

# 12<sup>TH</sup> WIEF

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WORLD ISLAMIC ECONOMIC FORUM

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JAKARTA, INDONESIA | 2-4 AUGUST 2016

Decentralising Growth, Empowering Future Business



[www.wief.org](http://www.wief.org)

# MAIN LOBBY JAKARTA CONVENTION CENTER

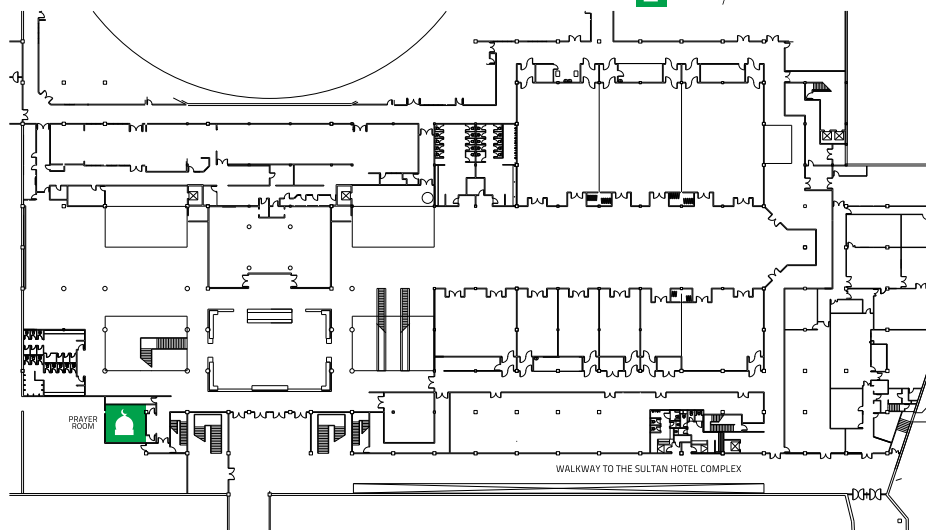


## LOWER LOBBY JAKARTA CONVENTION CENTER

### Legend



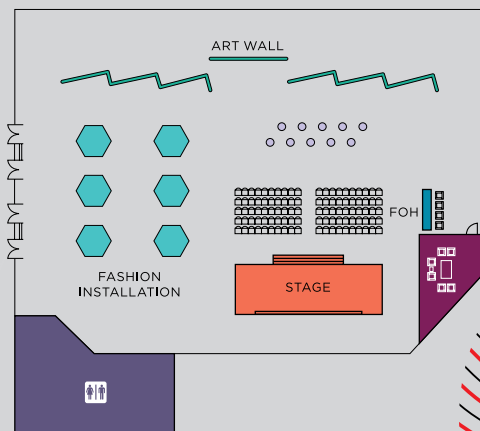
Prayer Room



## ASSEMBLY HALL 3

IN CONJUNCTION WITH THE 12TH WIEF

**MOCA**  
—FEST—  
MARKETPLACE OF CREATIVE ARTS





2-4 AUGUST 2016  
JAKARTA CONVENTION CENTER

# PROGRAMME

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## NAVIGATION GUIDE



PANEL DISCUSSION



MASTERCLASS



IDEAPAD



BUSINESS EXCHANGE



EXHIBITION

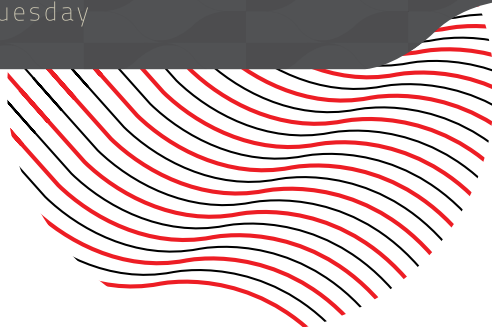


SME

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## DAY ONE | 2 August 2016, Tuesday



7.00am -  
8.30am

**REGISTRATION**  
Arrival of Delegates,  
Guests and VIPs

9.30am -  
12.00pm

**OPENING SESSION OF  
THE 12TH WIEF**

**Venue:** Plenary Hall

**Qur'an Recital**

**Opening Remarks by**

The Hon. Tun Musa Hitam, Chairman of the WIEF Foundation

**Remarks by**

The Hon. Sri Mulyani Indrawati, Minister of Finance of the  
Republic of Indonesia

**Keynote Address & Official Opening of the 12th WIEF by**

H.E. Joko Widodo, President of the Republic of Indonesia

**Special Address by**

The Hon. Dato' Sri Mohd Najib Tun Abdul Razak,  
Prime Minister of Malaysia & Patron of the WIEF Foundation

**Addresses by Attending Leaders**

12.00pm -  
1.30pm

**NETWORKING LUNCH**

**Venue:** Dining Hall (Exhibition Hall B)

1.30pm -  
2.30pm

**FACE TO FACE**

**Venue:** Plenary Hall

**Speaker:**

- Elhadj As Sy, Secretary General, International Federation of  
Red Cross and Red Crescent Societies (IFRC), Swiss Confederation

**Moderator:**

- Valerina Daniel, News Anchor & Communications Adviser,  
Republic of Indonesia

2.30pm -  
4.00pm

**MINISTERIAL PANEL**  
The Role of the Private  
Sector in Regional  
Cooperation



**Venue: Plenary Hall**

**Opening Remarks by**

The Hon. Sri Mulyani Indrawati, Minister of Finance of the  
Republic of Indonesia

**Speakers:**

- H.E. Dr Ir. Arief Yahya, Minister of Tourism, Republic of Indonesia
- H.E. Prof. Dr Koutoub Moustapha Sano, Minister of International Cooperation, Republic of Guinea
- H.E. Kabir Hashim, Minister of Public Enterprise Development, Democratic Socialist Republic of Sri Lanka

**Moderator:**

- Andini Effendi, News Anchor, Metro TV, Republic of Indonesia

4.00pm -  
4.15pm

**COFFEE BREAK**

4.15pm -  
5.45pm

**GLOBAL ECONOMIC  
OUTLOOK**  
The Rise of the  
Consumer Economy



**Venue: Plenary Hall**

In the past, entire supply chains were controlled by a few large companies. Today, this is being challenged by new consumer-driven frameworks that allow consumers to design, build, market, distribute and trade among themselves. This bottom up approach to value creation is fuelled by peer to peer networks, and DIY platforms that constitute the 'frugal economy'. Will frugal economics shape the next decade? What will happen to the traditional value supply chain?

