

PROGRAMME

# 11<sup>TH</sup> WIEF

K U A L A L U M P U R  
3 - 5 NOVEMBER 2015

BUILDING RESILIENCE FOR  
EQUITABLE GROWTH

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



# BUILDING RESILIENCE FOR EQUITABLE GROWTH





## OVERVIEW

Securing financial stability and generating growth is at the top of the global economic agenda, especially after years of uncertainty and sluggish development following the 2008 financial crisis. More and more countries, Muslim and non-Muslim, are now seeking an economic model that is more equitable and sustainable. The concept of the Islamic economy is increasingly gaining global traction in the past few years. It has been proven to be more resilient, and it has presented to the world its vast potential to bring upon peace and prosperity with its underlying principle of being ethical and inclusive.

The 11th WIEF will see the continuous promotion of Islamic economy as it convenes world leaders, government representatives, economists, academia, and the business community to address pressing economic and social issues. The Forum also promotes the values of cross-border business and economic partnerships as it provides an international platform for governments and the business community to showcase their cutting-edge ideas, galvanise support, and recruit collaborators.

The 11th WIEF will take place on 3 - 5 November 2015 at Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia.

Hosted by:



Government of Malaysia

Organised by:







## VENUE KUALA LUMPUR CONVENTION CENTRE

The venue of the 11th WIEF is the world-class award-winning Kuala Lumpur Convention Centre. Strategically located in the Kuala Lumpur City Centre overlooking the iconic PETRONAS Twin Towers and the 50-acre KLCC Park, the Centre is purpose-built for international, regional and local conventions, trade shows, public exhibitions, entertainment as well as private functions.

The Kuala Lumpur Convention Centre offers Plenary Hall, Plenary Theatre, Grand Ballroom, Banquet Hall, Conference Hall, exhibition halls, 20 meeting rooms, ancillary facilities, the latest in wireless, 3G telecommunications and digital audio-visual services. The Kuala Lumpur Convention Centre is the perfect venue for all your networking needs.

## ABOUT WIEF



It started in 2005 with its inaugural Forum in Kuala Lumpur, Malaysia followed by the second Forum in Islamabad, Pakistan in 2006; Kuala Lumpur again in 2007; Kuwait City, Kuwait in 2008; Jakarta, Indonesia in 2009; Kuala Lumpur, Malaysia in 2010; Astana, Kazakhstan in 2011; Johor Bahru, Malaysia in 2012; London, United Kingdom in 2013; and Dubai, United Arab Emirates in 2014.

Renowned worldwide as a yearly gathering for world leaders and top CEOs, the WIEF is also regarded as an SME-centric platform, attracting thousands of small and medium businesses from all over the world. The WIEF continues to make

inroads into new territories by shedding light on new business opportunities in the Muslim World.

Throughout the years, participation has steadily grown from a mere 600 delegates within the Asian region in 2005, to more than 3,150 delegates worldwide, at our most recent forums.

The WIEF shall continue to make an impact on the global business landscape, addressing the pressing issues of the day and will constantly strive towards building bridges between all nations and communities, through business.

# PREVIOUS FORUMS

**1st**  
WIEF

Kuala Lumpur,  
Malaysia



1 - 3 October 2005

*Forging New Alliances for  
Development and Progress*

600 Participants

**3rd**  
WIEF

Kuala Lumpur,  
Malaysia



27 - 29 May 2007

*Global Challenges:  
Innovative Partnerships*

1000 Participants

**5th**  
WIEF

Jakarta,  
Indonesia



1 - 4 March 2009

*Food and Energy Security  
& Stemming the Tide of the  
Global Financial Crisis*

1728 Participants

**2005**

**2006**

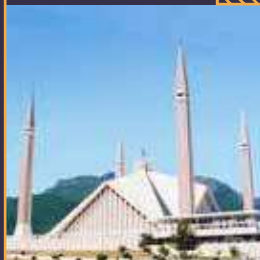
**2007**

**2008**

**2009**

**2nd**  
WIEF

Islamabad,  
Pakistan



5 - 7 November 2006

*Unleashing the Potential  
of Emerging Markets*

700 Participants

**4th**  
WIEF

Kuwait City,  
Kuwait



29 April - 1 May 2008

*Islamic Countries:  
Partners in Global  
Development*

900 Participants



## 7th WIEF

Astana,  
Kazakhstan



7 - 9 June 2011  
*Globalising Growth:  
Connect, Compete,  
Collaborate*

2508 Participants

## 9th WIEF

London,  
United Kingdom



29 - 31 October 2013  
*Changing World, New  
Relationships*

2700 Participants

2010

2011

2012

2013

2014

## 6th WIEF

Kuala Lumpur,  
Malaysia

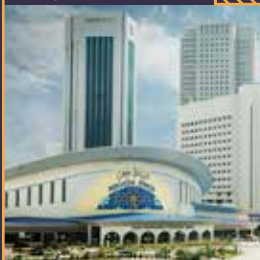


18 - 20 May 2010  
*Gearing for Economic  
Resurgence*

2567 Participants

## 8th WIEF

Johor Bahru,  
Malaysia



4 - 6 December 2012  
*Changing Trends, New  
Opportunities*

2100 Participants

## 10th WIEF

Dubai,  
United Arab Emirates



28 - 30 October 2014  
*Innovative Partnerships for  
Economic Growth*

3150 Participants



## THE FORUM HAS BEEN GRACED BY SUCH ESTEEMED DIGNITARIES AS:

**President of the Republic of Maldives,**  
H.E. Maumoon Abdul Gayoom (2005)

**President of the Islamic Republic of Pakistan,**  
H.E. Pervez Musharraf (2006)

**President of the Republic of Indonesia,**  
H.E. Dr Susilo Bambang Yudhoyono (2007, 2009, 2010)

**Emir of the State of Kuwait,**  
H.H. Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah (2008)

**King of Jordan,**  
H.M. King Abdullah II (2008, 2013)

**President of the Islamic Republic of Afghanistan,**  
H.E. Hamid Karzai (2008, 2013)

**President of the Republic of Senegal,**  
H.E. Abdoulaye Wade (2008, 2010)

**President of Bosnia and Herzegovina,**  
H.E. Haris Silajdzic (2008)

**Sultan of Brunei Darussalam,**  
H.M. Sultan Hassanah Bolkiah (2010, 2013)

**President of the Republic of Kosovo,**  
H.E. Fatmir Sejdiu (2010)

**President of the Republic of Maldives,**  
H.E. Mohamed Nasheed (2010)

**President of the Republic of Kazakhstan,**  
H.E. Nursultan Nazarbayev (2011, 2014)

**President of the Republic of Djibouti,**  
H.E. Ismail Omar Guelleh (2011)

**President of the Union of Comoros,**  
H.E. Ikililou Dhoinine (2012)

**President of the People's Republic of Bangladesh,**  
H.E. Md. Abdul Hamid (2013, 2014)

**President of the Republic of Kosovo,**  
H.E. Atifete Jahjaga (2013)

**Member of the Presidency, Republic of Bosnia and Herzegovina,**  
H.E. Bakir Izetbegovic (2013)

**Founder Patron of the WIEF Foundation and as Former Prime Minister of Malaysia,**  
H.E. Tun Abdullah Ahmad Badawi (2005 to 2014)

**Prime Minister of the Islamic Republic of Pakistan and as Former Prime Minister of the Islamic Republic of Pakistan,**  
H.E. Shaukat Aziz (2005, 2006, 2007, 2010, 2011)

**Prime Minister of the State of Kuwait,**  
H.H. Sheikh Nasser Al-Mohamad Al-Ahmad Al-Sabah (2007, 2008)

**Prime Minister of the Kingdom of Bahrain,**  
H.R.H. Prince Khalifa bin Salman Al Khalifa (2008)

**Prime Minister of the Republic of Cote D'Ivoire,**  
H.E. Guillaume Kigbafori Soro (2008)

**Prime Minister of the Kingdom of Morocco,**  
H.E. Abbas El Fassi (2009)

**Prime Minister of Malaysia and as Patron of the WIEF Foundation,**  
H.E. Dato' Sri Mohd Najib Tun Abdul Razak (2010 to 2014)

