



SungeiWay

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The Prime Minister, YAB Dato Seri Dr Mahathir Mohamad officiated the official opening of the World Leadership Conference organised by ASLI and Blanchard Training and Development Inc (BTD) at a glittering dinner on 22nd May 1994 at the Grand Ballroom of the new Legend Hotel, Kuala Lumpur. The opening dinner was hosted by Legend Hotel.

The Conference was attended by over 300 participants, including delegates from Brazil, Mexico, USA, Japan, Hong Kong, Singapore, Australia, Britain, Belgium, Denmark, Finland, Netherlands, Norway, Germany, Sweden and Malaysia.

Other VIP guests who attended the opening dinner were the Minister of Defence, YB Dato Seri Najib Tun Razak; Law Minister, YB Dato Syed Hamid Albar; Deputy Ministers, Mr Kerk Choo Ting and Dato Alex Lee; Armed Forces Chief General, Tan Sri Borhan; Secretary-General of Treasury, Tan Sri Sheriff Kassim; Director-General of Inland Revenue, Tan Sri Abu Bakar; several Ambassadors and High Commissioners and Captains of Industry as well as world-renowned expert on leadership, Dr Ken Blanchard.

In his opening address, the Prime Minister complimented ASLI for organising the World Leadership Conference as "it is indeed commendable that Malaysia could play host to so many experts on leadership and management." Dato Seri Dr Mahathir said that it is very timely to hold the World Leadership Conference for the first time in Asia "as we know that the 21st century will indeed be the Asian century. We are moving into an age of Asian leadership."

Prime Minister Officiates ASLI's World Leadership Conference



President of the SungeiWay Group & Director of ASLI, Dato' (Dr) Jeffrey Cheah presenting a souvenir to the Prime Minister.

Dato Seri Dr Mahathir spoke about the need to change and stressed the importance of managers and leaders to change their mind-sets, paradigms and attitudes. "It is therefore a mighty challenge for leaders to be able to motivate their followers with a vision that can provide strategic direction and then help them change their attitudes

and behaviours." Dato Seri Dr Mahathir lamented that leadership is a vital aspect of organisational development that seldom gets sufficient attention. The Prime Minister also touched on business ethics, creativity and innovativeness, education and training in his opening and keynote address.



Mr Ian Buchanan (behind), General Tan Sri Borhan Ahmad, General Tan Sri Hashim Ali, Datin Susan Cheah and Dato' (Dr) Jeffrey Cheah speaking with Dr and Mrs Marjorie Blanchard.