**Keynote Speech by**

H.E. Bambang Brodjonegoro, Minister for National Development Planning and Chairman of Bappenas, Republic of Indonesia

**Speakers:**

- Handry Satriago, Chief Executive Officer, General Electric, Republic of Indonesia
- Arancha González, Executive Director, International Trade Centre (UN/WTO)
- Dato' Mohamed Rafique Merican, Group Head, Islamic Banking and Chief Executive Officer of Maybank Islamic

**Moderator:**

- Teymoor Nabili, Former News Anchor, Al Jazeera, Republic of Singapore

12.00pm -  
6.00pm

**EXHIBITION OF  
SPONSORS AND  
SME VENDORS**

**Venue: Exhibition Hall A**

6.00pm -  
9.00pm

**GALA DINNER**

**Venue: Dining Hall (Exhibition Hall B)**

## DAY TWO | 3 August 2016, Wednesday

9.00am –  
10.30am

**BUSINESS  
NETWORKING  
BREAKFAST (BNB)**

**Venue: Dining Hall (Exhibition Hall B)**

**6 BNB Industries:**

**ISLAMIC FINANCE**

Prof. Dr Volker Nienhaus  
Former President, University of Marburg,  
Federal Republic of Germany

Kunrat Wirasubrata  
Acting Director of Islamic Development Bank Group,  
Regional Office for Southeast Asia, Malaysia

**ISLAMIC FASHION & DESIGN**

Attiya Nawazish Ali  
Assistant Secretary General, Islamic Chamber of Commerce,  
Industry and Agriculture (ICCIA), Islamic Republic of Pakistan

**HALAL**

Dr El Hassane Hzaïne  
General Manager, Islamic Centre for Development of Trade (ICDT)

Essa Al Ghurair

Vice Chairman, Al Ghurair Investment LLC, United Arab Emirates

**INNOVATIVE TECHNOLOGIES**

Tan Sri Dato' Dr Wan Mohd Zahid Wan Mohd Noordin  
Chairman, WIEF Education Trust, Malaysia

Ebrahim Patel

Chairman, Young Leaders Network, WIEF Foundation and  
Managing Director, TransAfrix Holdings, Republic of South Africa

**INFRASTRUCTURE**

Sevket Can Tulumen

Chairman, Foreign Relations Committee,  
MÜSIAD Businessmen's Association, Republic of Turkey

Tan Sri Dato' Abdul Ghani Othman

Chairman of the Board, Sime Darby Berhad, Malaysia

**SME**

Dato' Dr Norraesah Mohamad

Chairman, WIEF Businesswomen Network,  
Malaysia

Salahuddin Kasem Khan

Managing Director & CEO of A.K. Khan & Co Limited and Executive  
Chairman, SEACO Foundation, People's Republic of Bangladesh

## DAY TWO | 3 August 2016, Wednesday

9.30am -  
10.30am

### **BUSINESS EXCHANGE MASTERCLASS** Connecting Networks - Global Networking



**Venue: Exhibition Hall A**

**Speaker:**

- Camelia Tan Sri Ya'acob, Founder and Envoy Executive, Rootwommers Sdn Bhd, Malaysia

10.30am -  
12.00pm

### **CEO PANEL** Disruptive Technology and the Rise of New Industries



**Venue: Plenary Hall**

The world has seen an unprecedented growth of advanced robotics, artificial intelligence and internet technologies that have dramatically changed the way we do things for good. This development has created new industries and is disrupting the way traditional businesses operate. What can companies do to stay ahead of the curve? What are the future prospects for modern businesses?

**Speakers:**

- Dr -Ing Ilham A. Habibie, Co-Founder, Mitra Energia Ltd, Republic of Indonesia
- Azran Osman-Rani, Chief Executive Officer, iflix, Malaysia
- Shelby Clark, Co-Founder & CEO of Peers and Founder of Turo, United States of America
- Ahmed Haider, Chief Executive Officer of Zookal and Director of Flirtey, Commonwealth of Australia

**Moderator:**

- Desi Anwar, Senior Anchor, CNN, Republic of Indonesia

10.30am -  
12.00pm

### **MASTERCLASS** Achieving Synergies between Corporations and Startups



**Venue: Assembly Hall 2**

Corporations are increasingly working with startups in a bid to outsource some of its technological requirements or business operations. The reason is simple; cost and efficiency. As startups are by nature lean and nimble, it makes for more cost effective business ventures. What are the deal making factors? What are some compelling case studies?

**Speakers:**

- Shinta Witoyo Dhanuwardoyo, Chief Executive Officer and Founder, Bubu.com, Republic of Indonesia
- Jordan Duffy, Director & Head of Innovation, Buckham & Duffy, Commonwealth of Australia

10.30am -  
11.15am

#### BUSINESS EXCHANGE



**Venue:** Exhibition Hall A

A networking session where corporations present an elevator pitch about their business before going to one-to-one meetings.

11.15am -  
12.00pm

#### IDEAPAD PANEL DISCUSSION

How can ASEAN  
Startups Benefit  
from Licensed  
Equity Crowdfunding  
Platforms?



**Venue:** Exhibition Hall A

An in-depth look into the world of equity crowdfunding in SEA and where they have reached so far, the challenges faced and the opportunities presented.

#### Speakers:

- Sam Shafie, Chief Executive Officer, Pitch Platforms Sdn Bhd (pitchIN), Malaysia
- Kyri Andreou, Co-Founder and Director, ATA PLUS, Malaysia
- Nicola Castelnuovo, Co-Founder and Chief Commercial Officer, Crowdo, Malaysia

#### Moderator:

- Erly Witoyo, Founder, Kapital Boost, Republic of Singapore

12.00pm -  
1.00pm

#### INDUSTRY HARDTALK Closing the Funding Gap in Infrastructure



**Venue:** Plenary Hall

This session puts representatives from infrastructure banks with infrastructure companies, moderated by a high-powered moderator, to identify gaps in the infrastructure sector and challenges to infrastructure financing. It also explores whether the planned Asian Infrastructure Investment Bank (AIIB) and the G20 agenda on sukuk for infrastructure financing will boost the prospects for the industry.

#### Speakers:

- Ahmad Zulqarnain Onn, Executive Director of Investments and Head of Strategic Management Unit, Khazanah Nasional Berhad, Malaysia
- Bakti Santoso Luddin, President Commissioner, PT Wijaya Karya, Republic of Indonesia
- Dr Luky Eko Wuryanto, Vice President and Chief Administration Officer, Asian Infrastructure Investment Bank, People's Republic of China
- Dato' Muzaffar Hisham, Group Head of Global Banking, Maybank

#### Moderator:

- James Chau, Special Contributor, CCTV News, People's Republic of China



## DAY TWO | 3 August 2016, Wednesday

12.00pm -  
1.00pm

### MASTERCLASS Halal Haute Cuisine Cooking Show



#### Venue: Assembly Hall 2

Meet Michelin Star Chef specialised in halal haute cuisine from Spain, Paco Morales, talks about his discovery of the culinary heritage of Al-Andalus and the potential of halal haute cuisine and proceed to a cooking demo.

#### Speakers:

- Paco Morales, Michelin Star Chef, Kingdom of Spain
- Jesús M. Ramirez, Managing Director, Grupo Fuxiona, Kingdom of Spain

12.00pm -  
12.30pm

### BUSINESS EXCHANGE



#### Venue: Exhibition Hall A

A networking session where corporations present an elevator pitch about their business before going to one-to-one meetings.

12.30pm -  
1.00pm

### IDEAPAD SEED PITCHING



#### Venue: Exhibition Hall A

2 seed startups will get to pitch in front of a panel of 5 judges who will critique and advise the entrepreneurs and hopefully invest in the most promising one.

