

## PREFACE

A vision to sustain Family Businesses over unlimited generations, for many of us, is a reality that has yet to come into existence. Several important reasons why Family Businesses need to be sustained, among others, are:

1. Family Business accounts for over 70% of Gross National Product of almost every country's economy, as was declared by prominent researchers around the globe.
2. Asia Pacific's Gross National Income (GNI) at US\$7.744 billions, makes it only of 30% difference to USA, the dominant world largest GNI (US10,946 billions) as was reported by the World Bank in April 2005.
3. Business Paradigm has lately been shifting significantly into Asia, shown by the economic growth of Japan, Korea and China, as well as other Asia Pacific countries.

Therefore, it is essential to facilitates learning to sustain Family Businesses, through theories and practices be brought up simultaneously, despite the distinct cultural differences within the nations. In order to cater this need prominent successful Pacific Family Business Practitioners and their younger generations are brought up, along with inspiring, experienced international academicians and consultants, to enable hands-on learning with problem based method, to trigger continuous learning, which is unavoidable in this knowledge economy era.

I sincerely express my gratitudes to the commitments of the Entrepreneurs, Family Business Owners, Academicians and Researchers, and especially to the sponsors for their contribution to this conference focusing in *Managing Family Business Sustainability in the Raising Asian Economy*, to achieve mutual beneficial objectives to result in a better mutual understanding, for a smoother succession process, and a bridge to reach our visions successfully, in a responsible way possible to the families, societies and nations where we belonged to.

Let us work on our visions to become realities: **Family Businesses for Generations!**



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