

The 5th Asian Leadership Conference 2014

Key Facts

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| Theme | One Korea, New Asia |
| Date | March 3-4th, 2014 |
| Venue | The Hotel Shilla, Seoul |
| Hosted by | THE CHOSUNILBO (Chosun Daily) Group |
| Partners | Samsung Electronics, Hyundai Motor Group, Korean Air |

What is the Asian Leadership Conference?

The Asian Leadership Conference serves as a platform for the pursuit of better solutions through the knowledge and insight of our speakers and participants. Since the inaugural event in March 2005 each conference has focused on different themes connected by one underlying goal: to confront the most pressing challenges of our era and to determine their best outcomes. Distinguished speakers from across the globe address over 1000 opinion leaders at each two day event. We strive for diversity and balance in our selection of politicians, corporate executives, academics, and high level government officials and if there is one characteristic that sets our forum apart, it is the way we deliver on our conference themes – by including and interweaving timely issues from a range of other fields and in global terms.

What is the upcoming conference about?

The event will comprise two tracks: 10 main Chapters, moderated debates between 4-5 speakers on a variety of topics; and 10-15 Chosun Lounge sessions, speeches delivered by one speaker to audiences of hundreds.

The main session will explore growth in the Asia-Pacific region and the integration of the Korean Peninsula. With the worldwide economy more dependent on Asian growth since the international financial crisis, growth in this peninsula and region is of concern to every global citizen. North Korea's denuclearization and reform and inter-Korean cooperation are vitally important aspects of this growth. We aim to visualize the future relationship between a unified Korea and the Asia-Pacific region by discussing the necessary political and economic transitions and the future direction of the Korean Peninsula.

In the Chosun Lounge and several main sessions we stretch out to myriad subjects across a variety of fields, with many speakers not directly involved in the political region. Speeches can entail personal success stories; they can offer advice or predictions for specific fields; they can involve any topic authentic to the speaker that is also relevant to the audience. When at all possible, we desire that speakers stretch their wisdom to Korea, and discuss their subjects in ways

relevant to the Korean peninsula. For example, should a speaker present on future internet trends in the Chosun Lounge, the speaker might also talk about how the internet has permeated South and North Korea and the influence of this permeation on the future of Korea. While such an approach is certainly not mandatory, we do hope to see topics connect and expand toward the main theme, thereby increasing their impact. We can discuss specific conditions, such as the subject and invitation fee, after confirmation of the schedule.

Then what are some benefits offered in this event?

- An exclusive interview in the Chosunilbo newspaper; the chance to extend influence in Korea.
- World's first conference conducted with the latest Samsung Tablet PC; audiences can vote at debates, participate in Q&As, and receive real time announcements.
- A Samsung Tablet PC is offered to each speaker/participant to keep permanently
- Connect with other carefully selected speakers; high quality and in-depth knowledge sharing.
- Networking opportunity with Korea's most distinguished businessperson, politicians and government regulators; VIP meetings, tea time, luncheon and book signing.

Who were the speakers, and what were the main themes in the past conferences?

4th (2013): Good Growth and Smart Welfare

Colin POWELL, Former US Secretary of State

FUKUDA Yazoo, Former Prime Minister of Japan

Tara HALONEN, Former President of Finland

Megawati SOEKARNOPUTRI, Former President of Indonesia

John RICE, Vice Chairman of GE

Kevin RUDD, Former Prime Minister of Australia

David RUBENSTEIN, Co-founder and Co-coo of Carlyle group

Steve CHEN, Co-Founder of YouTube

And 50 more speakers

3rd (2012): Capitalism 4.0: Searching for Post-Crisis Solution

Romano PRODI, Former Prime Minister of Italy

HATOYAMA Yukio, Former Prime Minister of Japan

Wimp KOK, Former Prime Minister of The Netherlands

Robert B REICH, Former U.S. Secretary of Labor

Laurence D. FINK, Chairman & CEO of Blackrock

Reed HASTINGS, Founder and Chairman of Netflix

Stephen SCHWARTZMAN, Founder of Blackstone

And 31 more speakers

2nd (2008): Leadership and Change

Paul Keating, Former Prime Minister of Australia

Eskom AHO, Former Prime Minister of Finland

OZAWA Ichiro, Leader of the Democratic Party of Japan

Ferdinando BECCALI-FALCO, President of GE International

Jim ROGERS, Founder of Quantum fund and investment guru

Stephen GREEN, Group Chairman of HSBC Holdings plc

John WONG, Asia Pacific Chairman of Boston Consulting Group

And 31 more speakers

1st (2005): Cooperation and Rebuilding After Tsunami

Jim BOLGER, Former Prime Minister of New Zealand

Henry KISSINGER, Former US Secretary of State

Ivor RICHARD, Former UK Permanent Representative to the UN

Megawati SUKARNOPUTRI, Former President of Indonesia

David ELDON, Chairman of HSBC Limited

John ELKINS, Executive Vice President of Visa International

Nicholas MOORE, CEO of Macquarie Investment Group

And 48 more speakers

Who is hosting this conference?

THE CHOSUNILBO Media Group is regarded as the most influential media group in South Korea. According to the Korea Audit Bureau of Circulations research statistics last November, THE CHOSUNILBO ranks 1st in the Korean newspaper market with a circulation of 1.77 million. THE CHOSUNILBO first hit the newsstands in 1920 and is now the oldest newspaper still in circulation. The title arose from the old name of Korea, 'Chosun (朝鮮)', a dynasty that prospered for over 500 years. It is sold nationwide and its readership transcends political shade and color in comprising executives of large and small companies, social workers and students.

Despite the rapidly changing media landscape of today, THE CHOSUNILBO strives to uphold traditional values of journalism: accuracy and fairness in articles, in-depth views on current affairs, and lucid editorials. Other major subsidiaries of Chosun Media include several magazines, book publishing, and television. TV Chosun was launched nationwide in 2011, and our many programs and news broadcasts bring a new paradigm and freshness to the Korean news scene.