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Mark L. Clifford, Janet Pau

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TIME




THROUGH THE EYES *of* **TIGER CUBS**

Views of Asia's Next Generation

Mark L. Clifford & Janet Pau



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Mark L. Clifford, Janet Pau : Through the Eyes of Tiger Cubs: Views of Asia's Next Generation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Through the Eyes of Tiger Cubs: Views of Asia's Next Generation:

What will Asia look like ten years from now? Find out by taking a look through the eyes of the Asia's next generation of leaders Following economic booms in Hong Kong, Singapore, South Korea, and Taiwan—the four Asian Tigers—attention has shifted to success stories in other Asian economies. However, a number of challenges have

also emerged that could threaten the region's development over the next decade. Through the Eyes of Tiger Cubs offers a unique glimpse into the younger generation's view of Asia's future. It draws on the perspective of more than 80 visionary young Asians, who have identified the key issues and who see innovative solutions for areas as diverse as education and labor markets, demographics and healthcare, energy and the environment, and governance and geopolitics. The book's insights are based on a collection of think-pieces from a broad range of young Asians—the result of a competition organized by the Asia Business Council, Time magazine, the Lee Kuan Yew School of Public Policy at the National University of Singapore, as well as additional research by the Council. The book is unique in that it: Provides a viewpoint in contrast to the usual perspective of businesses, governments, economists, and journalists Brings together the responses of almost a hundred young Asian thinkers to the questions "What is the biggest challenge facing Asia over the next ten years?" "Why?" and "What should be done about it?" Offers policy makers, business leaders, and others who are concerned about the future of Asia a unique glimpse into the younger generation's vision The next generation has a high stake in ensuring Asia's long-term growth. Gain a unique perspective on how the leaders of tomorrow see the future.

From the Inside Flap A new generation is coming to power in Asia. Where their parents' lives too often were defined by hunger, war, and revolution, Asia's youth have grown up in the midst of the biggest economic boom in history. Today's young Asians are better-fed, better-educated, and have access to the world through the Internet in a way that would have been unthinkable at the time they were born to the previous generation. What are their worries, and what are their ideas for solving Asia's many challenges? To answer these questions, the Asia Business Council, Time, and the Lee Kuan Yew School of Public Policy at the National University of Singapore sponsored a contest asking young Asians to choose Asia's most pressing ten-year problem and put forth solutions. Nearly 400 contestants from 21 countries and economies answered the call. This book Through the Eyes of Tiger Cubs: Views of Asia's Next Generation looks at the world through the eyes of these Tiger Cubs. Asian youth. One set of challenges centers on Asia's people. More Asians than ever before are in school, but young Asians worry that educational systems lag the needs of tomorrow's economy. Despite high economic growth, many people are left behind. Tiger Cubs in South and Southeast Asia worry about too many people; many others, especially those in East Asia, worry about too few people and aging societies. Another group of challenges involves Asia as a region. Environmental stress is growing. Governance is too often corrupt and inefficient. Armed conflict still simmers in too many places. These key issues -- and their solutions -- are the heart of this book. It offers a unique perspective ofn Asia's challenges through the eyes of the generation that will be taking the reins of power. From the Back Cover "The Tiger Cubs will soon inherit Asia and with that vast challenges ranging from inequality to water security. Fresh insights from the up-and-coming presented in Through the Eyes of Tiger Cubs: Views of Asia's Next Generation show that the Cubs are up for it. —Marjorie Yang Chairman, Esquel Group, Hong Kong "As in all previous generations, Tiger Cubs lack historic perspective and so are also not burdened by it. Their views on the future are thus worth contemplating. After all, they and not we the older folks, will have to live with it. If we do not muck up things too badly, which is a distinct possibility, then the ideas of our young as documented in this book should help point the way. We all wish that as Mr. Deng Xiaoping says, our next generation will be brighter than we are and so has a better chance of mapping out a brighter future." —Ronnie C. Chan Chairman, Hang Lung Properties, Hong Kong; Co-Chair, Asia Society "The subjects covered in this book are not new. They have been covered in many essays and commentaries in the media. But this book is different in that it sees these problems and issues from the view point of the Tiger Cubs generation, those born after 1978. Their views can be disconcerting to the older generation who focused on survival and built the foundation for the life of the Tiger Cubs generation. Nevertheless we have to listen to them because they will shape the world in which the older generation will live out their last years." —S. Dhanabalan Chairman, Temasek Holdings (Private) Ltd., Singapore "While the challenges Asia faces over the next 10 years are formidable, if the essays submitted for Asia's Challenge 2020 are any indication, our future is in the good hands of many intelligent, creative, globally minded, locally active thinkers. I will do all I can to support this new generation of future leaders in their efforts to promote greater harmony and a higher quality of life in Asia and throughout the world." —Nobuyuki Idei CEO, Quantum Leaps Corp., Japan "Through the Eyes of Tiger Cubs brings to the fore the perspectives, pragmatism, aspirations, hopes, and beliefs of the next generation of young leaders across Asia. I would recommend this book as a ?must-read? for business leaders and scholars of globalization across the world." —N. R. Narayana Murthy Chairman Emeritus, Infosys Ltd., India "The Asia's Challenge 2020 essay contest was a unique opportunity for young Asians to articulate their views about the obstacles the region faces over the next decade. As a judge I was struck by the wide range of issues and impressed by solutions offered to the many challenges facing Asia. With the publication of this timely and much-needed book, readers now have the opportunity to hear first-hand about the hopes and concerns of Asia's rising generation." —Lubna Olayan Deputy Chairman and CEO, Olayan Financing Co., Saudi Arabia "This book is a must-read for those interested in and concerned about Asia's long-term growth. It presents in a systematic way the region's great challenges from the eyes of young Asians. Understanding the thoughts of those who will ultimately take up leadership responsibilities offers insights on Asia's future direction." —Qin Xiao

Chairman, Boyuan Foundation, China

About the Author

Mark L. Clifford is Executive Director of the Hong Kong-based Asia Business Council. Before joining the Council in 2007, he spent 25 years in journalism, mostly in Asia. Clifford previously was editor-in-chief of the South China Morning Post; prior to that he was publisher and editor-in-chief of The Standard and had senior positions with Business Week and the Far Eastern Economic Review. Clifford is the recipient of numerous prizes for his reporting, including the Overseas Press Club Award for best foreign business reporting for his coverage, as part of a Business Week team, of the Asian financial crisis. He is an honors graduate of the University of California, Berkeley and was a Walter Bagehot Fellow at Columbia University in 1986-1987. He is a member of the Council on Foreign Relations. Janet Pau is program director of the Asia Business Council, where she leads research, publications, and member initiatives on a variety of topics related to Asia's economic development and competitiveness. Before joining the Council, Ms. Pau was Manager at A.T. Kearney's Global Business Policy Council in Washington, D.C., where she did strategy consulting projects for corporate and government clients around the world and co-authored a variety of the firm's flagship publications. She obtained a BA from Yale University and an MPP from Harvard University.