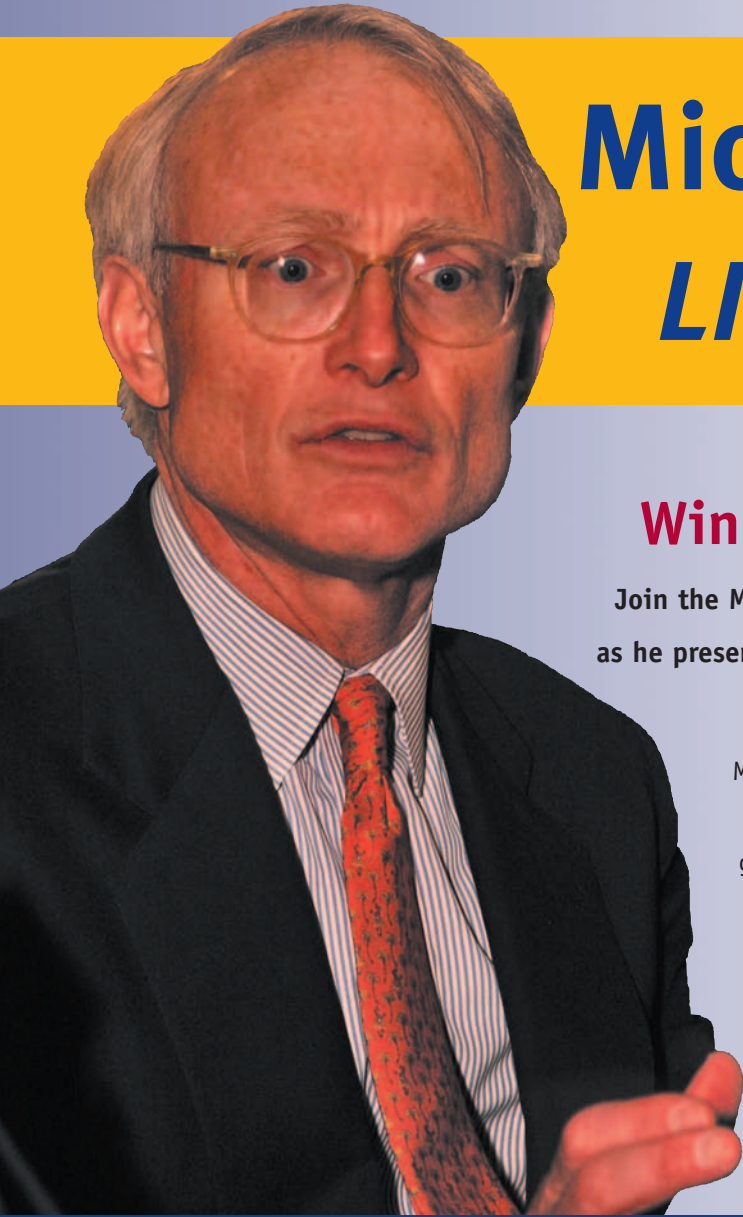


Porter to Share his Latest Thinking on Competitive Strategy, Economic Development and Current Thai Competitiveness, LIVE in Public for the first time

EARLY BIRD OFFER

Register and pay before
3 June 2005 and SAVE!

- See back page for details



Michael E. Porter *LIVE IN THAILAND*

Winning Competitive Strategies

Join the Master of Competitive Strategy and Economic Development as he presents a one-day event adapted specially for the Thai market

Michael Porter, the world's most respected business-school professor will share with you the latest unpublished material on strategy, global competitiveness and an in-depth focus on the current status of Thailand's competitiveness.

"The essence of strategy is that you must set limits on what you're trying to accomplish. The company without a strategy is willing to try anything. If all you're trying to do is essentially the same thing as your rivals, then it's unlikely that you'll be very successful."

- Michael Porter

11 JULY 2005, PLAZA ATHENEE, BANGKOK

Ranked No1 in Accenture's ISC list of the world's most important business thinkers and writers

"Seeing, hearing and understanding the master of competitive strategy up-close and personal was simply inspiring."