#### Presenters:

- soCash, Republic of Singapore
- Anterin, Republic of Indonesia

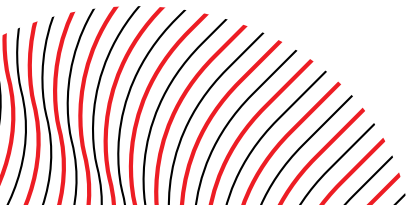
#### Judges:

- Victor Chua, Investment Director, Gobi Partners, Malaysia
- Dr Eddy Lee, Managing Partner, Coffee Ventures, Republic of Singapore
- Shinta Witoyo Dhanuwardoyo, Chief Executive Officer and Founder, Bubu.com, Republic of Indonesia
- Sam Shafie, Chief Executive Officer, Pitch Platforms Sdn Bhd (pitchIN), Malaysia
- Kyri Andreou, Co-Founder and Director, ATA PLUS, Malaysia
- James Digby, Co-Founder, Rockstart Accelerator and Founding Chairman, Global Startup Awards, Kingdom of Denmark

1.00pm -  
2.30pm

### NETWORKING LUNCH

#### Venue: Dining Hall (Exhibition Hall B)



2.30pm –  
4.00pm

**PANEL DISCUSSION**  
Can Islamic Fashion  
Become Haute Couture?



**Venue: Plenary Hall**

Islamic fashion is often criticised for only catering for the Muslim consumer market, and will not make it mainstream and high fashion. But facts tell us otherwise. The consumer base for Islamic fashion draws from a diverse range of people who are also non-Muslims. And by the sheer number of potential consumer spending, this sector will take the world by storm. In 2013, Muslims spend US\$266 billion on fashion alone, more than that of Japan and Italy combined. This figure is expected to increase to US\$484 billion in 2019. For a market estimated to be worth US\$96 billion, and with many mainstream brands creating modest fashion capsules, the modest/Islamic fashion movement can make it big. What are the constraints and prospects for it to enter into the haute couture scene?

**Speakers:**

- Faduma Aden, Chief Executive Officer & Founder of Jemmila, Scandinavian Cool. Conservative Chic., Kingdom of Sweden
- Barbara Nicolini, Creative Director of Infinita Group and IFDC, Italian Republic
- Didiet Maulana, Creative Director, IKAT, Republic of Indonesia

**Moderator:**

- Roshan Isaacs, Country Manager, Islamic Fashion and Design Council, Republic of South Africa

2.30pm –  
4.00pm

**MASTERCLASS**  
Empowering Women  
in eCommerce



**Venue: Assembly Hall 2**

eCommerce has blossomed into a multi-billion dollar industry. And With women accounting for around 58% of all online purchases and deciding between 83-87% of consumer purchases, the role of women in shaping the online business landscape is bigger than ever. This has given rise to eCommerce businesses run entirely by women and sometimes exclusively for women, which gives a strong validation that there is a huge potential role for women to play in the eCommerce space. What are the effective steps for women to participate in this industry? Is running a business from of home entirely possible?

**Speakers:**

- Riski Hapsari, Founder and Owner, Koleksikie.com, Republic of Indonesia
- Fatma A. Elmaawy, Managing Partner, Auto Village, Republic of Kenya



## DAY TWO | 3 August 2016, Wednesday

2.30pm -  
3.15pm

### BUSINESS EXCHANGE



Venue: Exhibition Hall A

A networking session where corporations present an elevator pitch about their business before going to one-to-one meetings.

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3.15pm -  
4.00pm

### IDEAPAD SEED PITCHING



Venue: Exhibition Hall A

3 seed startups with innovative ideas backed with proper research will get to pitch in front of a panel of 5 judges (accelerators & incubators) who will critique and advise the entrepreneurs and hopefully recruit the promising ones.

#### Presenters:

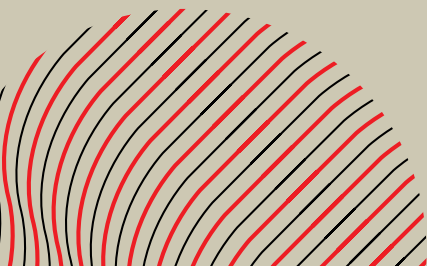
- Sirenio, Republic of Austria
- UPSTART, Republic of the Philippines
- Mynumer.com, Republic of Kazakhstan

#### Judges:

- Victor Chua, Investment Director, Gobi Partners, Malaysia
  - Kevin Darmawan, Managing Partner, Coffee Ventures, Republic of Singapore
  - Shinta Witoyo Dhanuwardoyo, Chief Executive Officer and Founder, Bubu.com, Republic of Indonesia
  - Sam Shafie, Chief Executive Officer, Pitch Platforms Sdn Bhd (pitchIN), Malaysia
  - Kyri Andreou, Co-Founder and Director, ATA PLUS, Malaysia
  - James Digby, Co-Founder, Rockstart Accelerator and Founding Chairman, Global Startup Awards, Kingdom of Denmark
- 

4.00pm -  
4.15pm

### COFFEE BREAK



4.15pm -  
5.45pm

#### PANEL DISCUSSION

Linking Islamic Financing  
to the Halal Sectors



#### Venue: Plenary Hall

The global halal industry, encompassing food, textiles, tourism and healthcare, will double to US\$6.4 trillion by 2018 from 2012, according to the Malaysia International Islamic Financial Centre (MIFC). But this consolidated industry, dubbed "Halal 3.0", will not be realised unless there is connectivity between funding and business expansion in these various halal sectors. Islamic Banks have traditionally financed businesses in the real-estate commercial and residential sectors, but have not contributed to the expansion of the halal businesses. What are the steps to close the credibility gap? What can halal businesses do to improve their creditworthiness?

#### Speakers:

- Mohammad Nazeem Noordali, General Manager, Corporate & Structured Finance (ITFC), Islamic Development Bank, Kingdom of Saudi Arabia
- Malek Mattar, Chief Executive Officer, My Outlets Pte Ltd, Republic of Singapore
- Akmal Saleem, Chief Executive Officer, Maarij Capital, Kingdom of Saudi Arabia
- Sitta Rosdaniah, Financial and Supporting Director, Jakarta Industrial Estate Pulogadung, Republic of Indonesia

#### Moderator:

- Annamaria Tiozzo, President, Italian Halal Certification Center, World Halal Development (WHAD), Italian Republic

4.15pm -  
5.45pm

#### MASTERCLASS

Innovation in Education:  
Preparing for the Next  
10 years



#### Venue: Assembly Hall 2

The education system has undergone a massive transformation from one that fed the industrial revolution in the 19th century, to one that focuses on lucrative high-paying jobs. But with a new consumer-driven knowledge economy with unprecedented technological advancements in the making, the focus of education is changing yet again. How is this going to take shape in the next 10 years? What are the innovative ideas to improve the education system to prepare us for future demands?

#### Speakers:

- Evi H. Trisna, Executive Director, Gerakan Indonesia Mengajar (Indonesia Teaching Movement), Republic of Indonesia
- Prof. Richard Black, Pro-Director (Research & Enterprise), School of African and Oriental Studies (SOAS), United Kingdom

## DAY TWO | 3 August 2016, Wednesday

4.15pm -  
5.00pm

### BUSINESS EXCHANGE



Venue: Exhibition Hall A

A networking session where corporations present an elevator pitch about their business before going to one-to-one meetings.

