

PRESS RELEASE

Global Thought Leaders Converge at the Inaugural ASTD-STADA Asia-Pacific 2011 in Singapore to Advance Human Capital Development

Singapore, 16 November 2011 – As economies of the West struggle to recover from a global recession, Asia forges ahead with unprecedented economic growth and rates of change. The inaugural **ASTD-STADA Asia-Pacific (ASAP) 2011 Conference**, launching on 16 – 18 November at Marina Bay Sands, will address the region’s evolving human capital development (HCD) landscape and discuss key strategies for leading Asian companies into the future.

Guest of Honor, Mr. Tan Chuan-Jin, Minister of State for National Development and Manpower will address delegates with a keynote opening speech.

The timely themed **‘Real World Human Capital Development Solutions for the New Asia Pacific Economy’** conference will draw on the expertise and experience of 87 local, regional and international thought-leaders to share latest research, innovative strategies and cutting-edge technologies that will enable organizational leaders to enhance their competitive edge.

ASAP’s impressive line-up of world-renowned experts include Keynote speakers:

- Dr Fons Trompenaars, listed as the 42nd top management thinkers today (*Thinkers50* listings for 2011) and world authority on managing cultural diversity for profitability
- Tony Bingham, President and CEO of the American Society for Training & Development (ASTD), the world's largest learning and development association
- Liz Wiseman, President of the Wiseman Group and author of bestseller, ‘Multipliers: How the Best Leaders Make Everyone Smarter’

“This conference is a unique and important event because it reflects the reality of business today: geographical boundaries are becoming meaningless. The cross-cultural implications of work and the way organizations do business have changed dramatically. It is why leadership, creativity, collaboration, and innovation are more important than ever before,” said Tony Bingham, President and CEO of ASTD.

“We have 75 sessions on topics ranging from innovation and creative thinking to measuring efficiency; from leadership development and talent management to multi-cultural and multi-generational training. I believe that the insights and knowledge generated from the Conference can transform the delegates’ performance and impact their personal career growth,” said Lim Khia Tat, President of STADA.

Delegates will have an opportunity to network with ASAP speakers, who are also authors of several best-seller books, during the book signing sessions that will take place during the conference.

Jointly Hosted by:

Singapore Training and Development Association (STADA)
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American Society for Training and Development (ASTD)
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02-11 Kingsmen Creatives Centre 3 Changi South Lane Singapore 486118
Tel: (65) 6542 2220 • Fax: (65) 6542 2250 • Email: info@asapconference.com • Website: www.asapconference.com

Strategic Initiatives to Advance HCD in Singapore

Fuelled by the transfer of knowledge and skills from around the world, Singapore has fast become a regional talent capital and global investment destination. As an epicenter of growth and diversity, Singapore has launched several initiatives aimed at further advancements in the HCD field.

ASTD-STADA's strategic partnership will harness the HCD eco-system in Asia Pacific and support the Singapore Government's aim of developing the nation as a HCD hub. Using Singapore as a connector for new learning processes across the region, this partnership will also facilitate knowledge exchange and sharing between the East and the West.

This pioneer research undertaken by STADA, THT Consulting (led by Dr Fons Trompenaars) and Temasek Polytechnic will help organizations in Singapore and the region, develop talent and leadership capabilities.

This partnership provides the opportunity to jointly leverage ASTD's expertise in nurturing talent and HCD development with STADA's local and regional commitment to HCD practitioners, corporations and international networks.

For more information on the conference, please visit: www.asapconference.com

About STADA

The Singapore Training and Development Association (STADA) was established in 1972 by a group of training professionals from diverse industries who are passionate to learn and share best practices.

STADA is committed to act as a conduit to facilitate the transfer of skills and technology of human capital capabilities to enhance the growth of individual human capital development (HCD) practitioners, corporations and our international networks. STADA fulfils this role through community of practice in different HCD domains, offering professional development opportunities and networking activities. For more information on STADA, please visit www.stada.org.sg

About ASTD

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in more than 128 U.S. chapters and with more than 20 international partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

Started in 1943, in recent years ASTD has widened the profession's focus to link learning and performance to individual and organizational results, and is a sought-after voice on critical public policy issues. For more information on ASTD, please visit www.astd.org

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