



Pan-Pacific Business Association

Sang M. Lee, President and Program Chair

Dear Colleagues,

The 33rd Annual Pan-Pacific Conference in Miri, Sarawak, Malaysia was another memorable event for all of us. The theme of the conference, “Building Smart Societies through Innovation and Co-creation,” was most appropriate as it is an aspirational goal of many fast-developing economies including Malaysia. The Local Organizing Committee, coordinated by Professor Pauline Ho of Curtin University Sarawak, and leadership support provided by Pro Vice-Chancellor Professor Jim Mienczakowski and Dean Jonathan Winterton of Curtin University Sarawak, did superb work for making the conference a big success. Dr. Ho did some magical work to change the conference venue to the Pullman Miri Waterfront Hotel, a brand new global facility, after a mix-up at our original venue. We applaud the outstanding support we received from Dr. Zakaria Taib of the International Council for SME and Entrepreneurship Malaysia and the Sarawak Convention Bureau, especially Donny Tan and Felicia Foo, during the turmoil.

The conference started with the usual excitement and fanfare with the Welcome Reception and Cultural Show on May 25, 2016. Mr. Lawrence Lai Yew Son, Mayor of Miri, welcomed us and we enjoyed good food while entertained by talented Curtin University students with traditional music and dances. The Opening Plenary Session in the morning of May 26 had the Guest of Honor address by YB Datuk Dr. Lee Kim Shin, Assistant Minister for Land and Air Transportation and Safety of Sarawak. We also enjoyed two great keynote speeches by Dr. Sang-Chul Lee, Vice Chairman of the LG Group of Korea and Dato Dr. Ibrahim Ahmad Bajunid, President of the Malaysian Association of Education. A couple of notable events took place during the President’s Luncheon Program where the first winner of the Motofusa Murayama Best Research Paper Award was announced. The winners were: Reimara Valk of Curtin University Sarawak and Sandra B. T. Hannon of Lloyd’s Register Drilling Integrity Services of the Netherlands. It was a moving moment when two daughters of Dr. Moto Murayama, Dr. Meiko Murayama and Dr. Nina Murayama presented the winner’s plaques and cash prize. Also, Dr. Dave Flynn of Hofstra University received the Distinguished Global Leadership Award, the highest honor PPBA bestows on a person who made a global impact through research, teaching and public service.

Our 34th Annual Conference in 2017 will be held in Lima, Peru May 29-31, with the theme of “Designing New Business Models in Developing Economies.” Lima is a metropolis with a long history and culture. Of course, everyone coming to Peru MUST visit Machu Picchu, the most famous Incan citadel set high in the Andes Mountains. Our collaborating institution is CENTRUM Graduate Business School of Universidad Catolica Del Peru. The first full day of conference on May 30 will be held in the beautiful campus of CENTRUM. Dr. Ferando D’Alessio, Director General, and Dr. Charles Vincent of CENTRUM will be the primary leaders for conference organization for us. Our conference hotel is Hilton Lima Miraflores. May is still in the high season of tourism in Peru. It is difficult to negotiate very favorable conference room rates with a global standard hotel in a convenient and beautiful location. Dr. Polo Arias-Bolzmann of CENTRUM was instrumental in helping me negotiate hard and long with Hilton Lima. It is VERY important for our participants to reserve their guest rooms as early as possible to secure our discounted rates (***the absolute deadline for hotel room reservations at the special rate is April 5, 2017***). Please check the reservation link in our website. Also, note **all the earlier deadlines** on our website: panpacificbusiness.org.

We look forward to another adventure and an exciting conference in Lima, Peru next year. Thank you very much.

Sang