

# MEDIA ADVISORY



## WORLD BANK OFFICIAL TO ADDRESS ASIA PACIFIC BUSINESS LEADERS ON FINANCIAL CRISIS

**Honolulu, October 16, 1998** - Julian Schweitzer, Director of Strategy and Operations for the East Asia and Pacific Region of the World Bank, will be addressing a gathering of leading corporate executives from throughout the Asia Pacific, at a conference on the Asian financial crisis to be held on October 19th in Los Angeles.

The conference, entitled "The Asian Financial Crisis: A Focus on Solutions", will bring together key leaders from business, government, and international institutions, to focus on solutions, and strategies to turn the situation around. This conference is presented by the Pacific Basin Economic Council (PBEC) and will be held at the Westin Century Plaza Hotel.

Mr. Schweitzer shares responsibility for the general management of the Bank's work in the Asia-Pacific region. Previously, Mr. Schweitzer was Director of the Human Development Department in the Latin America and Caribbean Region.

Mr. Schweitzer will take part in a panel discussion entitled "International Institutions: Part of the Solution?" He will be sharing his thoughts on the role of international institutions, such as the World Bank and the International Monetary Fund, in addressing the current economic difficulties.

This one of a kind event includes a full day of substantive, solution-oriented panel discussions, lively debate, and audience interaction. Rarely before has such a select group of influential economic and business leaders been gathered in Los Angeles, at such a critical and precarious point in the evolution of the global economy.

PBEC is an international association of senior business leaders representing more than 1,100 major corporations in 20 economies around the Pacific, which account for more than US \$4 trillion in global sales and employ more than 10 million people. The unprecedented scope of PBEC's membership constitutes a broad and balanced reservoir of international business knowledge, unmatched in credibility and expertise. PBEC is the voice of business in the Pacific.

Register now for this "can't miss" event, and check the PBEC website ([www.pbec.org](http://www.pbec.org)) for conference updates, and registration materials.

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**October 14th-20th:**  
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*The Voice of Business in the Pacific*