

FIRST ANNOUNCEMENT

INVITATION
TO PARTICIPATE



THE NOBEL PRIZE
CENTENNIAL EXHIBITION

Kuala Lumpur, Malaysia 2004

"Cultures of Creativity : Individuals and Milieus"

INTERNATIONAL FORUM ON
CREATIVITY

20 - 22 MARCH 2004

IN CONJUNCTION WITH THE OPENING OF THE
NOBEL PRIZE CENTENNIAL EXHIBITION, KUALA LUMPUR, MALAYSIA 2004

ACCOMODATION

A special room rate has been negotiated for forum participants from hotels around or close to the forum venue. Please liaise directly with the hotels for bookings and settlement of bills. To enjoy the special rates, please indicate that you are attending the " International Forum on Creativity " 20 - 22 March 2004. List of possible hotels :

Eastin Hotel - Phileo Damansara, Petaling Jaya
Standard Room rate : RM 263 + with breakfast
Tel : 603 7665 1111 Fax : 603 7665 9999

Pan Pacific Hotel
Jalan Putra, Kuala Lumpur
Standard Room rate : RM 210 + with breakfast
Tel : 603 4042 5555 Fax : 603 4041 7236

Citel Hotel - Mid Valley City
Lingkaran Syed Putra, Kuala Lumpur
Standard Room rate : RM 128 nett with breakfast
Tel: 603 2296 1188 Fax : 603 2283 5551

Mandarin Oriental Hotel, KLCC
Standard Room rate : RM295 + with breakfast
Tel: 603 2162 9000 Fax : 603 2380 8833

Transportation : All the above hotels have easy access to public transportation. You need to take a taxi to the forum venue.

REGISTRATION FEE

Malaysian Participant : RM 500
International Participant : USD 300

Registration fees include Forum materials and meals during the forum. Participants are advised to register in advance, preferably before 31 January 2004. Please fill the registration form and send it to the forum secretariat.

MODE OF PAYMENT

Payment can be made using crossed cheques or bank draft made payable to **Akademi Sains Malaysia**. If you wish to pay through telegraphic transfer, please notify the forum secretariat before transferring. All transfer should be made to the account below :

Account Number : 14014010083361
Bank : Bank Islam Malaysia Berhad
Menara Tun Razak, Jalan Raja Laut
PO Box 11080, 50734 Kuala Lumpur
Tel : 603-26937176 Fax : 603-26037336
Branch : Jalan Raja Laut Branch

Please send a copy of your transfer to the forum secretariat. The secretariat will send an acknowledgement upon receipt of payment.

CANCELLATION AND TRANSFER POLICY

If you are unable to attend, a substitute or replacement participant is allowed at no extra cost provided written notice is given prior to the event. A 50% refund can be made for cancellations received in writing on or before **31 January 2004**. No refund will be made if cancellation is received after **31 January 2004**.

REGISTRATION FORM

Please tick (✓)

() I wish to receive the Second Announcement brochure of the forum

() I wish to attend the forum

Name : Prof/Dr/Mr/Mrs/Ms: _____

Organisation : _____

Job Title : _____

Occupation : _____

Address : _____

City : _____ Poscode : _____

State : _____ Country : _____

Tel: _____ Fax: _____

Mobile : _____ Email : _____

Meals : Vegetarians Non-Vegetarians

Special Diet : Please Specify

Mode of Payment

I/ We enclose cheque/bank draft/ money order/ telegraphic transfer (No: _____) of USD/ RM _____ being payment for the following.

Forum Registration Registration Fee

Malaysian Participant RM 500

International Participant USD 300

* Please return completed Registration Form to **Academy of Sciences Malaysia** at the following address :

Academy of Sciences Malaysia

902-4, Jalan Tun Ismail, 50480 Kuala Lumpur, Malaysia.

Tel : 603-26949898 Fax : 603-26945858

Homepage : <http://www.akademisains.gov.my>

Email : nitia@akademisains.gov.my

INTERNATIONAL FORUM ON CREATIVITY

TENTATIVE PROGRAMME :

20th March 2004

SATURDAY

OPENING CEREMONY & KEYNOTE ADDRESS

- | 0730 - 0845 ■ Registration
- | 0845 - 0855 ■ Welcome Speech by Tan Sri Datuk Dr. Ahmad Zaharudin b Idrus FASc., President, Academy of Sciences Malaysia
- | 0855 - 0905 ■ Speech by Mr. Michael Sohlman, Executive Director, The Nobel Foundation
- | 0905 - 0915 ■ Speech by Prof. Svante Lindqvist, Director of the Nobel Museum
- | 0915 - 0930 ■ Speech by Hon. Minister of Science, Technology and the Environment, Malaysia
- | 0930 - 1000 ■ **Keynote Address by the Rt. Hon. Prime Minister of Malaysia "A CULTURE OF CREATIVITY FOR A PROGRESSIVE SOCIETY"**
- | 1000 - 1100 ■ **OFFICIAL OPENING OF THE NOBEL PRIZE CENTENNIAL EXHIBITION - KUALA LUMPUR 2004 BY THE HON. PRIME MINISTER OF MALAYSIA & TOUR OF EXHIBITION**
- | 1100 - 1130 ■ Tea & Press Conference

