



GLOBAL CEO PROGRAM: ASIA WEEK | SINGAPORE & INDONESIA

A Transformational Journey



GLOBAL CEO PROGRAM: A TRANSFORMATIONAL JOURNEY

Module 2

North America
PHILADELPHIA, USA
March 8-13, 2015



- How do you develop marketing strategies for empowered and skeptical consumers?
- How do you achieve profitable growth in this uncertain and complex environment?
- What are the implications of the financial crisis to the financial decisions of a firm?
- How can organizations rethink their innovation processes?

Module 1

South America
SAO PAULO, BRAZIL
November 9-14, 2014



- What are the factors shaping the global landscape?
- How do you measure the impact of new business models on your growth strategy?
- Do you have a digital strategy?
- How do you transform your organization by developing a change management initiative?
- How can you take cross-border differences into account as you define strategies?

LEADING GLOBAL CHANGE

Achieve Profitable Growth
in an Uncertain and
Complex World.

Join the Global CEO Program
and Lead the Way to New
Opportunities.

The **Global CEO Program: A Transformational Journey (GCP)** is the joint initiative of three top-ranked business schools – IESE Business School, the Wharton School and CEIBS – with an overarching theme of identifying opportunities and challenging current business models in today's fast-changing business world. A key feature of the success of this program is the Cross-Program Project. Throughout the course, executives will analyze a business challenge that is currently affecting their company and develop an action plan with valuable input from peers and faculty experts.

The GCP consists of three non-consecutive 1-week residential modules in Sao Paulo, Philadelphia and Shanghai. It now features a unique 1-week module in Singapore and Indonesia that offers participants an invaluable opportunity to expand their professional networks, exchange valuable insights with senior executives from around the world and gain firsthand experience in emerging economies. Asia Experiential Week is presented in cooperation with the Human Capital Leadership Institute of Singapore.

Learn more at www.iese.edu/gcp

Module 3

Asia
SHANGHAI, CHINA
May 31-June 5, 2015



- How can you expand your global footprint in an increasingly competitive and shrinking world?
- Which are the hidden factors to build effective cross-cultural organizations?
- Is your company ready to transform itself and adopt the new way of doing business?
- What role does corporate governance play in structuring your organization?

GCP Asia Week

SINGAPORE
September 21-23, 2014

INDONESIA
September 24-26, 2014



Complementing the core program modules, participants have the opportunity to take part in an international experiential module in Asia, which is held in Singapore and Indonesia.

Asia's economic growth trajectory presents tremendous opportunities for business. Business leaders from across the world are increasingly seeking a deeper understanding of the complexity of the region. What is the geopolitical, social, economic, and technological landscape in Asia? What are the key drivers shaping the Asia growth story? The GCP Asia Week brings together the best of business, thought and

government leaders for their multiple perspectives. Participants will engage in intimate dialogues with thought leaders, government leaders, and senior executives from leading Asian firms on the world and Asia, business strategies and leadership implications.

This module will deepen participants' understanding of the complex leadership capabilities required to lead in fast growing Asia, while providing practical insights on how investors and companies operate in two critical regions – the global hub of Singapore and rapidly developing Indonesia.

ABOUT IESE BUSINESS SCHOOL

IESE is consistently ranked among the world's leading business schools, delivering top-ranked management development programs at locations around the world. Our global reach goes well beyond the school's campuses and facilities in Barcelona, Madrid, Munich, New York City and Sao Paulo. Over the past 50 years, we have offered a full range of Executive Education programs that provide stimulating multi-cultural learning environments to help business leaders develop a global mindset and make a positive impact on society.

Learn more at www.iese.edu

ABOUT HUMAN CAPITAL LEADERSHIP INSTITUTE

Asia Experiential Week is presented in cooperation with the Human Capital Leadership Institute of Singapore, a national center of excellence with the mission to help organizations accelerate human capital and leadership development in Asia for a globalized Asia.

Learn more at www.hcli.org



GLOBAL CEO PROGRAM ASIA WEEK 2014

The Global CEO Program (GCP) Asia Week is dedicated to deepening the understanding of business, leadership and human capital issues for a new and globalizing Asia. In particular, Southeast Asia's economic growth trajectory, primarily led by Indonesia, presents tremendous opportunities for business growth. Yet, finding the right formula to harness the potential is challenging, given Asia's diversity and complexity. Indonesia alone is a fragmented archipelago with more than 6,000 inhabited islands.

An optional module in the overall GCP by IESE, Wharton and CEIBS, the GCP Asia Week offers an exclusive group of business leaders the opportunity to join GCP alumni in gaining insights into the ASEAN market. Organized by the Human Capital Leadership Institute (HCLI), Singapore's leadership think tank, in collaboration with IESE, the GCP Asia Week assembles an esteemed group of political leaders, thought leaders and industry champions to share their insights on ASEAN's macro-economic and geopolitical developments, and implications for business.

Through interactive dialogues, rigorous debates and on-the-ground company visits, participants will meet a diverse mix of policy makers, innovators, and executives running high-growth businesses in two contrasting Southeast Asian locations (Singapore and Indonesia). Through the synthesis of multiple perspectives and forging of multiple connections, the GCP Asia Week seeks to help participants uncover emerging opportunities in Southeast Asia - and translate these into global business realities.



