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## PRESS RELEASE

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### **Spire Research and Consulting appointed as Research Partner for EIA's Exclusive APAC CEO and MD's Summit, 22 May 09**

*Amidst the most challenging economic climate in half a century, CEOs of APAC organizations will be meeting in Singapore to brainstorm on solutions to the challenges they face. Spire has been appointed as Research Partner for this path-breaking event, which is restricted to executives holding CEO or MD-level responsibility for the APAC region.*

The current recessionary environment has generated unprecedented challenges for CEOs in seeking to understand and navigate their organizations through what is an unfamiliar, crisis-ridden business eco-system. Huge question marks hang over the outlook for economic growth in the Asia-Pacific, the likely direction of inflation and exchange rates and the extent to which emerging markets like China can temper recessionary pressures in the rest of the region, to cite a few specific issues.

Recognizing the crucial need for CEO-level brainstorming and networking to forge a new consensus to address these challenges, Executive Intelligence Asia (EIA) is organizing the Exclusive APAC CEO and MD's Summit in Singapore's Fullerton Hotel on 22 May 09. The Spire Research and Consulting group is proud to have been appointed as Research Partner to this event. Spire's role in this capacity has included the provision of content for designing the event agenda and selecting facilitators. Spire will also brief delegates on the business outlook for the region.

The Financial Times is the media partner to this event. Other facilitating partners include PriceWaterhouse Coopers, Citibank, KPMG and Carlson Wagonlit Travel.

"The strong interest in this event that we have seen attests to the vital need for a CEO-level platform for thinking about the critical and unfamiliar problems confronting heads of companies at this time. Our engagement with Spire underlines our commitment to use relevant and high-quality research in the design and facilitation of our workshops" remarked EIA's Managing Director Tudor John.

"There has never been a better time or a greater need for CEO-level meetings. The current crisis has challenged conventional strategies for managing a business. The forthcoming CEO and MD's Summit, with the small, superbly facilitated workshops that characterize all of EIA's C-level events, will afford heads of APAC organizations a vital opportunity to network with peers and forge what has to be a new consensus on management strategy," commented Spire's Group Managing Director Leon Perera.

"Spire has been working with its clients to develop growth strategies for the region's eventual recovery. The forthcoming CEO and MD's Summit will afford an excellent opportunity for us to take stock of where the region stands and what is needed from CEOs to successfully lead their organizations through what remains a year of uncertainty," commented Spire's Project Management Director Ms Koh Ee Mei.

Eligible executives are encouraged to contact Executive Intelligence Asia ([jo.barton@eiasia.com.sg](mailto:jo.barton@eiasia.com.sg)) for delegate enquiries.

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### **About Spire Research and Consulting**

Spire Research and Consulting is Asia's leading strategic market intelligence consultancy. Spire's competitive advantage lies in its ability to deliver to its clients actionable intelligence on the external business environment in support of their strategic decision-making in marketing and business development. Spire's clients include over 20 Fortune 500 organizations as well as Government agencies in ten countries. For more information, visit us at [www.spireresearch.com](http://www.spireresearch.com).

### **For media enquiries, please contact:**

**Serene Ng**

**Spire Research and Consulting**

**Phone: (65) 6838-5355**

**E-mail: [esther.teo@spireresearch.com](mailto:esther.teo@spireresearch.com)**