5.00pm -  
5.45pm

### IDEAPAD

Catalysing the Growth of ASEAN's Startup Ecosystem by Rice Bowl Startup Awards



Venue: Exhibition Hall A

The Rice Bowl Startup Awards commends exemplary leaders that uniquely impact the startup community ranging from investors, journalists and entrepreneurs. This session together with the finalist of RBSA Indonesia will deliberate the tactics and strategies to grow a startup in the ASEAN region.

#### Speakers:

- Matt Morrison, Founder of ASPACE, Republic of the Philippines
- David Madden, Founder of Pandeyyar, Republic of the Union of Myanmar
- Lilyana Latiff, Chairman of Rice Bowl Startup Awards, Malaysia

#### Moderator:

- Sathyvelu Kunashegaran, Rice Bowl Startup Awards, Malaysia

5.45pm -  
6.00pm

### BUSINESS EXCHANGE & IDEAPAD

Closing - Q&A Session



Venue: Exhibition Hall A

#### Speakers:

- Camelia Tan Sri Ya'acob, Founder and Envoy Executive, Rootwommers Sdn Bhd, Malaysia
- Ebrahim Patel, Chairman, Young Leaders Network, WIEF Foundation & Managing Director, TransAfrix Holdings Ltd, Republic of South Africa

9.00am -  
6.00pm

### EXHIBITION OF SPONSORS AND SME VENDORS

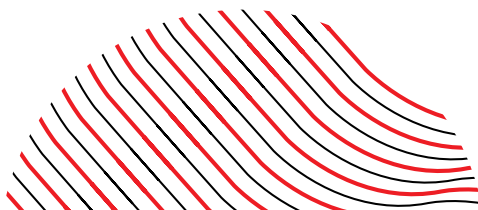


Venue: Exhibition Hall A

9.00am -  
6.00pm

### COMPLEMENTARY PROGRAMMES

Venue: Cendrawasih Hall



## DAY THREE | 4 August 2016, Thursday

9.00am –  
9.10am**KEYNOTE ADDRESS**Corporatising SMEs  
and Cooperatives**Venue: Plenary Hall****Speaker:**

- Tanri Abeng, President Commissioner, PT Pertamina and Former Minister of State-Owned Enterprises, Republic of Indonesia

9.10am –  
10.30am**PANEL DISCUSSION**Restructuring SMEs  
and Improving Credit  
Access**Venue: Plenary Hall**

SMEs are beset by all sides with financial restrictions that impede their business expansion. In most cases, banks require huge collaterals from SMEs for loans, a treatment not accorded to big businesses that have the same propensity to default. One of the reasons is the structure of SMEs that is not scalable and attractive to financial institutions. What are the various credit access options available to SMEs? What is a conducive structure for SMEs to receive sustainable financing?

**Speakers:**

- Thione Niang, Co-Founder and President, Solektra International, United States of America
- Adnan Chilwan, Chief Executive Officer, Dubai Islamic Bank, United Arab Emirates
- Peniel Uliwa, Managing Partner, SME Impact Fund, United Republic of Tanzania

**Moderator:**

- Nadira Mohd Yusoff, Chief Executive Officer, Nadi Ayu Technologies Sdn Bhd, Malaysia

10.30am –  
10.45am**COFFEE BREAK**10.45am –  
11.45am**PANEL DISCUSSION**SMEs in a World of  
Digitised Trade**Venue: Plenary Hall**

The way we do business is changing dramatically with the advent of new technologies that makes transactions and logistics exponentially quicker. To succeed or even survive in this new framework, SMEs need to quickly adapt to changes. What are the areas of improvement for SMEs in this new framework?

**Speakers:**

- Dr Eddy Lee, Managing Partner, Coffee Ventures, Republic of Singapore
- Ridzki Kramadibrata, Managing Director, Grab Indonesia, Republic of Indonesia
- Philip Glickman, Regional Head of Commercial Payments, MasterCard Asia Pacific, Republic of Singapore

**Moderator:**

- Elias Schulze, Co-Founder & Managing Director, Kana Television, Federal Democratic Republic of Ethiopia

11.45am -  
12.45pm

**PANEL DISCUSSION**  
Upgrading Indonesian  
Micro-Businesses in  
Market Access and  
Funding



**Venue: Plenary Hall**

Micro-businesses make up an overwhelming percentage of the workforce in Indonesia, but contribution to GDP remains low and fragmented compared to their bigger counterparts. Part of the problem is due to market access and funding. Since the bulk of the population works in this sector, a concrete solution is needed to take micro-businesses to the next level. What are the policy steps being taken to address this?

**Speakers:**

- Dr Atef Elshabrawy, Global Expert MENA Region, International Council for Small Business, Kingdom of Bahrain
- James Digby, Co-Founder, Rockstart Accelerator and Founding Chairman, Global Startup Awards, Kingdom of Denmark
- Sandiaga Uno, Vice Chairman of the Micro, Small and Medium Enterprises, Cooperatives and Creative Economy, Indonesian Chamber of Commerce & Industry

**Moderator:**

- Hermawan Kartajaya, Founder and Executive Chairman, MarkPlus Inc, Republic of Indonesia

12.45pm -  
1.15pm

**CLOSING SESSION**

**Venue: Plenary Hall**

**Jakarta Statement on the 12th WIEF read by**

Tan Sri Dato' Ahmad Fuzi Haji Abdul Razak, Secretary General of the WIEF Foundation

**Special Address by**

The Hon. Sri Mulyani Indrawati, Minister of Finance of the Republic of Indonesia

**Vote of Thanks by**

The Hon. Tun Musa Hitam, Chairman of the WIEF Foundation

1.15pm -  
2.30pm

**NETWORKING LUNCH**

**Venue: Dining Hall (Exhibition Hall B)**

9.00am -  
2.00pm

**EXHIBITION OF  
SPONSORS AND SME  
VENDORS**



**Venue: Exhibition Hall A**

IN CONJUNCTION WITH THE 12TH WIEF

# MOCA FEST

# SOUNDSCAPE CONCERT

3 August 2016, Wednesday

8.30pm - 10.30pm

Venue: Assembly Hall 3

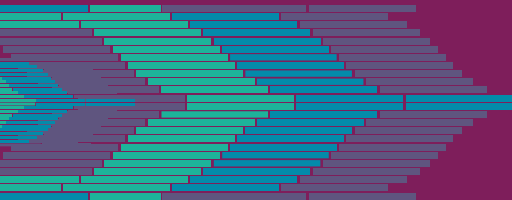
**FREE**  
Entrance

**42 Artistes • 7 Countries**

Southeast Asian fusion of sounds of Cambodia, Thailand, Malaysia and Indonesia

• **Marcell** •

• Krom Monster • Rasmee Wayrana • Ayu Laksmi  
• Wani Ardy & The Guitar Polygamy • Jamal Raslan • Animal Pop



DAY ONE | 2 August 2016, Tuesday

1.30pm - 5.30pm

**MOCAfest VISUAL EXHIBITION**  
Islamic Fashion and Visual Art Installation

Venue: Assembly Hall 3

DAY TWO | 3 August 2016, Wednesday

10.00am - 10.00pm

**MOCAfest VISUAL EXHIBITION**  
Islamic Fashion, Visual Art and Live Installation

Venue: Assembly Hall 3

10.00am - 11.00am

**MOCA TRANSLATIONS 7.0**

Venue: Assembly Hall 3

Reviving classic works of literature from the Muslim world and beyond. Focusing on the work of Hamka, an Islamic and literary scholar from Sumatra, and how his message can be passed down to the next generation through the medium of art.

