

# The ultimate celebration of Asian excellence

By Alexander Evans

It's not often that you get to meet your heroes in the flesh, and The Asian Awards is a rare occasion to honour the most exceptional people from the global Asian community. "It was extraordinary and humbling to be in the presence of such legendary figures as Sachin Tendulkar and A R Rahman, and to gather over 1,200 world-class champions, media and government representatives to the inaugural Asian Awards," says Caroline Jackson Levy, MD of UBM Awards.

"Meeting Mr Ratan Tata was an amazing experience," adds Paul Sagoo. "He has achieved so much in his career and he is a true inspiration to me personally."

The distinguished panel of judges were also inspired by those honoured in 2010. "I attended the Asian Awards last year and it was a fantastically inspirational event," said Surinder Arora, CEO of Arora Holdings and a judge on this year's panel for Business Leader and Entrepreneur of the Year.

"The Asian Awards are exciting because they inspire future generations to achieve great things," added fellow judge Daljit Jagait, VIP Relationship Manager from automotive partner, Jaguar.



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ASIAN AWARDS  
HONOURING ASIAN EXCELLENCE  
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World-renowned composer AR Rahman (left) receives his award for Outstanding Achievement in Music from Sonu Niigaam and Lord Sebastian Coe; (below) Co-founders of The Asian Awards, Paul Sagoo, Founder of consultancy Lemon Group and Caroline Jackson Levy, MD of UBM Awards

As excitement builds around who will be honoured on 18th October 2011, judges have hinted at the quality of this year's winners. "The short-list have all been exceptionally creative, innovative and pioneering," said Nav Sidhu, founding partner of PR consultancy Sidhu and Simon Commu-

nications. "What really inspired me was that these awards honour people who believe that nothing is unachievable and don't take no for an answer."

Other judges were inspired by the idea of having so many of the world's greatest South East Asians gathering together at a glittering cer-

emony at the Grosvenor House in London's Park Lane.

"There aren't enough opportunities to celebrate Asian talent at this level in this country in such a mainstream way,"

said Sonny Takhar, Head of Marketing at SYCO Entertainment.

"Too often, Asian accolades are seen as niche; but the Asian Awards are a bigger occasion to showcase talent."

This point was echoed by Sony award-winning DJ, broadcaster and fellow judge Nihal Athanayake. "The Asian Awards are a bridge between the Asian community and the wider community; but to be respected as an accolade you need outstanding people to receive it - and the Asian Awards have done that better than any other. These awards are about recognising the massive contribution made by the Asian community to this country, and the world."

Who will you meet at this year's Asian Awards? For information on how to book tickets to the 2011 Awards, watch interviews with the judges, and view a list of the 2010 winners visit [www.theasianawards.com](http://www.theasianawards.com)



## Dubai plans £3bn transport projects



Dubai Road and Transport Authority plans to spend £3.3 billion in four years on several projects and may also issue bonds to fund future ones.

Chief Executive Officer for Strategic and Corporate Governance Abdul Mohsin Ibrahim Younes said that the Transport Authority expects "to spend Dh20 billion (£3.3 billion) in next four to five years on our projects."

Younes did not rule out the possibility of the authority issuing bonds in future to

finance its expansion. The authority has spent more than Dh55 billion (£9.2 billion) in the past five years and will look to create public-private partnerships.

The authority expects its new tram system for Dubai to be completed by 2014. The Dh3.2 billion (£536 million) is 30 percent complete. It also expects the green line of Dubai's Metro to be complete by September. The 23-kilometre line was originally slated to open in April 2010.

## Daimler and Rolls raise Tognum bid

Daimler and Rolls-Royce have specified to Tognum in writing a higher takeover bid they had discussed with the German engine maker.

The move comes after specialty engine maker Tognum said the two bidders had signaled in talks they were willing to raise their bid. A raised bid could bring a two-month long takeover tussle closer to conclusion, although some shareholders including ING and First Eagle Investment Management may hold out for more.

Tognum had said it was told by Daimler and its British co-bidder they would raise their bid to 26 euros from 24 euros per share if the target company supported such an offer. Tognum had added it had yet to receive the offer in writing. The

sources said that these documents had now been submitted. Tognum and Daimler declined to comment. Rolls-Royce was not immediately available for comment.

An increased bid, which would value Tognum at £3 billion (\$4.9 billion), would be an about-face for Daimler which has insisted there is no need to raise its offer, which has been rejected by several institutional and retail investors in Tognum.

Dutch bank ING, which holds a 9 percent stake in Tognum, had argued in March that Tognum's fair value including a portion of expected synergies from a tie-up would be as much as 32 euros per share. Other shareholders who rejected the initial offer as too low included First Eagle.

## Bajaj Auto to launch four-wheeler in 2012

Bajaj Auto would launch a four-wheel commercial vehicle in 2012 from the ultra-low cost car platform, which was originally planned to roll out a car with the alliance of Renault-Nissan.

"By the middle of next year, we will bring a four-wheeler from the ULC platform. This will be a commercial vehicle and it

will be a goods carrier," said Bajaj Auto Chairman Rahul Bajaj. Bajaj said the foreign partner will "market it as a car, but not a low-cost car," and it will be sold at a "mutually agreed price."

The platform is same and it will be for four-wheelers. For them (Renault-Nissan), it is a car, while for us it is a commercial vehicle," he said.