**Prime Minister of the People's Republic of Bangladesh,**  
H.E. Sheikh Hasina (2010)

**Prime Minister of the Republic of Tajikistan,**  
H.E. Oqil Oqilov (2011)

**Prime Minister of the Republic of Kazakhstan,**  
H.E. Karim Massimov (2011)

**Prime Minister of the United Kingdom,**  
The Rt. Hon. David Cameron (2013)

**Prime Minister of the Islamic Republic of Pakistan,**  
H.E. Muhammad Nawaz Sharif (2013)

**Prime Minister of the Grand Duchy of Luxembourg,**  
H.E. Xavier Bettel (2014)

**Prime Minister of the Democratic Republic of Timor-Leste,**  
H.E. Kay Rala Xanana Gusmão (2014)

**Head of the Government of the Kingdom of Morocco,**  
H.E. Abdellah Benkirane (2013)

**Vice President & Prime Minister of the United Arab Emirates & Ruler of Dubai,**

H.H. Sheikh Mohammed bin Rashid Al Maktoum (2014)

**Prince of Wales, United Kingdom,**  
H.R.H Prince Charles (2013)

**Crown Prince of Perak, Malaysia,**  
H.R.H. Raja Dr Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah (2005, 2011)

**Crown Prince and Deputy Ruler, Ras Al-Khaimah Emirates, United Arab Emirates,**  
H.H. Sheikh Saud bin Saqr Al Qasimi (2007, 2009)





## 62 LEADERS, 37 COUNTRIES, 10 FORUMS

**Crown Prince, Kingdom of Bahrain,**  
H.R.H. Prince Salman bin Hamad bin Isa Al Khalifa (2013)

**Duke of York, United Kingdom,**  
H.R.H. Prince Andrew (2010)

**Vice President of the Republic of Indonesia,**  
H.E. Jusuf Kalla (2009)

**Vice President of the Republic of Indonesia,**  
H.E. Prof. Dr Boediono (2011, 2013)

**Vice President of the Republic of Seychelles**  
H.E. Danny Faure (2014)

**Deputy Prime Minister of the State of Qatar,**  
H.E. Abdullah bin Hamad Al-Attiyah (2009)

**Deputy Prime Minister of the Republic of Uganda,**  
H.E. A.M. Kirunda Kivejinja (2009)

**Deputy Prime Minister of the Republic of Kazakhstan,**  
H.E. Asset O. Issekeshev (2010, 2011, 2013)

**Deputy Prime Minister of the Republic of Singapore,**  
H.E. Tharman Shanmugaratnam (2012)

**Deputy Prime Minister of the Republic of Iraq,**  
H.E. Dr Rowsch Nuri Shaways (2013)

**Deputy Prime Minister and Minister of Finance,  
State of Kuwait,**  
H.E. Sheikh Salem Abdulaziz Al-Saud Al-Sabah (2013)

**Deputy Prime Minister of the Republic of Turkey,**  
H.E. Ali Babacan (2013)

**Former Prime Minister of Malaysia,**  
H.E. Tun Dr Mahathir Mohamad (2005)

**Former Prime Minister of Australia,**  
H.E. Bob Hawke (2006, 2008)

**Former President of Sri Lanka,**  
H.E. Chandrika Bandaranaike Kumaratunga (2006)

**Former Prime Minister of the Netherlands,**  
H.E. Prof Dr Ruud Lubbers (2007, 2010)

**Former Prime Minister of the Arab Republic of Egypt,**  
H.E. Dr Atef Obaid (2008)

**Former Prime Minister of the Netherlands,**  
H.E. Wim Kok (2011)

**Former Prime Minister of Lebanon,**  
H.E. Fuad Siniora (2011)

**Former Deputy Prime Minister of the Republic of Yemen,**  
H.E. Abdul Kareem Al-Arhabi (2009)

**Former Deputy Prime Minister of Malaysia and  
Chairman of the WIEF Foundation,**  
H.E. Tun Musa Hitam (2005 to 2014)

**Premier of Bermuda,**  
H.E. Craig Cannonier (2013)

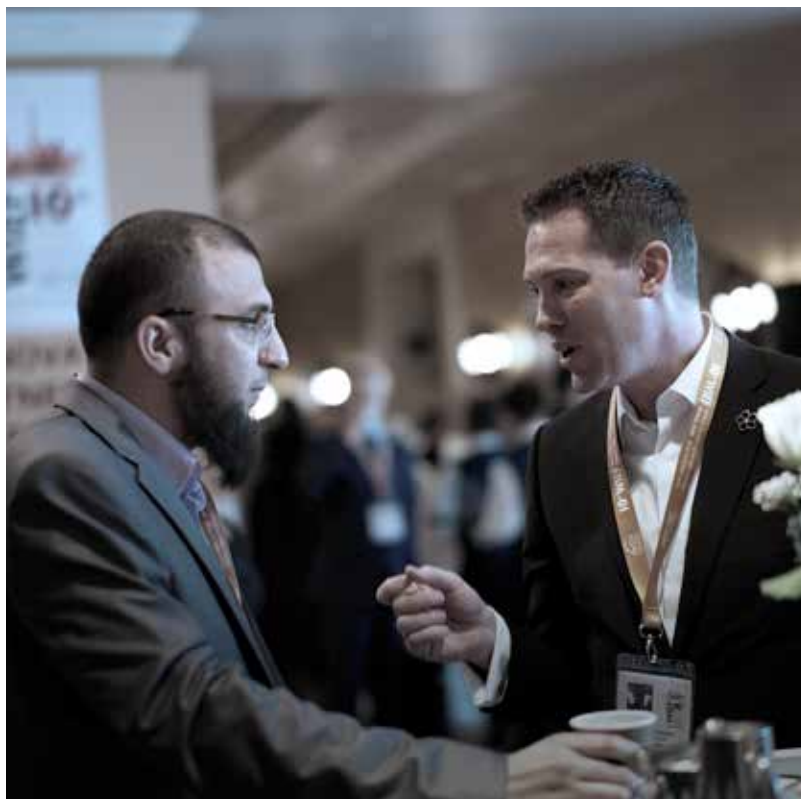
**Secretary General of OIC,**  
H.E. Prof Dr Ekmeleddin Ihsanoglu (2009)

**President of the Islamic Development Bank (IDB),**  
H.E. Dr Ahmed Mohamed Ali (2005 to 2014)

**Secretary General of ASEAN,**  
H.E. Surin Pitsuwan (2010)

**Chairman of the Moro Islamic Liberation Front,  
Mindanao, Republic of Philippines,**  
H.E. Al Haj Murad Ebrahim (2012)

# PEOPLE AT THE FORUM



## HEADS OF STATE, HEADS OF GOVERNMENT, MINISTERS AND PUBLIC SECTOR POLICY MAKERS

- Debate a wide range of issues with a wide variety of experts and decision makers from across the globe
- Examine the options and solutions for the most pressing challenges affecting the world's business environment
- Seek out potential funding for various projects

## CAPTAINS OF INDUSTRY, DECISION MAKERS, ENTREPRENEURS, INVESTORS AND INDUSTRY PROFESSIONALS FROM ALL SECTORS

- Take advantage of the opportunity to network with key stakeholders
- Pursue new business opportunities and network with companies across the world at a truly global platform
- Identify investment opportunities from all corners of the industry

## ACADEMICIANS, INNOVATORS AND STUDENTS

- Be part of a leading high-level forum on business opportunities across the globe
- Learn about the latest changes and strategies in the business sector
- Meet face-to-face with leading experts in various fields

## NGOs AND CIVIL SOCIETY ORGANISATIONS

- Take advantage of the opportunity to speak one-on-one with the experts in your field
- Keep abreast of the rapidly changing global business environment

## MEDIA

- Cover WIEF as a leading business forum in the world
- Report on different opinions of industry leaders on the world's current business issues
- Acquire real insights regarding challenges in an industry that creates so many headlines every day

# PREVIOUS SPEAKERS

## **Bouthayna Iraqui Houssani**

Former President of the Moroccan Association of Women Entrepreneurs, Morocco

## **Long Yongtu**

Secretary General of Boao Forum for Asia, China

## **Oscar Groeneveld**

CEO, Rio Tinto Aluminium, Australia

## **Sahar Al-Sallab**

Vice Chairman & Managing Director, Commercial International Bank, Egypt

## **Olive Zaitun Kigongo**

President, Uganda National Chambers of Commerce & Industry, Uganda

## **Tarek Abdulaziz Al-Sultan**

Chairman, Agility, Kuwait

## **Sir Martin Sorrel**

Group Chief Executive, WPP, United Kingdom

## **Sigve Brekke**

Executive Vice President & Head of Asia Operations, Telenor Group, Norway

## **Khaled Abdulla-Janahi**

Executive Vice Chairman, Ithmaar Bank B.S.C., Bahrain

## **Ian Powell**

Chairman & Senior Partner, PwC UK & Middle East, United Kingdom

## **Tan Sri Anthony F. Fernandes**

Group CEO, AirAsia Berhad, Malaysia

## **Sandiaga Uno**

Managing Director, Saratoga Capital Indonesia, Indonesia

## **Amer Bukvic**

CEO, Bosnia Bank International, Bosnia & Herzegovina

## **Dr Yuri Sigov**

US Bureau Chief in Washington "Business People" Magazine, United States of America