Artists:

- Jamal Raslan, Spoken Word Artist, Malaysia
- Krom Monster, World Music Band, Kingdom of Cambodia
- Animal Pop, Dance Group, Republic of Indonesia
- Etson Caminha, Visual Artist and Musician, Democratic Republic of Timor-Leste



- Panel Discussion
- IdeaPad
- Masterclass
- Film Screening

- Sharing Circle
- Soundscape Series / Concert
- Visual Exhibition
- MOCA Translations 7.0



## DAY TWO | 3 August 2016, Wednesday

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11.00am - 12.00pm

### PANEL DISCUSSION

The Business of Culture:  
Commercialisation or Preservation?

Venue: Assembly Hall 3

When Indonesia's cultural capital leaves home ground to compete on a global stage, it faces a divergence point, whether to commercialise or preserve. How will this affect the transmission of creative works?

Speakers:

- Putri Sulistyowati, Ambassador and Programme Coordinator, Indonesia Heritage Trust, and Chief Executive Officer, G&B Guitars, Republic of Indonesia
- Rasmee Wayrana, Singer and Songwriter, Kingdom of Thailand
- Fiki Satari, Chairman, Bandung Creative City Forum, Republic of Indonesia

12.00pm - 1.00pm

### MASTERCLASS

Design Thinking in Motion

Venue: Assembly Hall 3

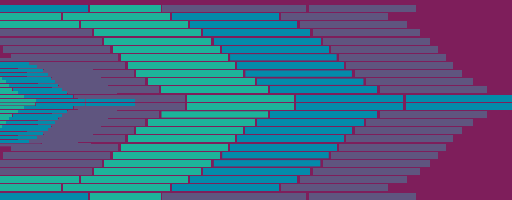
Showcasing the basic principles of design thinking, and how we can use it in our everyday lives, a real live demonstration will be at work by creators and makers from the design movement.

Artists:

- House of Natural Fiber, New Media Art Laboratory, Republic of Indonesia

1.00pm - 2.00pm

### LUNCH



## DAY TWO | 3 August 2016, Wednesday

2.30pm - 3.30pm

### IDEAPAD

#### Creative Arts Project Pitch

Venue: Assembly Hall 3

A stage is given to selected talents to pitch in their innovative and creative projects in front of a judging panel.

2.30pm - 4.00pm

### PANEL DISCUSSION

#### Can Islamic Fashion Become Haute Couture?

Venue: Plenary Hall

For a market estimated to be worth US\$96 billion, and with many mainstream brands creating modest fashion capsules, the modest/Islamic fashion movement can make it big. What are the constraints and prospects for it to enter into the haute couture scene?

#### Speakers:

- Faduma Aden, Chief Executive Officer & Founder of Jemmila, Scandinavian Cool. Conservative Chic., Kingdom of Sweden
- Barbara Nicolini, Creative Director of Infinita Group and IFDC, Italian Republic
- Didiet Maulana, Creative Director, IKAT, Republic of Indonesia

#### Moderator:

- Roshan Isaacs, Country Manager, Islamic Fashion and Design Council, Republic of South Africa

3.30pm - 4.00pm

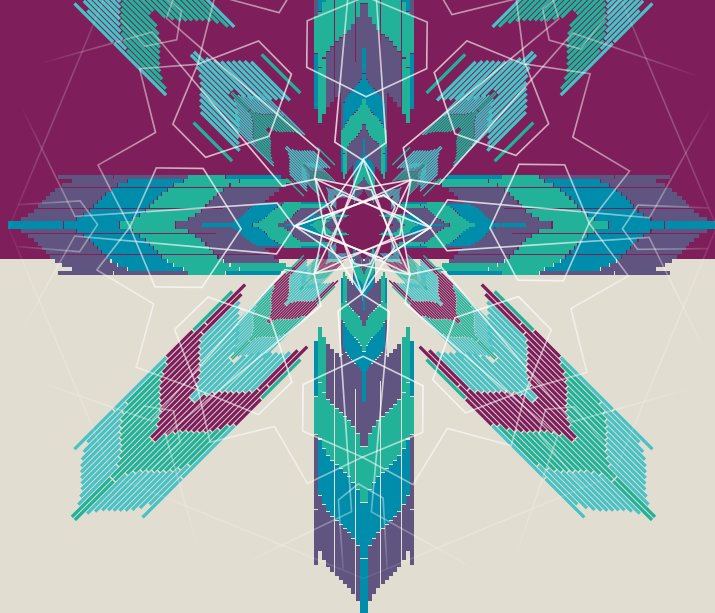
### MOCAfest SOUNDSCAPE SERIES

Venue: Assembly Hall 3

A fusion of creative works under the theme 'Unity in Diversity'.

#### Artists:

- Tony Amaral, Visual Artist, Democratic Republic of Timor-Leste
- Krom Monster, World Music Band, Kingdom of Cambodia
- Ayu Laksmi, Singer and Songwriter, Republic of Indonesia
- Jamal Raslan, Spoken Word Artist, Malaysia



## DAY TWO | 3 August 2016, Wednesday

4.30pm - 5.30pm

### SHARING CIRCLE

Talent vs. Money -  
Bringing Business to the Arts

Venue: Assembly Hall 3

A fish-bowl dialogue between artists, managers, businessmen, and cultural producers in understanding the business models and the nature of the Creative Industry. What are the perceptions of artists and investors?

8.30pm - 10.30pm

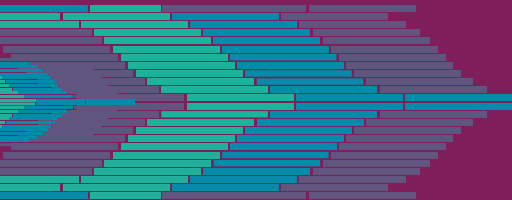
### MOCAfest SOUNSCAPE CONCERT

Venue: Assembly Hall 3

A grand performing arts concert, bringing creative talents of various genres from different countries, for a fusion of modern, traditional, soulful, and expressive performances.

Artists:

- Animal Pop, Dance Group, Republic of Indonesia
- Jamal Raslan, Spoken Word Artist, Malaysia
- Ayu Laksmi, Singer and Songwriter, Republic of Indonesia
- Wani Ardy & The Guitar Polygamy, Music Band, Malaysia
- Krom Monster, World Music Band, Kingdom of Cambodia
- Rasmee Wayrana, Singer and Songwriter, Kingdom of Thailand
- Marcell, Singer, Republic of Indonesia



## DAY THREE | 4 August 2016, Thursday

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9.30am - 1.15pm

### **MOCAfest VISUAL EXHIBITION**

Islamic Fashion, Visual and Live Installation

Venue: Assembly Hall 3

9.30am - 10.30am

### **PANEL DISCUSSION**

Islamic Cinema and Challenging Ideology

Venue: Assembly Hall 3

An in-depth discussion on the power of visual and audio symbolism in changing the narrative and catalysing social change. What are the drivers behind the emerging growth of Islamic Films and its implication on Indonesia's culture?