J Raavenan, Marketing Manager, Sachs Southeast Asia

"Michael Porter's style, enthusiasm and obvious grasp of his subject produced a unique experience – difficult to replicate."

Susan Tarling, HR Manager RAC Motoring services

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Register NOW by calling: +66 2 622 2371-3 **Fax:** +66 2 622 2374 **Email:** marketing@iccthailand.or.th **Web:** www.iccthailand.or.th

On July 11th 2005, Professor Michael Porter will present his ground-breaking ideas live and in person in Thailand for an intensive full-day event. Porter will show you how to radically overhaul conventional business thinking and explain why existing rules that govern competition need to be updated and replaced by useful management tools.

Using sophisticated statistical research and powerful analytical techniques, he clarifies the need for leaders to consistently evaluate their company's competitive position, explaining how to implement the necessary steps to stay ahead of the competition and ensure critical, long-term success.

Porter's exceptional wisdom on sustaining competitive advantage will encourage you to translate and deliver your strategy using state of the art management tools. To gain a competitive advantage you will need to redefine your strategy choices appropriately from the outset.

What you will learn:

- The Economic Foundations of Competition
- Principles of Strategy
- Developing a Strategy
- Strategy for Diversified Business Groups
- Thai Competitiveness: The Role of Business

Recently, Michael Porter extensively reviewed competitiveness in the Southeast Asian region, working alongside government and leading businesses in Thailand. You will take away fresh knowledge and insights to inspire and redefine your strategic role within today's fiercely competitive economies.

Porter will emphasise the need for Thailand to create a new strategy to move the economy to the next level, building on strong progress over the last two decades. He will provide a framework which redefines the roles of government and the private sector in economic development, and suggest initiatives for strengthening competitiveness in Thailand.

"If you want to make a difference as a leader, strategy is essential."

"Strategy, operational effectiveness are the words of the future."

Alan C Simmons, Head of Admin & Finance, Marine Department of Sabah

"A fresh and new look into competitive strategy."

G Fernandez, SNM KL

"It makes you rethink what you do on a daily basis and challenge the conventional thinking in your company."

Nina E.Larsen, Project Team Leader, Ford Motor Company



WHY THIS EVENT IS FOR YOU

This event is unique from any other in Thailand this year.

Delegates will:

- Identify the strategic economic components which underpin superior profitability
- Recognise and refine the strategic role of your business and how you can increase its competitiveness within the strategic framework
- Learn how the role of business can accelerate Thailand's competitiveness in the new economy.

THE BENEFITS OF ATTENDING

- See today's **leading** strategic authority LIVE and in person for the first time in Thailand
- Hear brand new, unpublished material from Porter's book due out in 2006
- Network with the highest-level decision-makers in Thailand
- Discover new thoughts which prove the benefits of a long-term strategy despite today's high velocity business environment.

WHO SHOULD ATTEND?

Organisations and senior managers working in both private and public spheres with responsibility for strategy, planning, business development, forecasting, business analysis, economics, marketing and finance will gain considerable knowledge and expertise from this event.

Specifically,

- Chief Executive Officers
- Chief Operating Officers
- General Managers
- Senior Department Managers
- Vice-Presidents
- Senior Government Executives and Academics.
- Chief Information Officers
- Directors
- Managing Directors
- Presidents
- Strategic Planners

When will you have a better opportunity to learn from the world's leading authority on strategy which could potentially inspire a new business approach?

***Hear about the latest winning strategies never presented before!
Brand new material previously unreleased!***

ABOUT LEADING MINDS

LEADING MINDS has carved out a unique niche for itself by presenting thought leaders in different areas of management and leadership throughout the world. We specialise in bringing the latest thoughts and ground-breaking ideas to top management, always presented live by the pre-eminent international business authorities themselves.

► HEAR FROM THE WORLD'S MOST INFLUENTIAL THOUGHT-LEADER ON WHAT HE HAS TO SAY ABOUT MOVING THAILAND'S ECONOMIC STRATEGY TO THE NEXT LEVEL

ABOUT MICHAEL PORTER



Professor Michael E. Porter is the Bishop William Lawrence University Professor, based at Harvard Business School. His ground-breaking ideas on competitive strategy and economic development are taught in virtually every business school in the world. He is the author of 16 books and over 100 articles, including, 'Competitive Strategy: Techniques for Analyzing Industries and Competitors'; 'Competitive Advantage: Creating and Sustaining Superior Performance'; 'On Competition'; 'The Competitive Advantage of Nations' and 'Can Japan Compete?'

