



**PRIME MINISTER  
MALAYSIA**

## **FOREWORD**

It is a tremendous honour for Malaysia to host the highly regarded International Herald Tribune's finance and investment conference, "Dawn of the New Decade: Alternative Investments in Asia" in Kuala Lumpur. This forum is the first of its kind and calibre in Asia and will provide high-ranking delegates from around the world an unparalleled opportunity to share their ideas and gather an unprecedented amount of intelligence about Asia's potential in developing alternative investments.

The International Herald Tribune is a globally renowned news organisation with an impeccable reputation for high-quality and balanced journalism. In collaboration with The London Speaker Bureau, they have pooled together some of the most recognized and internationally acclaimed financial, economic and business strategy experts to present and analyse issues such as the region's response to the financial crisis, the financial recovery, and the impact of financial reforms on investors.

Datuk Dr Zainal Aznam Yusof, one of Malaysia's foremost economists is featured on the stellar line-up of speakers, sharing the stage with Britain's celebrated industrialist, Sir Richard Branson, founder of the Virgin Group; best-selling author, international speaker, consultant and environmental activist Mary Buffet, daughter-in-law and protege of Warren Buffet, accepted by many as the world's most successful investor; and David Eldon, Chairman of the Dubai Financial Services Authority, to name a few.

With Malaysia's wealth management industry gaining momentum at an impressive rate, it is easy to see why Kuala Lumpur has been selected as the ideal venue for this very first finance and investment forum in Asia. Today, Malaysia is commanding attention through its strategic plan to quickly rise from a middle-income nation to a high-income economy, pursuing a better quality of life that is all-inclusive and all-encompassing.

In our renewed efforts to become a steadfast contender in the regional and global economic landscape, Malaysia has prevailed even in difficult times through diversification and hard work, without ever sacrificing its role as a responsible environmental custodian.

This is evident, for instance, by the surge of eco-tourism coming to Malaysia and by the government's commitment to developing renewable energy sources. I believe the backing and support of Malaysian corporations will go a long way towards making this forum a great success.

The people of Malaysia intend to set a precedent of success with this inaugural premier regional forum by attracting and engaging international investment experts, fund managers, business leaders and senior executives not just by touting the clear merits of attending, but by welcoming them wholeheartedly with our trademark traditional hospitality and celebrated progressive attitude.

A handwritten signature in black ink, appearing to be 'Najib', written over a horizontal line.

**DATO' SRI MOHD NAJIB**