SESSION 1

- | 1130 - 1135 ■ Introduction by Chairperson of Session
- | 1135 - 1235 ■ Nobel Laureate Prof. Dr. Ahmed H. Zewail
- | 1235 - 1250 ■ Q&A
- | 1250 - 1400 ■ Lunch
- | 1400 - 1405 ■ Introduction by Chairperson of Session
- | 1405 - 1450 ■ Prof. Anders Barany, Secretary, Nobel Prize Committee for Physics
- | 1450 - 1505 ■ Q&A

SESSION 2 : PANEL SESSION ON INDIVIDUALS & CREATIVITY

- | 1505 - 1520 ■ Introduction by Moderator
- | 1520 - 1650 ■ Distinguished speakers and renown exponents on creativity as panellists.
- | 1650 - 1720 ■ Tea & Adjourn

21st March 2004

SUNDAY

SESSION 3

- | 0900 - 0905 ■ Introduction by Chairperson of Session:
- | 0905 - 1005 ■ Nobel Laureate Prof. Dr. Leo Esaki
- | 1005 - 1020 ■ Q&A
- | 1020 - 1045 ■ Tea Break
- | 1045 - 1050 ■ Introduction by Chairperson of Session
- | 1050 - 1130 ■ Mr. Michael Sohlman, Executive Director,
The Nobel Foundation

- | 1130 - 1145 ■ Q&A
- | 1145 - 1150 ■ Introduction by Chairperson of Session
- | 1150 - 1230 ■ Prof. Geir Lundestad, Secretary of the
Nobel Peace Committee and Director of the
Nobel Institute in Oslo, Norway

- | 1230 - 1245 ■ Q&A
- | 1245 - 1400 ■ Lunch

SESSION 4

- | 1400 - 1405 ■ Introduction by Chairperson of Session
- | 1405 - 1445 ■ Prof. Svante Lindqvist, Director of the
Nobel Museum

- | 1445 - 1500 ■ Q&A
- | 1500 - 1505 ■ Introduction of Chairperson of Session
- | 1505 - 1545 ■ Prof. Lars Werin, Former member,
Economics Prize Committee,
Royal Swedish Academy of Sciences

- | 1545 - 1600 ■ Q&A

SESSION 5: PANEL SESSION ON CREATIVE MILIEUS

- | 1600 - 1615 ■ Introduction by Moderator
- | 1615 - 1730 ■ Distinguished speakers and renown exponents
on creativity as panelists.
- | 1730 - 1745 ■ Tea & Adjourn

22nd March 2004

MONDAY

SESSION 6

- | 0900 - 0905 ■ Introduction by Chairperson of Session
- | 0905 - 1005 ■ Nobel Laureate Prof. Amartya Sen
- | 1005 - 1020 ■ Q&A
- | 1020 - 1040 ■ Tea Break
- | 1040 - 1045 ■ Introduction by Chairperson of Session
- | 1045 - 1125 ■ Prof. Hans Jornvall, Secretary,
Nobel Committee for Physiology or Medicine,
Karolinska Institute .

- | 1125 - 1140 ■ Q&A
- | 1140 - 1145 ■ Introduction by Chairperson of Session
- | 1145 - 1225 ■ Prof. Kjell Espmark, Chairman of the
Nobel Literature Prize Committee

- | 1225 - 1240 ■ Q&A

CLOSING CEREMONY

- | 1240 - 1255 ■ Speech by President, Tan Sri Datuk
Dr. Ahmad Zaharudin b Idrus FASc.,
President, Academy of Sciences Malaysia
- | 1255 - 1315 ■ Closing Speech by Hon. Minister of Science,
Technology and the Environment

- | 1315 ■ Lunch & Adjourn

WHY AND HOW DO YOU GET INVOLVED?

The Nobel Prize Centennial Exhibition in Kuala Lumpur is an occasion of luminous prominence, immense significance and a once-in-a-lifetime opportunity. At the personal level, whether as parents bringing up children, teachers nurturing the young, or one affianced in singular pursuits, the Exhibition and its related events could touch our psyche, hearts and aspirations, sparking new energy, inspiration, and resolve.

But how can you personally get involved? You might - if you are lucky to get a place! One avenue is to get into the Forum on *Creativity*, which is open to public participation.

In the Forum on Creativity you might relish discussions on such questions as: *What is creativity and how can it best be encouraged?* What is more important to the creative process: the individual or the milieu (environment). Also aspects such as individual creativity, courage to go one's way, the ability to combine knowledge and insights, the ability to see an old problem in a new way, the element of chance, and what is called "*the moment of insight*", and so on will be highlighted.

This is the once-in-a-lifetime chance for you to parley with the real-life giants among humankind! Can you stay away?...

INTERNATIONAL FORUM ON CREATIVITY

IN CONJUNCTION
WITH THE OPENING OF
THE NOBEL PRIZE
CENTENNIAL EXHIBITION
KUALA LUMPUR, MALAYSIA 2004

VENUE:
The National Science Centre (NSC)
Bukit Kiara, Kuala Lumpur.

Organised by :



Ministry of Science, Technology
and the Environment



Academy of Sciences Malaysia



National Science Centre