He has received countless awards and honours and has served as an advisor on competitive strategy to numerous leading U.S. and international companies, including Procter and Gamble, Shell, Credit Suisse First Boston, DuPont and AT&T. He sits on the board of directors of various large corporations and on several advisory boards of emerging companies and community organisations. His brilliantly researched and well-argued models of competitiveness have been translated into seventeen languages and printed over 50 times. Porter has recently reviewed Thailand's competitiveness and regularly speaks widely on competitive strategy and international competitiveness to business and government audiences throughout the world.

Key credentials and awards

- Created the groundbreaking concept of the value chain
- Captured the complexity of industry competition in five underlying forces
- Identified the fundamental determinants of national competitive advantage in an industry and how they work together to give international advantage
- Winner of Harvard's David A. Wells Prize in Economics for research in industrial organization
- Winner of the George R. Terry Book Award of the Academy of Management in 1985 as the outstanding contribution to management thought for his book *Competitive Advantage* (1985)
- Four first place McKinsey Awards for the best Harvard Business Review article of the year
- Editor of The World Economic Forum's annual *Global Competitiveness Report*, which evaluates the potential for sustained economic growth of over 100 economies and ranks them accordingly. Since its first release in 1979, the Report has become the most authoritative and comprehensive study of its type.

EVENT PROGRAMME

MICHAEL PORTER LIVE in Bangkok

Monday 11th July 2005

Module 1: The Economic Foundations of Competition

- How managers think about competition
- Setting corporate goals
- Analyzing the industry
- Strategic economics: components of superior profitability

Module 2: Principles of Strategy

- The five tests of a good strategy
- Defining a unique value proposition
- Why do good companies have bad strategies?

Module 3: Developing a Strategy

- Defining the right businesses
- Finding a unique strategic position
- How to grow successfully
- Internationalizing the strategy
- Organizing for strategy: structure, incentives, measurement, communication

Module 4: Strategy for Diversified Business Groups

- The strategic logic of successful diversification
- Defining strategy for the overall group
- Choosing new businesses to enter
- Organizing to achieve synergies between units

Module 5: Thai Competitiveness: The Role of Business

- What makes a nation competitive?
- Where does Thailand stand in 2005?
- The economic agenda for Thailand
- The private sector's role in competitiveness
- The social responsibility of business

Timings

8.00	Registration begins
9.00	Official opening
10.30 - 11.00	Mid-morning coffee break
12.45 - 14.00	Lunch
15.15 - 15.45	Afternoon coffee break
17.00	End of event proceedings

PREVIOUS DELEGATES

Nearly 1,000 senior management executives from various disciplines have already benefited from Porter's appearances in South East Asia, including:

- AC Nielsen
- Alexander Forbes (Singapore)
- Asia Pacific Breweries
- B Braun Medical
- Bangkok Synthetics
- Bank Negara Malaysia
- Berjaya Group
- BP China
- BP Singapore
- Bumiputera-Commerce Bank
- Defence Science & Technology Agency
- DHL International
- Economic Development Board
- Ernst & Young
- Exxonmobil Asia Pacific
- Glaxo Wellcome Manufacturing
- IBM
- ING Insurance
- Inland Revenue Authority of Singapore
- Intel Technology
- JP Morgan Chase Bank
- KPMG
- Matsushita Electronic Components
- Mayban Finance
- Merck
- Motorola
- Nestle
- Permodalan Nasional
- Petronas
- Pfizer
- Procter & Gamble
- PwC
- Public Bank
- Sara Lee
- Schrodgers
- Shell Malaysia
- Singapore Police Force
- Standard Chartered Bank
- Sun Microsystems
- Telekom Malaysia
- Tenaga Nasional
- Unilever Asia

"Professor Porter makes a sophisticated subject (Strategy) simple and I will try to make it simpler when I implement it in my organisation."
Tan Chooi Khim, Sara Lee Malaysia