## **Dr Kadri Ozen**

Group Public Affairs Director, the Coca-Cola Company, Eurasia & Africa Group, Turkey

## **Rajeev Singh-Molares**

APAC President, Executive Vice President Alcatel-Lucent, China

## **Tan Sri Zeti Akhtar Aziz**

Governor, Central Bank of Malaysia

## **David Marsh**

Chairman, Official Monetary and Financial Institutions, United Kingdom

## **Dr Jamil El Jaroudi**

CEO, Bank Nizwa, Oman

## **Alexander Dembitz**

Group Chairman, SOFGEN Group, Switzerland

## **Christopher Exline**

CEO, Home Essentials, Hong Kong

## **Martin Burt**

Founder & CEO, Fundación Paraguaya, Paraguay

## **Konstantin A Markelov**

Chairman, Astrakhan Region Government, Russia

## **Dr Ralf D. Speth**

CEO, Jaguar Land Rover, United Kingdom

## **Muzaffar Hisham**

CEO, Maybank Islamic & Head, Maybank Group Islamic Banking, Malaysia

## **Boris Johnson**

Mayor of London, United Kingdom

## **Philisiwe Mthethwa**

CEO, National Empowerment Fund, South Africa

## **Prof. Dr Uwe Krueger**

CEO, Atkins plc, United Kingdom

## **Herbert Oberhaensli**

Vice President, Head of Economic and International Relations, Assistant to the Chairman of the Nestlé Group - Economic Affairs, Nestlé S.A, Switzerland

## **Jacqueline Muna Musiitwa**

Founder and Managing Partner, Hoja Law Group, Rwanda

## **Andrea Leadsom MP**

Economic Secretary to the Treasury, United Kingdom

## **Masood Ahmed**

Director, Middle East and Central Asia Department, International Monetary Fund

## **Mahmoud Mohieldin**

Corporate Secretary and President's Special Envoy on Millennium Development Goals, World Bank

## **Dr Abdul Aziz Al Hinai**

Vice President Finance, Islamic Development Bank

## **Atsutoshi Nishida**

Adviser to the Board, Toshiba Corporation, Japan

## **Roger Bootle**

Managing Director, Capital Economics, United Kingdom

## **Young Soo Kim**

President, Samsung Gulf Electronics

## **Raghu Malhotra**

Division President, Middle East & North Africa, International Markets, MasterCard

## **Gerald Lawless**

President and Group CEO, Jumeirah Group, United Arab Emirates

## **Toby O'Connor**

Chief Executive Officer, The Islamic Bank of Asia, Singapore

## **Dr Adnan Chilwan**

Chief Executive Officer, Dubai Islamic Bank, United Arab Emirates

## **Samad Sirohey**

Chief Executive Officer, Citi Islamic Investment Bank, United Arab Emirates

## **Adv. Pria Hassan**

Chief Executive Officer, Women of Africa (WOA) Fuels and Oils, South Africa

## **Abdullah M. Al Fouzan**

Founder and Chairman, The Investor for Securities Co., Saudi Arabia

## **Alison Vaughn**

Founder and CEO, Jackets for Jobs, Inc., United States of America

## **Chokri Mousaoui**

Founder and Chief Executive Officer, Eternal Sun, The Netherlands

## **Dr Sharad Sapra**

Principal Adviser and Director, Innovation Center, UNICEF

## **Dato' Dr Abdul Halim Bin Ismail**

Award Recipient of the Royal Award for Islamic Finance 2014, Malaysia

## **Dr Alberto G. Brugnani**

Founder and Managing Partner, ASSAIF, Italy

## **Richard G. Thomas OBE FCSI**

Senior Advisor to the Board, Gatehouse Bank plc & Chief Representative of Gatehouse Bank Kuala Lumpur Representative Office

## **Tan Sri Dato' Azman bin Hj. Mokhtar**

Managing Director, Khazanah Nasional, Malaysia

*And many more ...*



A man with glasses and a dark suit is speaking at a podium. He is holding a pen in his right hand. The background is blurred, showing other people and what appears to be a conference setting. There are orange geometric shapes overlaid on the image: a large triangle in the top left and a smaller one in the bottom left.

## WHAT THE FORUM OFFERS

This year, the 11th World Islamic Economic Forum (WIEF) will provide a high level platform for leading global government leaders, captains of industries, academic scholars, regional experts, professionals, corporate managers, policy makers, innovators, business leaders and investors to discuss opportunities for business partnerships in the Muslim World.

In 2015, the WIEF will bring together more than 2,500 thinkers, policy makers and corporate leaders to discuss immediate and long-term issues surrounding all forms of business.

This is your opportunity to participate in a high-level exchange of ideas and in-depth dialogue with international and inter-industrial colleagues on cutting-edge and emerging issues on the changing dynamics in global business today.

# 11<sup>th</sup> WIEF

WORLD ISLAMIC ECONOMIC FORUM  
KUALA LUMPUR

## BUILDING RESILIENCE FOR EQUITABLE GROWTH

There was once a period of strong growth in Asia known as the era of the Asian Tigers. But the 1997 financial crisis dealt a big blow to the Asian Tigers and exposed some of the fragilities in their economies. The BRICS were next to rise in prominence, due to their stellar economic growth and resilience throughout the 2008/9 financial crisis. But a closer look reveals serious growth inequalities within their economies. In some cases, income inequality between urban and rural areas, or between provinces, are in stark contrast. Positive economic growth thus hides the grim reality of inequality which may impede growth and resilience in the long-term. An IMF study has shown that every 10% decrease in a country's inequality can increase the length of the country's growth spell by 50%. Thus income equality and long term growth are essentially "two sides of the same coin".

It is therefore imperative upon economies to build resilience through inclusive policies, which will narrow the gap between rich and poor, urban and rural, and place a balanced focus on the manufacturing, services and agriculture industries. At the 11th WIEF, "equitable growth" thus becomes the overarching theme that shapes the direction of each session of the Forum.

# 11<sup>th</sup> WIEF

## PROGRAMME AT A GLANCE

TIME & DATE	8.00am - 8.30am	8.30am - 9.00am	9.00am - 9.30am	9.30am - 10.00am	10.00am - 10.30am	10.30am - 11.00am	11.00am - 11.30am	11.30am - 12.00pm	12.00pm - 12.30pm	12.30pm - 1.00pm	1.00pm - 1.30pm	
DAY 1 TUES 3rd Nov	REGISTRATION			OPENING SESSION OF THE 11 <sup>th</sup> WIEF					BUSINESS NETWORKING LUNCH			
DAY 2 WED 4th Nov			SME BUSINESS PAVILION Opening Session	SME BUSINESS PAVILION MASTERCLASS: Building an SME Regional Ecosystem	SME BUSINESS PAVILION PANEL DISCUSSION: When Ideas Meet Funds	SME BUSINESS PAVILION MASTERCLASS: E-Commerce in SMEs' Development	BUSINESS NETWORKING LUNCH					
			PANEL DISCUSSION: Achieving Equitable Growth in ASEAN's Urban and Rural Areas	PANEL DISCUSSION: Biotech Startups and Their Role in Bioeconomy	PANEL DISCUSSION: Empowering Rural Women Entrepreneurs	PANEL DISCUSSION: Islamic Fashion Industry: New Trends, New Markets						
			MASTERCLASS: Developing World-Class Human Capital in Islamic Finance	MASTERCLASS: Building a Globally Recognised Halal Certification Standard	MASTERCLASS: The Food Problem - Synergising Food Supplies and Logistics	MASTERCLASS: Women Empowerment: ASEAN Case Studies						
			IDEAPAD: Healthcare Technology	IDEAPAD: Islamic Finance Products & Waqf Projects	IDEAPAD: Funding Platforms & Fintech	IDEAPAD: Halal Innovations						
	SPONSORS PROGRAMME				SPONSORS PROGRAMME							
	SPONSORS PROGRAMME				SPONSORS PROGRAMME							
	INVESTMENT PROGRAMME				INVESTMENT PROGRAMME							
	SPECIAL PROGRAMME				SPECIAL PROGRAMME							
	EXHIBITION & BUSINESS EXCHANGE											
	MOCA FEST											
DAY 3 THU 5th Nov	BUSINESS NETWORKING BREAKFAST			The Role of Islamic Finance and Waqf in Healthcare		FACE TO FACE: Conversation with a personality		MEDIA DEBATE		CLOSING SESSION		
	EXHIBITION											
	MOCA FEST											



