



Dear Sir/Madam,

You are cordially invited to participate in the Asia Pacific Foundation of Canada and the Whistler Forum for Leadership and Dialogue's upcoming Lunch Event, featuring **Mark L. Clifford** of the **Asia Business Council**.

Date: Friday, March 30, 2012

Time: 12:00-1:00PM

Location: Asia Pacific Foundation of Canada (#220, 890 W. Pender St., Vancouver)

<http://www.asiapacific.ca/contact-us>

A light lunch will be served. Please **RSVP** to nabila.pirani@asiapacific.ca to confirm your attendance.

In a presentation entitled, "**Through the Eyes of Tiger Cubs: Views of Asia's Next Generation**" Mr. Clifford will address the key concerns for the future of Asia, as articulated by the continent's youth. The presentation will last about 20 minutes and will be followed by a moderated discussion. Please see below for further information, including an abstract and a biography of Mr. Clifford.

"Through the Eyes of Tiger Cubs: Views of Asia's Next Generation"

A new generation is coming to power in Asia. Where their parents' lives too often were defined by hunger, war, and revolution, Asia's youth have grown up in the midst of the biggest economic boom in history. Today's young Asians are better-fed, better-educated, and have access to the world through the Internet in a way that would have been unthinkable to previous generations. Prosperity and technology have fuelled expectations in ways that will challenge governments and companies throughout Asia.

In this presentation, Mark L. Clifford, co-author of the recently published book ***Through the Eyes of Tiger Cubs: Views of Asia's Next Generation*** (John Wiley & Sons) will offer insights into the minds of young Asians, drawing from essays submitted to the Asia's Challenge 2020 contest organized by the Asia Business Council, *Time*, and the Lee Kuan Yew School of Public Policy (National University of Singapore). He will address the key concerns articulated by Asia's Tiger Cubs -- education, demographics, inequality, the environment, geopolitics, governance, and Asian identity -- within the broader context of attitudes toward globalisation and the West.

Mark L. Clifford is Executive Director of the Asia Business Council -- a Hong Kong-based organization devoted to understanding and working towards Asia's continued economic growth and competitiveness. Mr. Clifford is the former editor-in-chief of the *South China Morning Post* and *The Standard*, and has held senior-level positions at *Business Week* and the *Far Eastern Economic Review*. In addition to this book he has co-authored a number of works on Asia including, *China and the WTO: Changing China, Changing World Trade*, *Troubled Tiger: Businessmen, Bureaucrats and Generals in South Korea*, and *Building Energy Efficiency: Why Green Buildings are Key to Asia's Future*.