

Global Brand Forum 2004

Salman Javed Nawaz and Pillutla Ashwini Anand, second-year ECE students, were among the 25 students specially selected to attend “Global Brand Forum 2004”, a premier business forum with the theme of "Redefining leadership in brands and business". The high-profile conference (held this year in Raffles City Convention Centre) attracted more than 1000 illustrious participants from 17 countries – including world leaders such as Minister Mentor Lee Kuan Yew, Rudy Giuliani (former Mayor of New York), Kiran Bedi (distinguished Civilian Police Advisor to United Nations), Warren Bennis (Harvard distinguished professor) and Francis Ford Coppola (Oscar-winning director).



The student delegates joined corporate executives, entrepreneurs and bureaucrats for two days of enriching seminars and workshops. Not only were these student leaders able to reinforce their understanding of recent business developments, they were also able to develop ties with delegates from a diversity of backgrounds and cultures.