Country	1950	1960	1970	1980	1990	2000	2010	2020	2030	2040	2050
Japan	7.0	7.5	8.0	8.5	9.0	9.5	10.0	10.5	11.0	11.5	12.0
Germany	10.0	10.5	11.0	11.5	12.0	12.5	13.0	13.5	14.0	14.5	15.0
France	11.0	11.5	12.0	12.5	13.0	13.5	14.0	14.5	15.0	15.5	16.0
Italy	12.0	12.5	13.0	13.5	14.0	14.5	15.0	15.5	16.0	16.5	17.0
Spain	13.0	13.5	14.0	14.5	15.0	15.5	16.0	16.5	17.0	17.5	18.0
Sweden	14.0	14.5	15.0	15.5	16.0	16.5	17.0	17.5	18.0	18.5	19.0
UK	15.0	15.5	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0
USA	16.0	16.5	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0
Canada	17.0	17.5	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0
Australia	18.0	18.5	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0
South Africa	19.0	19.5	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0
India	20.0	20.5	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0
China	21.0	21.5	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0
South Korea	22.0	22.5	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0
Indonesia	23.0	23.5	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0
Brazil	24.0	24.5	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0
Argentina	25.0	25.5	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0
Chile	26.0	26.5	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0
Colombia	27.0	27.5	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0
Venezuela	28.0	28.5	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0
Peru	29.0	29.5	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0
Ecuador	30.0	30.5	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0
Bolivia	31.0	31.5	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0
Paraguay	32.0	32.5	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0
Uruguay	33.0	33.5	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0
Costa Rica	34.0	34.5	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0
Panama	35.0	35.5	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0
Dominican Republic	36.0	36.5	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0
Honduras	37.0	37.5	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0
Nicaragua	38.0	38.5	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0
Guatemala	39.0	39.5	40.0	40.5	41.0	41.5	42.0	42.5	43.0	43.5	44.

# SME BUSINESS PAVILION & 7 FORUM CLUSTERS



## SME BUSINESS PAVILION

### Day Two | 4<sup>th</sup> November

#### Opening Session

9.30am - 10.00am

10.00am - 11.00am

#### MASTERCLASS:

Building an SME Regional Ecosystem

11.00am - 12.00pm

#### PANEL DISCUSSION:

When Ideas Meet Funds

12.00pm - 1.00pm

#### MASTERCLASS:

E-Commerce in SMEs' Development

2.00pm - 3.30pm

#### MASTERCLASS:

SMEs and Internationalisation

3.30pm - 5.00pm

#### PANEL DISCUSSION:

SMEs' Gateway to Localisation



## HALAL CLUSTER

### Day One | 3<sup>rd</sup> November

#### PANEL DISCUSSION:

Developing a Halal Ecosystem in New Markets

3.00pm - 4.30pm

### Day Two | 4<sup>th</sup> November

#### MASTERCLASS:

Building a Globally Recognised Halal Certification Standard

10.00am - 11.00am

11.00am - 12.00pm

#### MASTERCLASS:

The Food Problem - Synergising Food Supplies and Logistics

12.00pm - 1.00pm

#### IDEAPAD:

Halal Innovations



## TECHNOLOGY CLUSTER

### Day One | 3<sup>rd</sup> November

#### IDEAPAD:

Mobile Apps and Digital Content

1.30pm - 3.00pm

3.00pm - 4.30pm

#### MASTERCLASS:

Understanding the Potential of Artificial Intelligence

### Day Two | 4<sup>th</sup> November

#### IDEAPAD:

Healthcare Technology

9.00am - 10.00am

10.00am - 11.00am

#### PANEL DISCUSSION:

Biotech Startups and Their Role in Bioeconomy



## WOMEN & YOUTH CLUSTER

### Day Two | 4<sup>th</sup> November

#### PANEL DISCUSSION:

Empowering Rural Woman Entrepreneurs

11.00am - 12.00pm

12.00pm - 1.00pm

#### MASTERCLASS:

Women Empowerment: ASEAN Case Studies

2.00pm - 3.30pm

#### PANEL DISCUSSION:

Youth Startups, Future Markets and Social Profits



## CREATIVE ARTS CLUSTER

### MOCAfest

Opening of Visual Art Exhibition & 8th MOCAfest Art Installation

### Day Two | 4<sup>th</sup> November

#### PANEL DISCUSSION:

Islamic Fashion Industry: New Trends, New Markets

#### IDEAPAD:

Creative Arts & Modest Fashion

12.00pm - 1.00pm

2.00pm - 3.30pm



## EDUCATION CLUSTER

### Day One | 3<sup>rd</sup> November

#### IDEAPAD:

Education

### Day Two | 4<sup>th</sup> November

#### MASTERCLASS:

Developing World Class Human Capital in Islamic Finance

#### MASTERCLASS:

Bringing Free Quality Education to Villages

#### PANEL DISCUSSION:

Should Academia Include Technical Training for Industry Placements?

3.00pm - 4.30pm

9.00am - 10.00am

2.00pm - 3.30pm

3.30pm - 5.00pm



## SUSTAINABLE LIVING CLUSTER

### Day One | 3<sup>rd</sup> November

#### MASTERCLASS:

Creating a Circular Economy with Zero-Waste Technologies

### Day Two | 4<sup>th</sup> November

#### PANEL DISCUSSION:

Achieving Equitable Growth in ASEAN's Urban and Rural Areas

#### IDEAPAD:

Sustainable Living & Social Enterprises

1.30pm - 3.00pm

9.00am - 10.00am

3.30pm - 5.00pm



## FINANCE CLUSTER

### Day One | 3<sup>rd</sup> November

#### PANEL DISCUSSION:

Islamic Finance for Green Technologies

### Day Two | 4<sup>th</sup> November

#### IDEAPAD:

Islamic Finance Products & Waqf Projects

#### IDEAPAD:

Funding Platforms & Fintech

#### MASTERCLASS:

Islamic Social Finance and the Future of Humanitarian Action

### Day Three | 5<sup>th</sup> November

#### PANEL DISCUSSION:

The Role of Islamic Finance and Waqf in Healthcare

1.30pm - 3.30pm

10.00am - 11.00am

11.00am - 12.00pm

3.30pm - 5.00pm

10.00am - 11.00am



# PROGRAMME

## DAY ONE | 3<sup>rd</sup> November, Tuesday Kuala Lumpur Convention Centre

8.00am – 9.30am	<b>REGISTRATION</b>	Level G	Arrival of Delegates, Guests and VIPs
9.30am – 12.00pm	<b>OPENING SESSION OF THE 11<sup>th</sup> WIEF</b>	<b>Plenary Hall</b> Level 1	
12.00pm – 1.30pm	<b>BUSINESS NETWORKING LUNCH</b>	<b>Hall 1 &amp; 2</b> Level G	
1.30pm – 3.00pm	\$\$\$ <b>PANEL DISCUSSION:</b> Islamic Finance for Green Technologies	<b>Plenary Hall</b> Level 1	Green sustainable growth is the path of the future, and Islamic Finance is poised to assume a pivotal role in its development. What are the green updates thus far on the Islamic Finance front? How far can it go?
	 <b>MASTERCLASS:</b> Creating a Circular Economy with Zero-Waste Technologies	<b>Plenary Theatre</b> Level 3	A world with increasing demand means more waste. The existing technology we have only produces more goods with heaps of waste as a by-product. The linear economic model is not sustainable. What is the prospect of creating a circular economy? What do we know about zero-waste technologies?
	 <b>IDEAPAD:</b> Mobile Apps and Digital Content	<b>Hall 4 &amp; 5</b> Level G	
	<b>SPONSORS PROGRAMME</b>		
	<b>INVESTMENT PROGRAMME</b>		
	<b>SPECIAL PROGRAMME</b>		
3.00pm – 4.30pm	<b>CEO PANEL:</b> Balancing Shareholder and Stakeholder Interests for Sustainable Profit	<b>Plenary Hall</b> Level 1	Probably one of the most challenging issues in business is being able to sustain healthy profits whilst ensuring stakeholder concerns such as the environment and community welfare are well addressed. How do businesses tread that delicate line?
	 <b>MASTERCLASS:</b> Understanding the Potential of Artificial Intelligence	<b>Plenary Theatre</b> Level 3	Artificial intelligence is the pinnacle of modern technological advancement that will revolutionise our lives in the future. But debates rage on intensively on the potential and dangers of artificial intelligence. To what point can it improve our lives, and to what point can it endanger them?
	 <b>IDEAPAD:</b> Education	<b>Hall 4 &amp; 5</b> Level G	
4.30pm – 6.00pm	 <b>PANEL DISCUSSION:</b> Developing a Halal Ecosystem in New Markets	<b>Plenary Hall</b> Level 1	Countries wanting to capitalise on the burgeoning Halal industry are sprouting like mushrooms. But they fall short of sustaining its momentum due to institutional policies that continue to impede its progress. What are the right policy changes that can create a strong and sustainable halal ecosystem in these new markets?

