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*The Oxford Centre
— for —
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ANITA NOW A CONFERENCE SPEAKER

Dreaming the Impossible – Success Beyond Show-business

There are not many days when you get 3 leading internationally renowned speakers from different continents speaking in a **hall transformed into a rainforest** but such is the occasion at the **OXCEL International Conference** which will be held on the **8th of July 2008** at **Berjaya Times Square Hotel & Convention Centre, Kuala Lumpur**. The event is a joint collaboration between The Oxford Centre for Leadership and Institut Bank-Bank Malaysia.

It is proven, Adults learn best when relaxed, thus the choice of having a relaxing rainforest ambience for the conference. The 1-day Conference will touch on **Innovation** by best-selling author **Steve Shapiro** from the United States, **Branding & Sales** by sales guru **Ernesto Verdugo** from Europe and **Self Empowerment** with **International Diva Anita Sarawak and Mahathir Abdullah** from Asia.

In these times where we are facing food shortages, record high oil prices, and increasing competition there is **no other way other than to innovate new products and services, brand and sell them to an international market and have the drive to engineer a breakthrough** in markets that are untested and ambiguous.

The anticipated **500 participants** attending the conference will come from **14 countries**, namely England, Germany, Switzerland, Hong Kong, Indonesia, Singapore, Cambodia, Bahrian, United Arab Emirates, Oman, Phillipines, Thailand, India and Malaysia.

The Oxford Centre for Leadership (OXCEL) was established to provide opportunities for members to develop and enhance their leadership skills. OXCEL focuses on recognising and assessing leadership competency and capabilities based on OXCEL' proprietary **9 Qualities of Leadership**, certificates are awarded upon successful assessment. OXCEL works with various leadership centres throughout the world to achieve its aims and is amongst one of the fastest growing leadership centres spearheading executive education and lifelong learning.

Established in November 1977 as the professional and educational body for the banking and the financial services industry in Malaysia, **Institut Bank-Bank Malaysia (IBBM)** is the leader in providing industry-focused training programmes and certifications.

This text below was prepared by Awards Council of The Oxford Centre for Leadership based in Oxford.

UK Text

“ Anita Sarawak is one of the most remarkable women on the entertainment industry. If you want to be creative in your company, your career, your life, all it takes is one easy step... the extra one. When you encounter a familiar plan, you just ask one question: "What ELSE can I do? That is exactly what Anita and Mahathir did and today they are here to share their success secrets with us.

Through the power of media, Anita Sarawak has created an unparalleled connection with people around the world. As an international entertainer and host of TV shows, she has entertained enlightened and uplifted millions of viewers for the past four decades. Her accomplishments as a global entertainer and philanthropist have established her as one of the most respected and admired public figures today. She leads the industry in her own way.

There are a lot of things that we need to learn from her. A part of the reason the Malaysian entertainment industry is as big as what it is today, it is because of people like Anita Sarawak. She has contributed so much to the industry..... She brought in a new culture, a new fashion, a new look and a new style - **a whole new paradigm**. She innovated herself again and again.....from being a local singer to an international singer and then to become an actor and now a talk show host.

A big part of her success is her multi-talented husband Mahathir Abdullah who in addition to being her manager also handles all the aspects of business and charity work that they are involved in. He has successfully grown Anita's image and portfolio of work to what you can see now. He even wrote the movies she has acted in which were shown on satellite television.

Mahathir's brainchild, Bersama Anita and Kwek Mambo, both highly rated revolutionary talk shows which are credited as creating a more intimate confessional form of media, highlights his creative ability. If the United States have Oprah Winfrey, we in Asia have Anita Sarawak. A big credit to both of them!

We may come from different industries and a different culture. But there are many things that we need to learn from both of them. Anita and Mahathir never stopped the **learning process** in order to transform their partnership to remain competitive in the industry. The path to success is not always smooth and they have gone through a lot of hardships in order to learn, experience and to succeed.

The learning process is about transforming ourselves from being good to great. All of us have the opportunities to be the best in our own industry or area if we are willing to learn and make a change in ourselves. As the saying goes...."**What**

goes on in the cocoon of change isn't always pretty, but the results can be beautiful”.

There are three types of people in this world: those who make things happen, those who watch things happen and those who wonder what happened. We all have a choice. You can decide which type of person you want to be. I hope all of us in this room have been chosen to be in the first group with Anita Sarawak and Mahathir Abdullah.”

More information about the Conference speakers!

Steve Shapiro – Internationally acclaimed speaker on Innovation, and #1 Amazon.com and #1 BarnesandNoble.com best-selling author of Goal-Free Living: How to Have the Life You Want NOW!, he has been featured in 500 newspapers and magazines (O, The Oprah Magazine, The New York Times, Newsweek, Entrepreneur & Investors Business Daily) and 4 dozen radio and television shows (Fox Morning News, The Daily Buzz, CBS 4 Sundays with Liz Walker). For 15 years, he was with the international consulting firm Accenture, establishing and leading the training of their Global Process Excellence Practice that was delivered to over 20,000 consultants worldwide.

Ernesto Verdugo – Sales guru who increased the corporate market share of KLM Airlines by 26% in an extremely competitive market place. He also increased the revenues of a company from USD26,000,000 in revenues to USD106,000,000 in revenues in 1 Year using his sales methodology. Ernesto is Ranked 127th in the list of most traveled people in the world. Having visited a total of 219 Countries.

Anita Sarawak & Mahathir Abdullah – Anita Sarawak, International Diva who went from Asia to performing at Ceasars Palace, Las Vegas, the entertainment capital of the world, for 18-years will share her secrets on how she had her breakthrough. Mahathir Abdullah, the man behind the scenes, handles all the aspects of business and charity work that they are involved in. Learn how these successful personalities were able to carve a niche in the entertainment business and then transfer those same principles to business

To find out more information on the conference or The Oxford Centre for Leadership, please contact

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