Speakers:

- Daniel Rudi Heryanto, Filmmaker, Republic of Indonesia
- Ismail Basbeth, Director and Writer, Republic of Indonesia

Moderator:

- Eric Sasono, Film Critic, Republic of Indonesia

10.30am - 12.20pm

### **FILM SCREENING - Q&A**

Venue: Assembly Hall 3

A film screening of 'Khalifah', a movie directed by Nurman Hakim followed by a Q&A session with the producer, Nan T. Achnas.

Speaker:

- Nan T. Achnas, Producer, Republic of Indonesia

12.20pm - 12.45pm

### **MOCAfest SOUNDSCAPE**

Visual Mapping Demo

Venue: Assembly Hall 3

Artiste:

- Fauzi Yusoff, Multimedia Artist, Malaysia

12.45pm - 1.15pm

### **CLOSING SESSION**

# COMPLEMENTARY PROGRAMMES

DAY TWO | 3 August 2016, Wednesday

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9.30am –  
11.00am

INVESTMENT  
OPPORTUNITIES IN  
THE REPUBLIC OF  
GUINEA

Venue: Cenderawasih 1

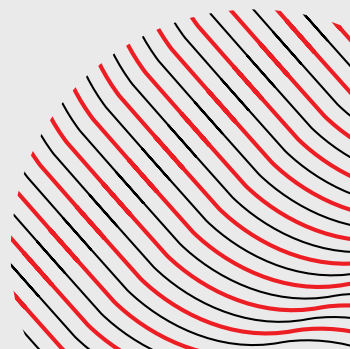
Republic of Guinea

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Venue: Cenderawasih 2

Malaysian Investment Development Authority (MIDA) & Labuan  
International Business and Financial Centre (Labuan IBFC)

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## COMPLEMENTARY PROGRAMMES

DAY TWO | 3 August 2016, Wednesday

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11.30am –  
1.00pm

GROWING THE  
SHARIA MUTUAL  
FUNDS INDUSTRY

### Venue: Cenderawasih 1

Capital Markets Malaysia (CM2)

#### Speakers:

- Denny R. Thaher, Chairman, Asosiasi Pengelola Reksa Dana Indonesia
- Rima Suhaimi, CEO, PT RHB-OSK Asset Management
- Roslina Abdul Rahman, Managing Director, Amundi Malaysia

#### Moderator:

- Mohd Radzuan A Tajuddin, General Manager, Islamic Capital Market, SCM

IRTI FORUM:  
ENABLING REGULATORY  
ENVIRONMENT FOR  
ISLAMIC MICROFINANCE  
INSTITUTION

### Venue: Cenderawasih 2

Islamic Development Bank (IDB)

#### Opening Remark by

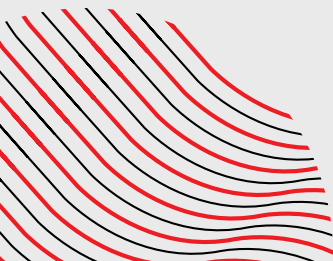
President Elect H.E. Dr Bandar Hajjar, President of the Islamic Development Bank (IDB) Group

#### Speakers:

- Dr Mulya Siregar, Deputy Commissioner, OJK
- Prof. Dr Badr El Din Gureshi Mustafa, General Manager, Microfinance Unit, Central Bank of Sudan
- Ir. H. Saat Suharto, PBMT
- Prof. Abdul Ghafar Ismail, Islamic Research and Training Institute

#### Moderator:

- Prof. Savas Alpay, Chief Economist, Islamic Development Bank Group



## COMPLEMENTARY PROGRAMMES

DAY TWO | 3 August 2016, Wednesday

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2.30pm -  
4.00pm

JOHOR HALAL PARK  
- NEW GROWTH  
ENGINE FOR HALAL  
INDUSTRIAL PARK  
WITHIN ISKANDAR  
MALAYSIA

**Venue: Cenderawasih 1**

United Malayan Land Berhad (UM Land)

**Speaker:**

- Mohd Noor Abd Salam, Chief Executive Officer, UMLand J-Biotech Park Sdn Bhd

DECENTRALISING  
GROWTH,  
EMPOWERING  
FUTURE BUSINESS:  
FROM PUBLIC POLICY  
PERSPECTIVE

**Venue: Cenderawasih 2**

Razak School of Government (RSOG)

**Speakers:**

- Tan Sri Dr Ali Hamsa, The Chief Secretary to the Government of Malaysia
- The Hon Dr Sofyan A. Djalil, Minister of National Development Planning, Republic of Indonesia

**Moderator:**

- Dr Hamidin Abd Hamid, Chief Executive Officer, Razak School of Government (RSOG)

WHAT'S NEXT IN  
HALAL TRAVEL  
- INSIGHTS BY  
MASTERCARD AND  
CRESCENTRATING

**Venue: Cenderawasih 3**

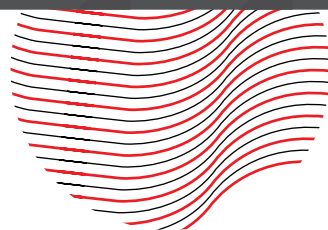
MasterCard & CrescentRating

**Speakers:**

- Safdar Khan, Division President Indonesia, Malaysia and Brunei, MasterCard
- Fazal Bahardeen, Chief Executive Officer, CrescentRating & HalalTrip
- Raudha Zaini, Digital Content Manager, HalalTrip Pte Ltd



# 12<sup>th</sup> WIEF EXHIBITION



## MAIN LOBBY, JAKARTA CONVENTION CENTER

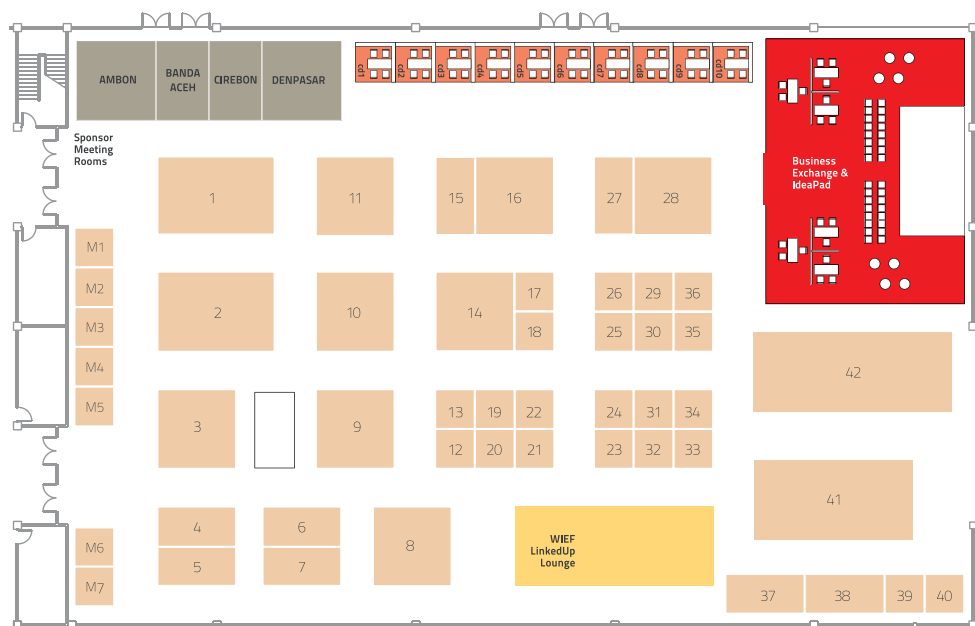
Capitalising on the huge presence of the global business community converging at a single meeting point, the 12th WIEF Exhibition will undoubtedly grant numerous networking opportunities and prominence to corporations who are interested in showcasing their products, services and recent innovations.