## Navigation Guide / Forum Clusters



**SME BUSINESS PAVILION**



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**WOMEN & YOUTH CLUSTER**



**CREATIVE ARTS CLUSTER**



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**SUSTAINABLE CLUSTER**







**FINANCE CLUSTER**

## DAY ONE | 3<sup>rd</sup> November, Tuesday


3.30pm - 5.00pm	<b>SPONSORS PROGRAMME</b>	
	<b>INVESTMENT PROGRAMME</b>	
	<b>SPECIAL PROGRAMME</b>	
7.00pm - 10.00pm	<b>GALA DINNER</b>	<b>Hall 1 &amp; 2 Level G</b> Open to all Participants
12.00pm - 6.30pm	<b>EXHIBITION &amp; BUSINESS EXCHANGE</b>	<b>Hall 4 &amp; 5 Level G</b>
 <b>Ballroom 1 Level 3</b>		
12.00pm - 6.30pm	Visual Arts Exhibition, MOCAfest Souk, Film Screening & 8th MOCAfest Art Installation	
12.00pm - 1.30pm	<b>Opening of MOCAfest</b>	
1.30pm - 2.00pm	<b>Soundscape Series Performance:</b> Identity (pt.I)	Short performances by MOCAfest artists revolving around the theme of 'Identity'.
2.00pm - 3.00pm	<b>Panel Discussion:</b> Reviving Jawi Script Through Contemporary Arts  <b>Workshop:</b> Motion Graphics and Audio	The Jawi script is a national legacy in pre-independence Malaya. Can we preserve this heritage through contemporary arts?  This is a workshop that explains the basics of motion graphics and audio.
3.00pm - 4.00pm	<b>Workshop:</b> Creating Calligraphy  <b>Masterclass:</b> Learning the Jawi Script	This is the demonstrative workshop on how to create beautiful calligraphy.  The basics on Jawi script.
4.00pm - 4.30pm	<b>Soundscape Series Performance:</b> Visual Tapestry in Motion	Short performances by MOCAfest artists using visual elements.
4.30pm - 5.30pm	<b>Panel Discussion:</b> A Quest for Identity: Building Cultural Capital  <b>Film Screening:</b> Identity & Culture	The mark of a great city apart from economic growth, is its preservation of cultural capital, which makes the people, fashion and culture unique. What are the ingredients to build it?  A series of films revolving around identity & culture.
5.30pm - 6.30pm	<b>Soundscape Series Performance:</b> Identity (pt.II)  <b>Workshop:</b> Malaysian Beat & Drum Circle	Short performance by MOCAfest artists revolving around the theme of 'Identity'.  A collaborative session on local percussions rhythm and sound.


DAY TWO | 4<sup>th</sup> November, Wednesday

9.00am – 10.00am	 <b>SME BUSINESS PAVILION</b>	<b>Ballroom 2</b> Level 3	<b>Opening Session</b>
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	<b>PANEL DISCUSSION:</b> Achieving Equitable Growth in ASEAN's Urban and Rural Areas	<b>Plenary Hall</b> Level 1	ASEAN is a region blessed with natural resources, and has significant rural and agricultural bases. Yet its economic growth does not commensurate with the development of these sector. In order to achieve long-term sustainable growth, ASEAN needs a cohesive policy to bridge the gap between the urban and rural areas. Where do we start?
	<b>MASTERCLASS:</b> Developing World Class Human Capital in Islamic Finance	<b>Plenary Theatre</b> Level 3	It is a known fact that Islamic Finance is a colossal industry worth more than 2 trillion dollars in assets. But the human capital meant to support it is still in its nascent stages, with a huge number of employment coming largely from its conventional banking counterpart. Why should Islamic Finance build its own unique human capital base? And how do we expedite its development?
	<b>IDEAPAD:</b> Healthcare Technology	<b>Hall 4 &amp; 5</b> Level G	

9.00am – 10.30am	<b>SPONSORS PROGRAMME</b>	
	<b>INVESTMENT PROGRAMME</b>	
	<b>SPECIAL PROGRAMME</b>	

10.00am – 11.00am	 <b>SME BUSINESS PAVILION</b>  <b>Masterclass:</b> Building an SME Regional Ecosystem	<b>Ballroom 2</b> Level 3	A sustainable SME regional ecosystem necessitates a cohesive structure where government policies and multinationals work in tandem to support the growth of SMEs. How can multinationals include SMEs in their value chains? What policy changes are needed in building a sustainable system?
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	<b>PANEL DISCUSSION:</b> Biotech Startups and Their Role in Bioeconomy	<b>Plenary Hall</b> Level 1	The emergence of bioeconomy provides sustainable solutions to the growing societal, environmental and economic challenges that we face today. The potential of climate change mitigation, energy and food security and resource efficiency creates a vast array of new markets for startups and SMEs. What are these new markets? What are the roles of startups and SMEs in bioeconomy?
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## DAY TWO | 4<sup>th</sup> November, Wednesday



**MASTERCLASS:**  
Building a Globally  
Recognised Halal  
Certification Standard

**Plenary  
Theatre**  
Level 3

As the Halal industry continues to expand rapidly across continents, there is an urgent need of standardisation across different markets. It is therefore crucial for the international community to work together to build globally recognised Halal standards. What are the ingredients to make these standards global?



**IDEAPAD:**  
Islamic Finance  
Products &  
Waqf Projects

**Hall 4 & 5**  
Level G

11.00am –  
12.00pm



**SME BUSINESS  
PAVILION**

**Panel Discussion:**  
**When Ideas Meet  
Funds**  
(A Dialogue between  
Entrepreneurs and the  
Funding Community)

**Ballroom 2**  
Level 3

The transaction between people with ideas and people with money holds crucial details that need to be understood to increase the chances of businesses getting funded. Which businesses are right for SMEs? What are the characteristics of a successful entrepreneur? What are the skills and knowledge necessary to secure funding?



**PANEL DISCUSSION:**  
Empowering Rural  
Woman Entrepreneurs

**Plenary Hall**  
Level 1

Agriculture is the backbone of a great number of economies spanning the different continents. Yet, the agricultural sector is the most underpaid and the most exploited. As such, women entrepreneurs in the rural areas stand to lose greatly. What are the steps to empower them?



**MASTERCLASS:**  
The Food Problem -  
Synergising Food  
Supplies and Logistics

**Plenary  
Theatre**  
Level 3

The global food problem and famine is not due to the shortage of food on the planet. It really stems from the inability to distribute food supplies to problem areas in a timely and sustainable manner. What can large multinational food companies do to improve the situation? Is there room for SMEs in the food and logistics business?



