald Tsang

## Bangkok 2004 – Asia: the future for the world economy

- Thai Prime Minister Thaksin Shinawatra
- Foreign Minister Surakiart Sathirathai

## Previous Sponsors

### Beijing 2010 – China and the World: the Challenges of Change

China Institute of International Studies (CIIS), Lehman Brown, Michael S.K. Tong, TCC Group, Professor Saw Swee Hock, Giti and City of London.

### Singapore 2008 – The Politics of Knowledge

Professor Saw Swee Hock, Singapore Exchange, Thai Beverages, Les Amis.

### Delhi 2006 – Challenging Globalisation: reform, governance and society

Tata, Standard Chartered, State Bank of India, ICICI Securities, Oriental Bank of Commerce, Punjab National Bank, and Kotak.

### Hong Kong 2005 – Managing the Dynamics of Growth

Hong Kong Stock Exchange, EDS, Cathay Pacific.

### Bangkok 2004 – Asia: the future for the world economy

Bank of Thailand, Hotel Plaza Athenee, Bank of Asia and Thai International Airways.

# LSE Asia Forum **Wednesday 2 and Thursday 3 April 2014**

**Main event:** Thursday 3 April 2014

## Focus

The 6th LSE Asia Forum in Kuala Lumpur on 2-3 April 2014 will address a wide range of issues, which are of deep interest to policymakers and wider society. The emphasis will be on the expertise LSE can contribute to society in areas such as finance; banking; risk management; financial regulation; life after the economic crisis and growth and development.

## Speakers

The conference will feature speakers from Malaysia and other Asian countries as well as from LSE, allowing a global perspective to be developed on these important themes. Nobel Laureate and LSE Professor of Economics and Political Science, Christopher Pissarides, will be participating in the Asia Forum 2014. Other speakers are currently being confirmed but will be of the highest calibre, consistent with previous LSE Forums and events, to create a unique level of intellectual interaction and discussion at the most senior level.

Very senior political figures from Malaysia will be invited; most previous Forums have been opened or addressed by the Heads of State or Government of host locations (or in Beijing, the Foreign Minister, who is an alumnus of LSE).

## Attendees

Up to 550 participants are expected to attend the main Forum on 3 April. Events on the previous day will include a graduation ceremony (around 300 students and parents) and events for around 300 LSE alumni including a drinks reception and gala dinner (150 attendees).

## Topics

There will be four main discussion panels. Specific topics for discussion are to be finalised. To view past Asia Forum topics, please visit [lse.ac.uk/LSEAsiaForum](http://lse.ac.uk/LSEAsiaForum)



*Indian Prime Minister,  
Mr Manmohan Singh, Delhi 2006*



*William Lo, chair of Friends of LSE in Hong  
Kong, meets Donald Tsang, Hong Kong  
Chief Executive, Hong Kong 2005*



*Deputy Governor of China's central  
bank, Dr Zhu Min, Beijing 2010*





Nobel Laureate and LSE Professor of Economics and Political Science, Christopher Pissarides, speaking at LSE in 2010



Press conference with OP Bhatt, Chairman of the State Bank of India, Delhi 2006

# Media Impact and Reach

LSE and its work have a high media profile around the world. LSE will promote the Asia Forum heavily before, during and after the event. Some indications of our reach are as follows:

- In 2010, all four topics covered in the Asia Forum received media coverage and a total of 70 journalists from 54 press agencies attended
- One month after the Beijing 2010 Forum, a total of 90 media pieces had been distributed relating to the event and the topics covered. Most reporting was in Chinese, allowing us to reach a much larger audience in China
- In Singapore 2008, 137 press articles/publications came as a result of the Asia Forum; just one of these clippings was from a review in *The Straits Times* – a print newspaper with a readership of 1,165,500
- The Asia Forums have attracted extensive publicity in the form of TV, radio, print and online. Media outlets have included: BBC World Service, CCTV (China Central Television), *The Guardian*, *Global Times*, *China Post*, CRI (China Radio International), Channel News Asia, *Business Today* – India, *Manila Standard Today*, *Calcutta Telegraph*, *The Age* – Australia, *Financial Times* and *The Times*
- Beijing 2010 feedback demonstrated that 99 per cent enjoyed the event and agreed they would attend another similar event in the future (this is based on everyone who completed the post event survey)
- The high profile speaker attendance we receive at the Asia Forums provides delegates with an exceptionally positive image of the event and its supporters. Participation of Nobel Prize Laureate and LSE Professor of Economics and Political Science, Christopher Pissarides, has already been confirmed for the Asia Forum 2014.

## Social Media

- LSE has over 65,000 Facebook followers at [facebook.com/lseps](https://facebook.com/lseps) and over 29,000 Twitter followers – [@lsepublicevents](https://twitter.com/lsepublicevents) and [@lseasiaforum](https://twitter.com/lseasiaforum)
- LSE public events are of enormous interest to a global audience. Our audio-visual (rich media) recordings of these received over 26 million hits in the last academic year 2011/2012: See: [lse.ac.uk/events](https://lse.ac.uk/events)  
The LSE Asia Forum 2014 proceedings will be available for free and unrestricted download at the above mentioned link
- Rich media hits of the LSE 2010 Asia Forum files totalled 85,436 within the first month, rising to 163,759 after six months\*
- Rich media hits for the academic year 2010/2011 totalled: 16,025,338 whilst rich media hits for academic year 2011/2012 totalled: 26,389,082\*

\* The measure used for podcasts is "hits" (requests received by our server for the file). Actual downloads/plays are lower than hits, possibly by one or more orders of magnitude. It is not currently possible to say how much lower.



"The LSE Asia Forum provides a unique platform to address key issues of public policy in Asia."

Robin Hoggard,  
Director of External Relations



# Further Information

Further information on past LSE Asia Forums can be found at  
[www.lse.ac.uk/LSEAsiaForum](http://www.lse.ac.uk/LSEAsiaForum)

## Contact

If you require further information please contact:

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*Stephen Roach, Chairman of Morgan Stanley Asia; Liu Mingkang, Chairman, China Banking Regulatory Commission and HRH The Duke of York in discussion during the plenary session in Beijing 2010. All photo captions, including positions and job titles were correct at the time of event depicted. Please note some positions and speaker titles may have now changed.*