Drive for Success

The inaugural *Forbes Forum: Asia's Power Business Women* was held on March 1, 2012 in Singapore. The forum coincided with the debut of the agenda-setting list, Asia's Power Business Women – a new entry in Forbes' stable of signature lists. The list highlights 50 of the most powerful women in business in Asia and 15 rising women to watch.

The forum gathered some 200 business leaders, including women who are members of the power list, to exchange ideas and strategies on issues related to business and leadership. The theme of the forum was *'Drive for Success'* – focusing on how women today are trailblazing their way to the top and driving dynamic change across different industries and fields.

In an opening address, Moira Forbes, Publisher, ForbesWoman, explained how the tradition of celebrating and covering women in business is part of Forbes' DNA. Ms. Forbes described how the first issue of Forbes magazine, founded by her great-grandfather, BC Forbes, in 1917, dedicated a department to women in business, two years before women had a right to vote in America. And given the global shift from the West to the East, Ms. Forbes said the Asia Pacific region is a hotbed for entrepreneurship and economic growth, and provides women with unprecedented opportunities. She also commented that their stories of success both inspire and empower future leaders.

Front Row *(Left to right) Wandee Khunchornyakong, Chairman & CEO, SPCG; Cecilia Zecha, Senior Director, Programming & Communications, Forbes Asia; Kyung H. Yoon, CEO, Talent Age Associates; Moira Forbes, Publisher, ForbesWoman; Rebecca Fatima Sta. Maria, Secretary-General (Trade), Ministry of International Trade and Industry of Malaysia; Susan Stautberg, Co-Chair & Co-Founder, WomenCorporateDirectors*

Second Row *(Left to right) Chew Gek Khim, Executive Chairman, The Straits Trading Company; Romi Haan, CEO, Haan Corporation; Roshni Nadar, Executive Director & CEO, HCL Corporation, Trustee of the Shiv Nadar Foundation; Kelly Zong, President, Hangzhou Wahaha Group; Umran Beba, President, Asia Pacific Region, PepsiCo; William Adamopoulos, President & Publisher, Forbes Asia; Doris Sohmen-Pao, Executive Vice-President (Administration), Yale-NUS College; Sung-Joo Kim, Founder, Sungjoo Group, Chairperson, MCM Holding; Walter Berchtold, Chairman Private Banking, Member of the Executive Board, Credit Suisse; Marcel Kreis, Chairman, Private Banking APAC, Credit Suisse*

The program featured four panel discussions which examined how women in politics and business faced challenges in their rise to the top, what it takes for women to build vibrant businesses as the founder entrepreneur or CEO, the expansive role of women in philanthropy, and women's unique relationship with success.

A brave new world *(Left to right) Susan Stautberg, Co-Chair & Co-Founder, WomenCorporateDirectors; Rebecca Fatima Sta. Maria, Secretary-General (Trade), Ministry of International Trade and Industry of Malaysia; Olivia Lum, Group President & CEO, Hyflux Group; Vedika Bhandarkar, Vice Chairman & MD, Credit Suisse Securities (India); Umran Beba, President, Asia Pacific Region, PepsiCo; Cecilia Zecha, Senior Director, Programming & Communications, Forbes Asia*

In the driver seat *(Left to right) Kelly Zong, President, Hangzhou Wahaha Group; Wendy Yap, President & CEO, Nippon Indosari Corpindo; Priya Paul, Chairperson, Apeejay Surrendra Park Hotels; Romi Haan, CEO, Haan Corporation; Vicky Bindra, President, Asia/Pacific, Middle East and Africa, MasterCard Worldwide; Moira Forbes, Publisher, ForbesWoman*

The power of giving *(Left to right) Roshni Nadar, Executive Director & CEO, HCL Corporation, Trustee of the Shiv Nadar Foundation; Laurence Lien, Chairman, Lien Foundation, CEO, National Volunteer & Philanthropy Centre; Melissa Kwee, Chairman, Millenia Hotel, Vice President, Human Capital, Pontiac Land Group; Claire Chiang, Chairperson, Banyan Tree Global Foundation; Cecilia Zecha, Director, Programming & Communications, Forbes Asia*