**IDEAPAD:**  
Funding Platforms  
& Fintech

**Hall 4 & 5**  
Level G









**SPONSORS  
PROGRAMME**

**INVESTMENT  
PROGRAMME**

**SPECIAL  
PROGRAMME**



## DAY TWO | 4<sup>th</sup> November, Wednesday

12.00pm – 1.00pm	 <b>SME BUSINESS PAVILION</b> <b>Masterclass:</b> <b>E-Commerce in SMEs' Development</b>	<b>Ballroom 2</b> Level 3	E-commerce is taking monetary transactions to a new exponential level. What are the benefits of E-commerce to SMEs and what are its barriers to entry?
	 <b>PANEL DISCUSSION:</b> Islamic Fashion Industry: New Trends, New Markets	<b>Plenary Hall</b> Level 1	The Islamic Fashion Industry is estimated to be worth US\$96 billion and is rapidly growing. The gauge of its rapid expansion can be seen through international labels such as Hermes, Aramis, Estee Lauder and Debbie Wingham, adopting modest fashion collections targeting Muslim markets. New Muslim fashion designers are also coming to the fore in this explosive industry. What are the new trends and how far can it grow?
	 <b>MASTERCLASS:</b> Women Empowerment: ASEAN Case Studies	<b>Plenary Theatre</b> Level 3	ASEAN has been a shining example of women empowerment in all of public life in community, business and government. Who are some of these shining examples? What can they teach our next generation of leaders about gender equality?
	 <b>IDEAPAD:</b> Halal Innovations	<b>Hall 4 &amp; 5</b> Level G	
1.00pm – 2.00pm	<b>BUSINESS NETWORKING LUNCH</b>	<b>Hall 1 &amp; 2</b> Level G	
2.00pm – 3.30pm	 <b>SME BUSINESS PAVILION</b> <b>Masterclass:</b> <b>SMEs and Internationalisation</b>	<b>Ballroom 2</b> Level 3	In order for SMEs to grow and benefit from economies of scale, they need to think beyond the domestic market. But what are the barriers for SMEs to enter the international market? What roles can the Governments play in developing SMEs' competitive advantage?
	 <b>PANEL DISCUSSION:</b> Youth Startups, Future Markets and Social Profits	<b>Plenary Hall</b> Level 1	The age of millennials is coming. New ways of thinking will emerge, and with that new markets serving new functions in society.
	 <b>MASTERCLASS:</b> Bringing Free Quality Education to Villages	<b>Plenary Theatre</b> Level 3	Education is the right of every human being yet millions of people are deprived of it due to conflict and poverty. As a result, the income and literacy gap between the urban and rural areas becomes increasingly wider. What are the steps to bring free education to villages?
	 <b>IDEAPAD:</b> Creative Arts & Modest Fashion	<b>Hall 4 &amp; 5</b> Level G	

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**SUSTAINABLE CLUSTER**



**FINANCE CLUSTER**

DAY TWO | 4<sup>th</sup> November, Wednesday

SPONSORS PROGRAMME			
INVESTMENT PROGRAMME			
SPECIAL PROGRAMME			
3.30pm – 5.00pm	 <b>SME BUSINESS PAVILION</b>  <b>Panel Discussion: SMEs' Gateway to Localisation</b>	<b>Ballroom 2</b> Level 3	Penetrating the existing domestic supply chain is crucial to SMEs' survival. How can governments build SME capacity through the localisation of the supply chain? What initiatives can be taken to create a sustainable localisation process for SMEs? What synergies can be achieved between MNCs and SMEs with regard to the domestic supply chain?
	 <b>PANEL DISCUSSION:</b> Should Academia Include Technical Training for Industry Placements?	<b>Plenary Hall</b> Level 1	It is often said that academia is more concerned with theory and philosophy rather than practical skills that are relevant to the marketplace. Should technical and vocational training be part of academia?
	 <b>MASTERCLASS:</b> Islamic Social Finance and the Future of Humanitarian Action	<b>Plenary Theatre</b> Level 3	Humanitarian tragedies are happening on an alarming scale today. There is an urgent need to address those millions of people affected by conflicts and disasters. The private sector and the financial industry have pivotal roles to play in addressing these pressing challenges. With the rapid emergence of Islamic Finance, what is the future of Islamic Social Financing in addressing humanitarian tragedies?
	 <b>IDEAPAD:</b> Sustainable Living & Social Enterprise	<b>Hall 4 &amp; 5</b> Level G	
4.00pm-5.30pm	<b>SPONSORS PROGRAMME</b>		
	<b>INVESTMENT PROGRAMME</b>		
	<b>SPECIAL PROGRAMME</b>		
9.00am – 5.00pm	<b>EXHIBITION &amp; BUSINESS EXCHANGE</b>	<b>Hall 4 &amp; 5</b> Level G	

## DAY TWO | 4<sup>th</sup> November, Wednesday

<div>  <div> <b>Ballroom 1</b>            Level 3         </div> </div>		
9.00am - 6.00pm		Visual Arts Exhibition, MOCAfest Souk, Film Screening & 8th MOCAfest Art Installation
10.00am - 11.00am	<b>Panel Discussion:</b> How Do We Measure a Creative & Cultural Economy?	The mark of a great economic growth, is its preservation of cultural capital. How do we measure a creative and cultural economy?
11.00am - 12.00pm	<b>Workshop:</b> Film & Documentary: Understanding Emotions and Perceptions	To make an impactful film/documentary, one needs to understand the relationship between emotions contained in the work and the perception of the audience. What is that relationship?
	<b>Workshop:</b> Theatre to Engage in Cultural Discourses	How can the role of story-telling in theatre promote cultural dialogues?
12.00pm - 12.15pm	<b>Soundscape Series Performance:</b> Past & Present	A series of performances by MOCAfest artists revolving around the theme 'Past & Present'.
12.00pm - 1.00pm	<b>Panel Discussion:</b> Islamic Fashion Industry: New Trends, New Markets	
2.00pm - 3.30pm	<b>Ideapad:</b> Creative Arts & Modest Fashion	
3.00pm - 3.30pm	<b>Soundscape Series Performance:</b> Illuminated Words	A series of performances by MOCAfest artists revolving around the theme 'Illuminated Words'.
3.30pm - 4.30pm	<b>Face to Face</b>	A Face-to-Face session with an arts personality.
4.30pm - 5.30pm	<b>MOCA Translations 6.0</b>	A session that reads out an ancient Muslim literary work, followed by a series of artistic responses.
	<b>Film Screening:</b> Multiculturalism	A series of films revolving around the theme 'multiculturalism'.
5.30pm - 6.30pm	<b>Workshop:</b> Scripting & Copywriting - The Art of Communication to Revive Heritage & Culture	The art of scripting and copywriting is a powerful tool to revive heritage and culture. This workshop lays out the basic foundations.
	<b>Masterclass:</b> Creating vs. Copying - The Creative Process in the Arts	When do you copy and when do you create arts? What are the steps to make good art?
7.00pm - 9.00pm	<b>MOCAfest Soundscape Concert</b>	A finale of amazing artistic performances by MOCAfest artists from around the world.

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SUSTAINABLE CLUSTER



FINANCE CLUSTER

DAY THREE | 5<sup>th</sup> November, Thursday

8.30am – 10.00am	<b>BUSINESS NETWORKING BREAKFAST (BNB)</b>	Hall 1 & 2 Level G	BNB is developed to encourage greater business networking opportunities for the Forum participants. •Islamic Finance •Education •Halal •Sustainable Living •Healthcare •Technology •SME •Islamic Fashion & Creative Arts
10.00am – 11.00am	 The Role of Islamic Finance and Waqf in Healthcare	Plenary Hall Level 1	Healthcare is a very important sector in the economy. Much needed investment needs to be focused not only in commercial healthcare, but also public healthcare for those who cannot afford it. Can the instruments of Islamic Finance and Waqf be used in the development of the healthcare sector? What differences will it make in healthcare compared to its conventional counterpart?
11.00am – 12.00pm	<b>FACE TO FACE:</b> Conversation with a Personality	Plenary Hall Level 1	Face to Face is an intimate conversation with a global personality on their life challenges, story of success and personal anecdotes.
12.00pm – 1.00pm	<b>MEDIA DEBATE</b>	Plenary Hall Level 1	Media Debate is a televised debate on a contemporary global topic.
1.00pm – 1.30pm	<b>CLOSING SESSION</b>	Plenary Hall Level 1	
1.30pm – 2.30pm	<b>BUSINESS NETWORKING LUNCH</b>	Hall 1 & 2 Level G	
8.30am – 3.00pm	<b>EXHIBITION</b>	Hall 4 & 5 Level G	
<div> <div>MOCA FEST</div> <div>Ballroom 1 Level 3</div> </div>			
8.30am – 1.00pm			Visual Arts Exhibition MOCAfest Souk
8.30am – 10.00am	<b>MOCAfest Networking Session</b>		This session invites all business people interested in the arts to network with people in the arts.
11.00am – 12.00pm	<b>Sharing Circle I:</b> The Creative Workforce: Improving Perceptions, Improving Standards, Improving Culture		This is a casual chat session with everyone involved to talk about arts as a creative workforce.
12.00pm – 1.00pm	<b>Sharing Circle II:</b> Social Entrepreneurship: Sustaining Our Local Artisans		This is a casual chat session with everyone involved to talk about arts and social entrepreneurship.



# 11th WIEF SME BUSINESS PAVILION

Small and medium-sized enterprises (SMEs) often form the backbone of many modern economies, serving as an important vector of these nations' economic progress. Research shows that SMEs represent more than 90% of all business establishments in almost every country. Hence, they are certainly a key determinant of a nation's economic performance. In addition, SMEs are playing an ever-increasing role in innovation, and spurring rapid technological advancement across the world.