Michael E. Porter LIVE IN THAILAND

EG 208

Your VIP number is below. If there is no label please quote:
A B C D E F G H I J K L M N O P Q R S T

FIVE EASY WAYS TO REGISTER

By Telephone: +66 2 622 2371-3

By Fax: Complete and send this registration form to:
+66 2 622 2374

By Mail: Completed registration form together with payment to:
ICC Thailand
Board of Trade of Thailand Bldg
3rd Floor, 150/2 Rajbopit Road, Bangkok 10200 Thailand

By E-Mail: marketing@iccthailand.or.th

By Web: www.iccthailand.or.th

HOW MUCH?

	EARLY BIRD Register & Pay prior to 3 June 2005	STANDARD FEE
<input type="checkbox"/> INDIVIDUAL	43,000 + VAT	45,000 + VAT
<input type="checkbox"/> GROUP OF 3 OR MORE (per person)	33,000 + VAT	35,000 + VAT
<input type="checkbox"/> MEMBER DISCOUNT	36,000 + VAT	38,000 + VAT

Please indicate by ticking the appropriate box

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WHEN & WHERE

Michael Porter LIVE in Thailand
11th July 2005

Plaza Athenee, Bangkok

Wireless Road

Bangkok 10330, Thailand

Tel: +66 2650 8800 www.bangkok.lemmeridien.com

Accommodation at special rates has been reserved at Plaza Athenee, Bangkok for this event.
For reservations, please call +66 2650 8800

EASY WAYS TO PAY

Cheque, Enclosed is our crossed cheque for BHT _____
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Please debit my: VISA MASTERCARD

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Cardholders Name: _____

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Bank: Kasikorn Bank, Sao Chingcha Branch

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Then fax the transfer slip to +66 2 622 2374

Please include the delegate name, registration number and the conference code EG208 in the transmission details.

**YES please register me for Michael Porter Winning Competitive Strategies
LIVE in Bangkok – 11 July 2005**

For additional delegates please photocopy this form

1st Delegate Name: (Mr/Mrs/Ms)

Job Title:

Telephone: Fax:

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2nd Delegate Name : (Mr/Mrs/Ms)

Job Title:

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3rd Delegate Name : (Mr/Mrs/Ms)

Job Title:

Telephone: Fax:

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To assist us with future correspondence please supply the following details:

Approving Manager: (Mr/Mrs/Ms)

Job Title:

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Nature of business

LEADING MINDS specializes in organizing public events globally, with top business authorities – the leading minds. Speakers that appear at LEADING MINDS events are otherwise only available to their followers in book format or via satellite transmissions. The unique range of business visionaries that have spoken at seminars include Prof. Gary Hamel, one of the world's leading authorities on strategy, Prof. Robert Kaplan and David Norton, fathers of the Balanced Scorecard, and Tom Peters, the ultimate management guru.

The calibre of international management gurus speaks for itself. The quality of customer service and attention to the needs of clients is unrivalled, making attendance at a LEADING MINDS event a memorable and worthwhile experience. These factors make LEADING MINDS the clear strategic choice when companies are looking to integrate new initiatives with their own marketing efforts, to boost their corporate profile and sharpen their management skills.

For more information on the latest LEADING MINDS events, please contact Claire Barber, Business Manager, Asia Pacific

Phone +61 2 9923 5027 or

Email cbarber@leading-minds.com or

Visit our website at www.leading-minds.com

Disclaimer: Due to unforeseen circumstances, the programme may change and LEADING MINDS reserves the right to alter the venue

Substitution of Delegate(s): This is allowed provided the Institute is notified in writing of the name and designation of the new delegate(s) at any time prior to the commencement of the event.

Cancellation Policy: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund, less 10% administration charge, will be made for cancellations received in writing (letter, fax, email) up to two weeks prior to the event. Regrettably, no refunds can be made on cancellations made less than 15 days before the event.

IMPORTANT: Your reservation is only confirmed once FULL PAYMENT is received.

Upon receipt of your registration, we will issue an invoice, which must be paid no later than 3 weeks from the invoice date. **There will be no admittance to the event without prior full payment.**