

HER EXCELLENCY DATIN PADUKA SERI ROSMAH MANSOR OFFICIALLY OPENS 2ND ANNUAL WOMEN IN LEADERSHIP ASIA FORUM

Kuala Lumpur, 15 February 2012 — Her Excellency Datin Paduka Seri Rosmah Mansor, Wife of the Prime Minister of Malaysia, performed the opening of this year's Annual Women in Leadership Asia Forum in Kuala Lumpur today.

“As a patron, it's my pleasure to welcome you to the 2nd WIL Forum Asia. I would like to congratulate the organisers for getting speakers for women progress in business. I would also like to congratulate the initiator of the Women in Leadership series and Chief Executive Officer of naseba group, Sophie Le Ray”. Her Excellency mainly focused on “game changers” by saying “we need to focus on game changers, who mainly change the way business is done, such as Steve Jobs, Bill Gates and the like. They transformed the business landscape. All the game changers are men, and I call for more women to become part of this group”.

The two-day forum is organised by French business information group naseba, and is hosting Asia's most prominent leaders, key industry figures, and senior representatives from leading organisations. Attendees are discussing women's advancement through education, specific initiatives, mentoring and support.

Creator of the Women in Leadership series and CEO of naseba, Sophie Le Ray remarked: “We are privileged to have Her Excellency Datin Paduka Seri Rosmah Mansor to open this year's forum. This women's platform holds three main goals; to inspire, influence and innovate. We are all present here because of a shared vision of the success of women and its impact in Asia.”

The day's first panel discussion entitled “The making of a leader, a C level discussion” examined how personality plays a crucial role in developing a desire to lead. The 60-minute debate was led by Eva Cheng, Chairman of Amway China.

She emphasised that: “never be shy to make new friends, you need to always be yourself, be your best mentor. When you make a mistake, don't stop, just reflect on it and move on. Believe that the best gets better all the time”.

According to Eva Cheng, three main attributes contribute to leadership: “lead with passion and find joy, lead with respect for people around you, and lead with a vision for the future”.

The impact and importance of social circles and support groups in the success of individuals was also covered at length. Sung-Joo Kim, Chairperson and Chief Visionary Officer of Sung Joo D&D reasoned: “my main mission was: help women to excel, fight against corruption, and how to compete with giant companies while my company was still at its first steps”.

She advised the crowd to “stand up for your rights, be brave, follow your heart, and take responsibility for your actions”. She concluded her speech by stressing on the following points: “set a woman’s game, have emotional discipline, and time urgency”.

UmranBeba, President of Asia Pacific in Pepsico, concluded the morning session during a keynote that considered the effects of leading by example. The issue of having high-potential women over-mentored and under-sponsored is one that needs to be focused on in today’s business world she explained. “Women must be encouraged and supported as they progress in their careers and that is why the role of mentors and sponsors is crucial”.

The afternoon session featured keynotes, group discussions and case studies and drew to a close with the WIL Asia Awards Ceremony and networking Gala Dinner.

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