The growth trajectory of SMEs is undeniably optimistic, but there are also many hurdles impeding the sector from reaching its full economic potential. The World Bank estimates that SMEs contribute an average 51.5% of GDP in high income countries, but only 15.6% in low income countries. In ASEAN, SMEs constitute between 95% to 99% of all companies across the ASEAN economies but only contributing between 23% to 58% to the GDP, and make up only 10%-30% of the exports of ASEAN member states.

This data elucidates a clear sign of low productivity amongst SMEs in certain regions, and there is an urgent need to step up effort in areas where SMEs are stifled by challenges such as regulatory barriers, unskilled workforce, limited funding options, and poor access to technology.

With the ASEAN Economic Community (AEC) coming into effect by end 2015, the 11th WIEF SME Business Pavilion aims to mobilise expertise from all around the world to help the SME community in Southeast Asia capitalise on the growth prospects. The platform will offer valuable industry insights and technical assistance for the SME community to make the best out of the various trade financing options, galvanise ideas to increase their innovation capacity, and develop defining strategies to transform their business into high-performing firms.

SMEs outside of ASEAN are also welcome to join this effort of the 11th WIEF SME Business Pavilion in creating a strong and robust network where all SMEs can exchange viewpoints, gather support, and foster strategic business cooperation. With such a large gathering of like-minded people, the Pavilion is poised to serve as an important networking opportunity for SMEs to extend their reach beyond their local boundaries. It certainly is an ideal platform for business owners to foster cross-border collaborations and increase their competitiveness in the international market.



# COMPLEMENTARY PROGRAMMES

The WIEF has progressed into a globally recognised Forum that builds bridges through business. Over the years, our models for business networking have been diversified to suit the many levels of economic cooperation. The complementary programmes comprises of a series of dedicated sessions specially tailored for organisations or governments that wishes to engage with an exclusive group of audiences on specific topics of interest.

The Sponsors and Special Programmes offer organisations from a wide range of industries the opportunity to interact with potential business collaborators and investors directly.

The Investment Programme provides an exclusive platform for countries to introduce and showcase their key investment and trade opportunities to a global audience. Senior representatives from the participating countries will be present to explore and develop lucrative business connections as well as build new partnerships.

## BUSINESS EXCHANGE ↺

During this session, selected corporations will present a three-minute pitch, designed for emerging business ideas to extend their reach to the greater business community beyond their local boundaries; it is a gateway for new businesses to galvanise support, raise funds and recruit collaborators.

After a round of pitching, the delegates will network freely with these corporations at their tables.

## IDEAPAD 💡



Ideapad is a session that provides innovators a revolutionary platform to capture the interest of an international audience with their world-changing, ground-breaking ideas.

Entrepreneurs and innovators are invited to give a 15-minute pitch on stage showcasing their innovative ideas to captivate an international crowd of potential partners and investors. Witness start-up companies presenting cutting-edge technologies and break-through innovations, all vying to convert the most promising discoveries into commercially viable projects.

Last year's Ideapad session attracted a total number of 385 attendees, and received overwhelming interest from investors.

As a corporation taking part in the Business Exchange & Ideapad Session

- You are interested to showcase your business to those who are strategic to your corporation.
- You wish to attract potential investors and funders.

As a participant attending the Business Exchange & Ideapad Session

- You are interested to meet and engage with like-minded businesspeople.
- You wish to be in touch with other industrial leaders for possible joint ventures and new partnerships.

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

Capitalising on the huge presence of the global business community in one single meeting place, the 11th WIEF offers exhibition spaces to corporation interested in introducing their products, services and latest innovation.

The Exhibition will be located at Hall 4 & 5, on the ground floor of the Kuala Lumpur Convention Centre and will be equipped to provide corporations an avenue to entertain their guests in their very own private area which offers the freedom of a casual gathering among peers and prospective clients to discuss possible business exchanges. The Forum welcomes the local and international business community to take the opportunity to be an exhibitor. The Exhibition grants high-level exposure as well as good networking opportunities for your corporation to showcase products and services to the Forum's vast congregation of potential business partners.

With this in mind, there is no doubt that being involved with the 11th WIEF Exhibition is the most efficient way of exposing your business to the international crowd of participants attending the Forum. To further elevate the business matchmaking proceedings at the Forum, the Exhibition will also play host to Country Pavilions, SME Business Pavilion, Business Exchange Sessions, Ideapad Sessions and also the Business Matchmaking Lounge.

**Are you ready to take your business to the next level? Book your exhibition space today.**

## EXHIBITION PACKAGES

### STANDARD SHELL SCHEME

Standard 9m<sup>2</sup> exhibition booths are located in prime areas within the Hall. The booths are readily constructed to make it easier for exhibitors to move in and showcase their products and services without too much hassle. These booths should allow exhibitors to network comfortably and also discuss potential deals with prospective clients.

Exhibitors at the 11th WIEF will be entitled to the following privileges:

- 2 exhibitor passes
- Complimentary Forum registration valued at US\$800

## EXHIBITION RATES

### STANDARD SHELL SCHEME

3x3 sqm – US\$3,000\*

### EXHIBITION SPACE

3x6 sqm x US\$300/sqm = US\$5400\*  
6x6 sqm x US\$250/sqm = US\$9000\*

\*Fees subject to 6% Goods and Services Tax.





In conjunction with the 11th WIEF

# MOCA

## —FEST—

**3 - 5 NOV 2015**

Kuala Lumpur Convention Centre



**Marketplace of Creative Arts**

MOCAfest started off as a programme under the WIEF Young Leaders Network aimed at developing the Muslim World's creative arts industry through the empowerment of youth involved in the creative arts. The programme was inaugurated in Kuala Lumpur in 2010 which hosted 29 artists from 8 countries. It has since grown to become a global festival which synergises both established and emerging talents worldwide.

Today, the Festival hosts up to 40 artists from over 20 countries which goes beyond an international showcase, but includes training programmes and dialogues around sustainability in the creative arts industries.

#### PANEL DISCUSSIONS

- Reviving Jawi Script Through Contemporary Arts
- A Quest for Identity: Building Cultural Capital
- How Do We Measure a Creative & Cultural Economy?
- Islamic Fashion Industry: New Trends, New Markets

#### INTRODUCING NEW ELEMENTS

- Face to Face Conversation
- MOCAfest SOUK – Artisans Bazaar
- Ideapad: A Platform that Pitches Creative Ideas to Potential Investors

#### MASTERCLASSES

- Learning the Jawi Script
- Creating vs. Copying – The Creative Process in the Arts

#### SHARING CIRCLES

- MOCAfest Business Networking
- The Creative Workforce: Improving Perception, Improving Standards, Improving Culture
- Social Entrepreneurship: Sustaining our Local Artisans

#### WORKSHOPS

- Motion Graphics and Audio Workshop
- Creating Calligraphy Workshop
- Malaysian Beat & Drum Circle
- Film & Documentary: Understanding Emotions and Perceptions
- Theatre to Engage in Cultural Discourses
- Scripting & Copywriting: The Art of Communication to Revive Heritage & Culture

#### PERFORMANCES

- Soundscape Series Performance: Identity (pt.I)
- Soundscape Series Performance: Visual Tapestry in Motion
- Soundscape Series Performance: Identity (pt.II)
- Soundscape Series Performance: Past & Present
- Soundscape Series Performance: Illuminated Words
- MOCA Translations 6.0
- MOCAfest Soundscape Concert

#### FILM SCREENING

- Culture & Identity
- Multiculturalism





## MARKETPLACE OF CREATIVE ARTS

The 8th MOCAfest, Kuala Lumpur, will be an insightful journey towards reclaiming identity. As a festival which houses various creative expressions influenced by cultural identity, MOCAfest revives the richness of Malaysian heritage through innovative content which marries both tradition and technology. We believe that through the revival of local heritage, we provide a strong impetus of a vibrant, creative and cultural economy. The 8th MOCAfest in Kuala Lumpur will bring together creative artists from Southeast Asia with their creative counterparts from various regions in the Middle East, Africa, America and Europe.











## SPONSORSHIP

Sponsorship with WIEF grants high-profile exposure as well as exclusive opportunities for your corporation. It's an exercise that enables your corporation to strengthen its position and branding amongst international economic movers and decision-makers. Sponsorship demonstrates your ongoing commitment to the Foundation and simultaneously opens the doors for you to network with top business leaders and prospects.

By taking advantage of the Foundation's standard or individually designed sponsorship packages, you are associating your corporate brand to a prestigious global event, that as a result will create maximum exposure for your company.