Leadership from a Globalized Asia

A globalized Asia is coming into its own. Not just in terms of economic prowess or geo-political prominence, the region has rich leadership insights to offer to the world.

GCP Asia Week is not about pure information – it is about real insight.

By distilling multiple perspectives and trends, themes are synthesized for business application. This facilitates businesses and their leaders to tap on opportunities while navigating challenges in a diverse and complex Asia.

GCP Asia Week connects people.

Multiple networking platforms are built into the program for the forging of strong ties and collaboration opportunities among participants, and with the faculty. The cross learning and relationship building across industries and geographies will not end with the week. Participants will become part of an exclusive alumni network to continue the learning journey.

In our interconnected, global world we see increasing intersections of interests, hopes and ambitions. These intersections – between governments and industry, communities and businesses, developed and emerging economies – play out more strongly in the rapidly growing ASEAN region, creating exciting opportunities and new challenges. With the continuing rise and influence of high growth markets, the re-invention of developed markets and the emergence of a digital generation, how best can business leaders bridge these worlds to ensure continued growth and sustainability?

AT GCP ASIA WEEK, WE EXPLORE OPPORTUNITIES IN THE REGION AND CONSIDER HOW ORGANIZATIONS AND INDIVIDUALS CAN RESPOND.

LEADERSHIP IMPLICATIONS

Ultimately, strategy and organizations are driven by people and leaders. What does the face of ASEAN's human capital look like? What competencies, aspirations and motivations do they have, and how can organizations better understand and harness this to help grow their business in this market and beyond? The GCP Asia Week also reviews the employability and other talent-related gaps in the region, and showcases how the best companies are working to bridge them. There are certainly differences between East and West, and the developed and emerging worlds. Yet, distinct differences exist within Southeast Asia too. Indeed, the differences in leadership approach and leadership style can be even greater within this region. The GCP Asia Week paints the leadership mosaics across Asia to help you become the effective Global-Asia leader.



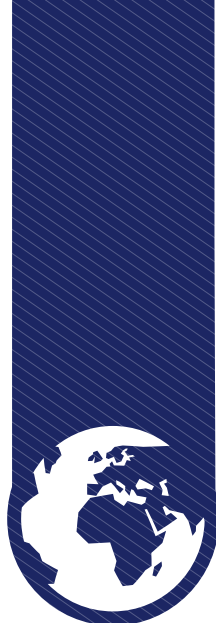


THE WORLD AND ASEAN

Developments are surely afoot in ASEAN, the ASEAN Free Trade Area being a key element that will unleash many business opportunities. The GCP Asia Week delves into the global implications of ASEAN as a rising economic bloc. In addition, it also examines the relationships and connectivity within ASEAN and the broader Asia region. How successful has Singapore been at positioning itself as the East-West bridge, and the hub of Asia? Will populous, fast-growing Indonesia become a global superpower in future? How will the geopolitics, economics and demographics play out on the world stage, implicating your business?

STRATEGY FOR GROWTH

With an understanding of emerging trends and future scenarios established, the GCP Asia Week helps participants connect the dots to their business and organizational strategy. Are new business and innovation models required in emerging markets? Will these models be exported as disruptive innovations to the rest of the world? In confronting the complexity and ambiguity of emerging Southeast Asian markets, can collaborations with government, community and other ecosystem stakeholders be a solution? Through company case examples and site visits in Singapore and Indonesia, the GCP Asia Week uncovers effective practices that may just be transferrable to your own organizational context. Dialogue with local business leaders, entrepreneurs, and policy makers help participants understand what it takes to build a successful business here.



GLOBAL
BUSINESS IS
NOW WATCHING
SOUTHEAST ASIA
VENTURE INTO
THE GCP ASIA
WEEK



PARTICIPANT PROFILE

The GCP Asia Week is designed for CEOs, owners, presidents, board members, top-tier executives and chief decision makers with 10 to 15 years of general management experience in companies with global or regional operations. They should be fluent in English for business purposes and willing to share their experiences, viewpoints and expertise with fellow participants and to challenge their current business models. The goal is to assemble an exclusive group of top executives who present diverse companies and industries, have a proven track record of leading and implementing strategic change, and exhibit high potential for contributing to and enriching the program experience.

DATE

Singapore - September 21-23, 2014
Indonesia - September 24-26, 2014

APPLY NOW

Candidates can apply online at
www.iese.edu/gcp

PROGRAM FEE

The program fee of US\$11,500 (not including GST) covers tuition, all reading and classroom materials, accomodation, ground transportation, and most meals. Social activities and incidentals are not included.

CONTACT US

Michelle Wang

Human Capital Leadership Institute
T: +65 6872 9832
E: michellewang@hcli.org

Carlos P Hornstein

IESE Business School
T: +1 646 346 8826
E: chornstein@iese.edu



human
capital
leadership
institute

SINGAPORE

20 Harbour Drive
PSA Vista #07-03
117612

www.hcli.org



IESE
Business School
University of Navarra

BARCELONA

Av. Pearson, 21
08034
Spain

MADRID

Camino del Cerro
del Aguila, 3
28023
Spain

NEW YORK CITY

165 W. 57th Street
NY 10019-2201
USA

MUNICH

Pacellistr, 4
0333
Germany

www.iese.edu/gcp