With its close proximity to the Forum's other networking programmes, such as IdeaPad, Business Exchange, WIEF LinkedUp Lounge, Country Desks as well as the Country Pavilions, the

Exhibition is poised to serve as a vibrant meeting place for more effective discussions and collaborations.

At the Exhibition, SMEs will be able to participate in the Country Pavilions and Country Desks and to explore opportunities in regional and international markets, discover new funding options, increase brand exposure, establish business partnerships, widen distribution partnerships, and organise one-on-one business meetings with relevant parties.

- Business Exchange & IdeaPad
- Country Desks
- WIEF LinkedUp Lounge
- Sponsor Meeting Rooms
- Exhibitors & Media Partners



## EXHIBITORS LIST

**M1 The WorldFolio**  
www.theworldfolio.com

**M2 The Business Year**  
www.thebusinessyear.com

**M3 Thomson Reuters**  
www.thomsonreuters.com

**M4 The Financial Times Asia**  
www.ft.com

**M5 CNBC Asia**  
www.cnbc.com

**M6 Airpoteve**  
www.airpoteve.com

**M7 Metro TV**  
www.metrotvnews.com

**1 PT Lintas Marga Sedaya (LMS)**  
www.uem.com.my

**2 Maybank Islamic Bhd**  
www.maybankislamic.com.my

**3 Iskandar Investment Bhd**  
www.iskandarinvestment.com

**3 United Malayan Land Bhd**  
(UM Land)  
www.umland.com.my

**4 Islamic Development Bank (IDB)**  
www.isdb-pilot.org

**5 MasterCard**  
www.mastercard.com

**6 Capital Markets Malaysia (CM2)**  
www.capitalmarketsmalaysia.com

**7 Indonesia Stock Exchange (IDX)**  
www.idx.co.id

**8 Perusahaan Pertambangan Minyak**  
dan Gas Bumi Negara  
www.pertamina.com

**9 Gangwon Provincial Government**

**10 Johor Corporation**  
www.jcorp.com.my

**11 Aladdin Street DotCom (M) Sdn Bhd**  
www.aladdinstreet.com.my

**12 NRS Business Solutions**  
www.nrsbusinessolutions.com

**13 Chartered Institute of Islamic Finance**  
Professionals (CIIF)  
www.ciif-global.org

**14 PT Sarana Multi Infrastruktur Persero**  
(PT SMI)  
www.ptsmi.co.id

**15 Bank Syariah Mandiri (BSM)**  
www.syariahmandiri.com.id

**16 PT Prudential Life Assurance**  
www.prudential.co.id

**17 Teman Bu Menteri**

**18 Modestyle Group**  
www.modestyle.com

**19 YaPEIM Hospitality International**  
www.yapeim.net.my

**20 UKM Bandung**

**21 International Council of Islamic Finance**  
Educators (ICIFE)  
www.icife.net

**22 Qatar Financial Centre**  
www.qfc.qa

**23 Brainy Bunch Sdn Bhd**  
www.brainybunch.com

**24 Fixture Solutions Engineering**  
Sdn Bhd (FSESB)  
www.fsesb.com.my

**25 Gano Singapore**  
www.ganoeworldwide.com

**26 Mistree Pte Ltd**  
www.mistree.sg

**27 Bank Tabungan Pensiunan Nasional**  
(BTPN)  
www.btpn.com

**28 PT Telekomunikasi Selular (Telkomsel)**  
www.telkomsel.com

**29 Values Asia Pte Ltd**  
www.values-asia.com

**30 Cool Dining Sdn Bhd**  
chefmashad@livellouno.com.my

**31 Razak School of Government (RSOG)**  
www.rsog.com.my

**32 IBFIM**  
www.ibfim.com

**33 HalalJourney**  
www.HalalJourney.com

**34 salaambnb**  
www.salaamBNB.com

**35 Rootwommers Sdn Bhd**  
www.rwommers.com

**36 Zurriyat Ventures Sdn Bhd**  
www.micf.my

**37 PT Jakarta Industrial**  
Estate Pulogadung (JIEP)  
www.jiep.co.id

**38 Allianz Insurance**  
www.allianz.co.id

**39 UKM KEMENKOP**  
(Kementerian Koperasi)  
www.depkop.go.id

**40 Komunitas Tangan Di Atas**  
www.tangandiatas.com

**43 BE KRAF (Badan Ekonomi**  
Kreatif Indonesia)  
**46** www.bekraf.go.id

### PAVILION

**41 Malaysia Pavilion (MATRADE)**  
www.matrade.gov.my

**42 Indonesia Pavilion**  
www.kemenkeu.go.id

### COUNTRY DESK

- CD1** Islamic Republic of Pakistan
- CD2** Federative Republic of Brazil
- CD3** Kingdom of Spain
- CD4** Republic of Korea
- CD5** Kingdom of Thailand
- CD6** Democratic Socialist Republic of Sri Lanka
- CD7** United Kingdom
- CD8** Malaysia
- CD9** Republic of Indonesia
- CD10** Republic of Guinea

46

45

43

44



## COUNTRY DESK CONTACT

### CD1 ISLAMIC REPUBLIC OF PAKISTAN

**Muhammad Usman**  
Commercial Attache

E: usman.waince@gmail.com  
T: +62 21 5785 1723

#### Industries In Focus

Power Sector, Coal Mining,  
Palm Oil, Agricultural Products,  
Textiles

### CD2 FEDERATIVE REPUBLIC OF BRAZIL

**Gustavo Westmann**  
Head of Economic &  
Commercial

E: gustavo.westmann@  
itamaraty.gov.br  
T: +62 21 526 5656

#### Industries In Focus

Agribusiness, Technology;  
Health, Creative Economy;  
Service, Fashion, Housing;  
Construction, Machinery &  
Equipment

### CD3 KINGDOM OF SPAIN

**Juan Olaechea**  
Market Analyst

E: jolaechea@comercio.mineo  
T: +62 21 3917543/44

#### Industries In Focus

Infrastructure (transport,  
energy, water), Food, Machinery,  
Pharmaceutical, Construction  
Material

### CD4 REPUBLIC OF KOREA

**Lee Kyung Seok**  
Deputy Director

E: kris@kotra.or.kr  
T: +62 21 574 1522

#### Industries In Focus

ICT Business, Manufacturing  
(Machine & Auto Parts),  
Franchise, Creative Industries

### CD5 KINGDOM OF THAILAND

**Nitivadee Manitkul**  
Deputy Head of Mission

E: nitivadeem@hotmail.com  
T: +62 21 2932 8190

### CD6 DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA

**Thamara Subasinghe**  
Attache - Research &  
Documentation

E: slmbjkt@gmail.com  
T: +62 21 314 1018

#### Industries In Focus

Agriculture, Apparels, Education,  
Export Manufacturing, Export  
Services, Infrastructure,  
Tourism, Power & Energy,  
Telecommunication, Ports  
Development