Beyond the boardroom: redefining success *(Left to right) Doris Sohmen-Pao, Executive Vice-President (Administration), Yale-NUS College; Sung-Joo Kim, Founder, Sungjoo Group, Chairperson, MCM Holding; Kyung H. Yoon, CEO, Talent Age Associates; Wandee Khunchornyakong, Chairman & CEO, SPCG; Chew Gek Khim, Executive Chairman, The Straits Trading Company; Moira Forbes, Publisher, ForbesWoman*

Besides being a platform to discuss and debate keys issues centering on women in business and leadership, the forum provided excellent opportunities for delegates to network within the Forbes community.

(Left to right) Sung-Joo Kim, Founder, Sungjoo Group, Chairperson, MCM Holding; Marcel Kreis, Chairman, Private Banking APAC, Credit Suisse; Moira Forbes, Publisher, ForbesWoman

(Left to right) Moira Forbes, Publisher, ForbesWoman; Kelly Zong, President, Hangzhou Wahaha Group

(Left to right) June Leong, Executive Director, China International Capital Corporation; Walter Berchtold, Chairman Private Banking, Member of the Executive Board, Credit Suisse

(Left to right) Umran Beba, President, Asia Pacific Region, PepsiCo; Romi Haan, CEO, Haan Corporation

(Left to right) Vedika Bhandarkar, Vice Chairman & MD, Credit Suisse Securities (India); Karan Singh Thakral, Executive Director, Thakral Group of Companies

(Left to right) Suthipak Chirathivat, Executive Vice President, Central Pattana; Claire Chiang, Chairperson, Banyan Tree Global Foundation

(Left to right) Adelena Shee, Executive Director, Raffles Town Club; Chew Gek Khim, Executive Chairman, The Straits Trading Company; Lito Camacho, Vice Chairman APAC, Country CEO, Credit Suisse

(Left to right) Olivia Lum, Group President & CEO, Hyflux Group; William Adamopoulos, President & Publisher, Forbes Asia

(Left to right) Laurence Lien, Chairman, Lien Foundation, CEO, National Volunteer & Philanthropy Centre; Trina Liang-Lin, MD, Templebridge Investments & President, UNIFEM

(Left to right) Melissa Kwee, Chairman, Millenia Hotel, Vice President, Human Capital, Pontiac Land Group; Mimi Maeloa, Director, Sinar Mas Capital Investment, Director, Golden Agri International; Suguna Madhavan, CEO, Firesong Initiatives; Vanessa Bergqvist, Vice President, Credit Suisse Hong Kong

(Left to right) Marcel Kreis, Chairman, Private Banking APAC, Credit Suisse; Wendy Yap, President & CEO, Nippon Indosari Corpindo; Cindy Qiu, Director of the Board, SB China Venture Capital

(Left to right) Sung-Joo Kim, Founder, Sungjoo Group, Chairperson, MCM Holding; Ruth Yeoh, Executive Director, YTL Singapore; Kwa Kim Li, Managing Partner, Lee and Lee Advocates and Solicitors

(Left to right) Susan Stautberg, Co-Chair & Co-Founder, WomenCorporateDirectors; Kyung H. Yoon, CEO, Talent Age Associates

(Left to right) Michelle Sassoon, President & COO, The Coffee Bean and Tea Leaf; Gay Chee Cheong, Board Director, Hyflux Group

(Left to right) Doris Sohmen-Pao, Executive Vice-President (Administration), Yale-NUS College; William Adamopoulos, President & Publisher, ForbesAsia; Rebecca Fatima Sta. Maria, Secretary-General (Trade), Ministry of International Trade and Industry of Malaysia

(Left to right) Paul Bradley, Chairman & CEO, Caprica International; Anne Eu, Chairman, Eu Yan Sang; Nguyen Hong, CEO, Asia Capital Enterprises

(Left to right) Maya Sinha, Executive Director, Core Projects and Technologies; Roshni Nadar, Executive Director & CEO, HCL Corporation and Trustee, Shiv Nadar Foundation; Naazneen Karmali, India Editor, Forbes Asia; Rama Sridhar, Vice President and Sr. Business Leader, MasterCard Worldwide