

# Soft Power v Hard Power: CO-OPT OR COERCE ?

## Panel Discussion

**Monday**  
**7 April 2025**

🕒 6:00pm for 6:30pm to 7:45pm – Panel Discussion  
7:45pm to 8:45pm – Networking Reception

📍 Malaysia Auditorium at Centre Building,  
LSE, Houghton Street London WC2A 2AE

Join The British Malaysian Society (BMS) and LSESU Malaysia Club for an engaging panel discussion on the topic of 'Soft Power v Hard Power: Co-opt or Coerce?', supported by IoD Africa Group, Women in the Livery, Malaysia Link UK (MLUK) and ASEAN UK Business Forum (AUBF). We are also grateful to Professor Kent Deng of LSE for his assistance.

### PANEL MEMBERS

**Sushil Saluja CBE CC** (Board member of the British Council and City and other boards)

**Charles Hay MVO** (Director of Asia Pacific at FCDO, High commissioner to Malaysia 2019-2023, Ambassador to South Korea 2015-2018 and former Captain in the British Army )

**Professor Kerry Brown** (Professor of Chinese Studies and Director of the Lau Institute at King's College London and former British diplomat)

**HE Linda Scott** (High Commissioner of Namibia and former Delegate to UN)

**Lieutenant General (Retd) David Leakey CMG CVO CBE** (Former British Army Officer and former Gentleman Usher of the Black Rod in the House of Lords)

### MODERATOR

**Manas Chawla** (CEO & Founder of Politica London)

### COST

£35 per person.

(Free for invited members of Malaysian student groups.

No charge for VIP and specially invited guests.)

Net proceeds from this event will go to the 2025 Lord Mayor's Big Curry Lunch in aid of the armed forces and their families.

### BOOKING AND PAYMENT

<https://www.thebritishmalaysiansociety.com/events/soft-power-v-hard-power>

If unable to book online, please contact Mei Sim Lai OBE DL (MeiSimLai@yahoo.co.uk, Mobile: 07903 153 793)

Organised by The British Malaysian Society (BMS)  
and LSESU Malaysia Club