### CD7 UNITED KINGDOM

**Andang Kurniawan**  
Trade & Investment Manager  
E: andang.kurniawan@  
fco.gov.uk  
T: +6221 2356 5200

#### Industries In Focus

Islamic Finance

### CD8 MALAYSIA

**Ahmad Tarmizi Ab Aziz**  
Assistant Director  
E: atarmizi@mida.gov.my  
T: +603 2267 3633

#### Industries In Focus

Biotechnology, Pharmaceuticals,  
Alternative Energy Sources,  
Machinery Equipment, Oil &  
Gas, Food & Agro based, ICT  
Services, Education, Healthcare

### CD9 REPUBLIC OF INDONESIA

**Industries In Focus**  
Infrastructure, SME, Fashion,  
Halal, Innovative Technology,  
Tourism

### CD10 REPUBLIC OF GUINEA

**Industries In Focus**  
Agriculture, Construction,  
Healthcare, Energy, IT  
Telecommunication



# IDEAPAD



IdeaPad is a niche event located at the 12th WIEF Exhibition that gives a sneak peek to the world of startup business. IdeaPad provides an important platform for aspiring entrepreneurs with innovative ground-breaking and world-changing ideas to capture the interest of potential clients and investors from across the globe.

The IdeaPad in Jakarta 2016 comprises a panel discussion on equity crowdfunding, bringing together the first ever licensed equity crowdfunding operators in the ASEAN region to help boost the funding options for startups in ASEAN.

The event will also host 5 carefully selected startups, who will take the stage to pitch in front of a panel of judges. The IdeaPad will culminate with the announcements of a regional startup award for ASEAN.

## EXHIBITION HALL DAY TWO, 3 AUGUST 2016

### 12.30pm – 1.00pm SOCASH PTE. LTD, SINGAPORE

soCash develops enterprise software that makes 'cash management cycle' efficient and cost effective. It is the smarter alternative to ATMs, CDMs and EFTPOS platforms currently in use, towards a future where you can get cash around every corner.

### PT ANTERIN DIGITAL NUSANTARA, INDONESIA

Anterin with its business call "sending anything anywhere" is a mobile marketplace for logistics, transportation and warehousing services in one integrated mobile application, where users can get competitive price and services through an auction mechanism.

### 3.15pm – 4.00pm SIRENIO, AUSTRIA

Sirenio is an investor relations platform for equity crowd-funded companies with a secondary market for investors to liquidate their shareholdings.

### UPSTART, PHILIPPINES

We gamify learning. UPSTART is a gaming company that specialises in transforming industry-specific topics and concepts into innovative play-based products, programmes and/or platforms.

### MYNUMBER.COM, KAZAKHSTAN

A unique communication platform that lets individuals and businesses around the world aggregate their activities behind a single number making interaction simpler, easier and more efficient as never before.

12.30pm –  
1.00pm

### IDEAPAD SEED PITCHING



3.15pm –  
4.00pm

#### Judges:

- Victor Chua, Investment Director, Gobi Partners, Malaysia
- Dr Eddy Lee, Managing Partner, Coffee Ventures, Republic of Singapore
- Shinta Witoyo Dhanuwardoyo, Chief Executive Officer and Founder, Bubu.com, Republic of Indonesia
- Sam Shafie, Chief Executive Officer, Pitch Platforms Sdn Bhd (pitchIN), Malaysia
- Kyri Andreou, Co-Founder and Director, ATA PLUS, Malaysia
- James Digby, Co-Founder, Rockstart Accelerator and Founding Chairman, Global Startup Awards, Kingdom of Denmark

#### Judges:

- Victor Chua, Investment Director, Gobi Partners, Malaysia
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- James Digby, Co-Founder, Rockstart Accelerator and Founding Chairman, Global Startup Awards, Kingdom of Denmark



EXHIBITION HALL  
DAY TWO, 3 AUGUST 2016

9.30am-10.30am  
Rootwommers Sdn Bhd

**MASTERCLASS:  
CONNECTING  
NETWORKS - GLOBAL  
NETWORKING**

## BUSINESS EXCHANGE

Business Exchange sessions enable corporations and exhibitors to promote their business in the middle of a crowd.

Business Exchange sessions will take place in the Exhibition Hall A, in the same hall and stage where the IdeaPad sessions will take place. The layout of the hall is informal and conducive for networking amongst delegates.

Each Business Exchange session is 30 – 45 minutes in duration. During that time, corporations will be given tables to pitch. Corporations participating in the Business Exchange sessions will be given 7 minutes to pitch their company and their key products/services. After all corporations have pitched, the remaining time is dedicated to bilateral networking between the crowd and these corporations.



## BUSINESS EXCHANGE PROGRAMME

### 10.30am - 12.00pm

Cool Dining Sdn Bhd	Food & Beverage	Malaysia
PT Mastercard Indonesia	Global Payment Network Provider	Republic of Indonesia
Embassy of the Kingdom of Spain	Infrastructure / Pharmaceutical	Kingdom of Spain
Chartered Institute of Islamic Finance Professionals (CIIF)	Professionals / Finance	Malaysia
KPJ Healthcare	Healthcare	Malaysia
Embassy of the Federative Republic of Brazil	Agrobusiness / Technology & Health	Federative Republic of Brazil

### 12.00pm - 1.00pm

Zurriyat Ventures Sdn Bhd	Children's Advancement	Malaysia
Razak School of Government (RSOG)	Training and Research	Malaysia
Values Asia Pte Ltd	E-Commerce	Republic of Singapore
salaambnb	Travel Technology	United Kingdom

### 2.30pm - 4.00pm

Qatar Financial Centre	Financial	State of Qatar
Gano Singapore	Health & Wellness	Republic of Singapore
Fixture Solutions Engineering Sdn Bhd	Engineering & Manufacturing	Malaysia
Mistree Pte Ltd	Health & Wellness	Republic of Singapore
NRS Business Solutions	Business Providing Solutions	Republic of The Phillippines
Aladdin Street DotCom (M) Sdn Bhd	E-Commerce	Malaysia

### 4.15pm -5.45pm

Embassy of the Republic of Korea	ICT / Manufacturing	Republic of Korea
Brainy Bunch Sdn Bhd	Education	Malaysia
International Council of Islamic Finance Educators (ICIFE)	Education	Malaysia
Embassy of the Islamic Republic of Pakistan	Investment	Islamic Republic of Pakistan
Modestyle Group	Fashion	Republic of Singapore
Halaljourney	Halal Travel Industry	United Kingdom

### 5.45pm - 6.00pm | Closing - Q & A Session





## HOST



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## STRATEGIC PARTNERS



## GOLD SPONSORS



## SILVER SPONSORS



## COLLABORATOR



## PARTNERS

## PREFERRED PAYMENT PARTNER



## KNOWLEDGE PARTNER



## CAPITAL MARKETS PARTNER



## BUSINESS EXCHANGE PARTNER



## SOCIAL MEDIA PARTNER



## MEDIA PARTNERS