**PREMIER  
PARTNER**  
US\$300,000\*

### **Pre Forum Benefits**

1. One (1) exclusive pre-Forum interview with a tier 1 media (local & international).
2. Sponsors' logo placement on the press release prior to the 11th WIEF.
3. Access to the 11th WIEF delegates list.

### **Event Day Benefits**

1. Speaking opportunity at the 11th WIEF.
2. Opportunity to host a VIP Dinner on Day 2 of the 11th WIEF (approx. 50 pax).
3. Networking opportunities with top business leaders attending the 11th WIEF.
4. Forty (40) complimentary registrations.
5. Two (2) reserved tables at the WIEF Gala Dinner (10 pax per table).
6. Reserved priority seating at the Opening Ceremony for the 11th WIEF.
7. Complimentary usage of a dedicated Sponsors Meeting Room at the venue.
8. Priority booking of press conference room at the 11th WIEF.
9. One (1) exclusive interview during the Forum with tier 1 media (local & international).

### **Promotional Benefits**

1. Exclusive insertion of business collateral in the delegates' bag (limited to 1 item per sponsor).
2. Priority interviews with selected media agencies, together with an official WIEF Foundation spokesperson.
3. Complimentary exhibition space at a prominent location (size to be determined).
4. Two (2) pages advertisement insertion in the Forum's official programme book.
5. Prominent recognition and acknowledgement in all of the Forum's collaterals which includes venue backdrop, marketing & advertising collaterals and/or billboards.
6. Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.
7. Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.
8. Collaborative opportunities and invitations to all WIEF Foundation's programmes and events.

\*Fees subject to 6% Goods and Services Tax.

# SPONSORSHIP PACKAGES

## STRATEGIC PARTNER US\$200,000\*

### Pre Forum Benefits

1. One (1) exclusive pre-Forum interview with a tier 1 media.
2. Sponsors' logo placement on the press release prior to the 11th WIEF.
3. Access to the 11th WIEF delegates list.

### Event Day Benefits

1. Opportunity to host a Business Networking event at the Forum venue.
2. Networking opportunities with top business leaders attending the 11th WIEF.
3. Twenty five (25) complimentary registrations.
4. One (1) reserved table at the WIEF Gala Dinner (10 pax per table).
5. Reserved seating at the Opening Ceremony for the 11th WIEF.
6. Complimentary usage of the Sponsors' Meeting Room at the venue (sharing basis).
7. Priority booking of press conference room at the 11th WIEF.
8. One (1) exclusive interview during the Forum with tier 1 media.

### Promotional Benefits

1. Priority interviews with selected media agencies, together with an official WIEF Foundation spokesperson.
2. Complimentary exhibition space (size to be determined).
3. One (1) page advertisement insertion in the Forum's official programme book.
4. Prominent recognition and acknowledgement in all of the Forum's collaterals which includes venue backdrop, marketing & advertising collaterals and/or billboards.
5. Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.
6. Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.
7. Collaborative opportunities and invitations to all WIEF Foundation's programmes and events.

\*Fees subject to 6% Goods and Services Tax.

## PLATINUM SPONSOR US\$100,000\*

### Pre Forum Benefits

1. Sponsors' logo placement on the press release prior to the 11th WIEF.
2. Access to the 11th WIEF delegates list.

### Event Day Benefits

1. Networking opportunities with top business leaders attending the 11th WIEF.
2. Fifteen (15) complimentary registrations.
3. One (1) reserved table at the WIEF Gala Dinner (10 pax per table).
4. Reserved seating at the Opening Ceremony for the 11th WIEF.
5. Complimentary usage of the Sponsors' Meeting Room at the venue (sharing basis).
6. Priority booking of press conference room at the 11th WIEF.
7. One (1) exclusive interview during the Forum with tier 2 media.

### Promotional Benefits

1. Complimentary exhibition space (size to be determined).
2. One (1) page advertisement insertion in the Forum's official programme book.
3. Prominent recognition and acknowledgement in all of the Forum's collaterals which includes venue backdrop, marketing & advertising collaterals and/or billboards.
4. Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.
5. Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.
6. Collaborative opportunities and invitations to all WIEF Foundation's programmes and events.

\*Fees subject to 6% Goods and Services Tax.



# BENEFITS

Benefits	Premier US\$300,000	Strategic US\$200,000	Platinum US\$100,00	Gold US\$75,000	Silver US\$50,000
<b>Pre Forum Benefits</b>					
Exclusive pre-Forum interview with chosen media partner.	Tier 1	Tier 1	-	-	-
Sponsors logo placement on the press release prior to the 11th WIEF.	☑	☑	-	-	-
Access to the 11th WIEF Delegates List.	☑	☑	☑	☑	☑
<b>Event Day Benefits</b>					
Speaking opportunity at the 11th WIEF.	☑	-	-	-	-
Opportunity to host a VIP Dinner on Day 2 of the 11th WIEF.	☑	-	-	-	-
Opportunity to host a Business Networking event at the 11th WIEF.	☑	☑	-	-	-
Networking opportunities with top business leaders attending the 11th WIEF.	☑	☑	☑	☑	-
Complimentary usage of the Sponsors Meeting Room at the venue (sharing basis).	☑	☑	☑	☑	☑
Complimentary Registrations.	Dedicated	☑	☑	☑	☑
Reserved seating at the 11th WIEF Gala Dinner.	40 Pax	25 Pax	15 Pax	10 Pax	5 Pax
Reserved seating at the 11th WIEF Opening Ceremony.	2 Tables	1 Table	1 Table	☑	☑
Priority booking of press conference room at the 11th WIEF.	☑	☑	☑	☑	☑
Exclusive Forum interview with chosen media partner.	☑	☑	☑	☑	☑
Priority interviews with selected media agencies, together with an official WIEF Foundation spokesperson.	Tier 1	Tier 1	Tier 2	Tier 2	Tier 3
<b>Promotional Benefits</b>					
Exclusive insertion of business collateral in the delegates' bag (limit to 1 item per sponsor).	☑	-	-	-	-
Priority interviews with selected media agencies, together with an official WIEF Foundation spokesperson.	☑	☑	-	-	-
Complimentary exhibition space (size tbc).	☑	☑	☑	☑	☑
Insertion of advertisement in 11th WIEF official programme book.	2 Pages	1 Page	1 Page	1 Page	1 Page
Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.	☑	☑	☑	☑	☑
Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.	☑	☑	☑	☑	☑
Collaborative opportunities and invitations to all WIEF Foundation's programmes and events.	☑	☑	☑	☑	☑

\*Fees subject to 6% Goods and Services Tax.



Abu Dhabi Islamic Bank (ADIB)  
 Abu Dhabi Commercial Bank (ADCB)  
 Al Ghurair Group  
 Al – Nazir Group of Industries  
 Al-Nazeer Nippon Chemicals  
 AJ Pharma Holding Bhd  
 Attijari Al Islami  
 Asian Finance Bank Berhad  
 Aziz Group & Co  
 Bahrain Economic Development Board  
 Bank Islam Malaysia Berhad  
 Bank Muamalat Indonesia Syariah  
 Bank Rakyat Indonesia  
 Battersea Power Station Development Company  
 BNI Syariah  
 Boubyan Bank  
 CIMB Group Holdings Berhad  
 Citibank N.A. Kuwait  
 DHL Kuwait  
 Dubai Chamber of Commerce and Industry  
 Dubai Islamic Bank (DIB)  
 ETA Star Group  
 EMAAR Properties PJSC, Dubai  
 Federal Land Development Authority (FELDA)  
 Felda Global Ventures Holdings Berhad (FGV)  
 First Investment Company  
 Golden Hope Plantations Berhad  
 Hewlett-Packard Development Company, L.P.  
 HSBC Amanah Malaysia Berhad  
 Huawei Technologies Co., Ltd.  
 Hyundai-Sime Darby Motors Sdn. Bhd.  
 INCEIF  
 International Chemplast (Pvt) Ltd.  
 International Infrastructure Financing  
 Pakistan Fund  
 Iskandar Investment Bhd  
 Iskandar Regional Development Authority (IRDA)  
 Islamic Development Bank  
 Jersey Finance  
 Johor Corporation

KGL Holding K.S.C.C.  
 Khazanah Nasional Berhad  
 Kuwait Banking Association (KBA)  
 Kuwait Chamber of Commerce and Industry (KCCI)  
 Kuwait Finance House (KFH)  
 Kuwait Fund for Arab Economic Development  
 Kuwait International Bank [KIB]  
 Kuwait National Petroleum Company  
 Lembaga Tabung Haji  
 Malaysia Airlines System Berhad  
 Malaysia National Insurance Berhad  
 MasterCard  
 Maybank Banking Berhad  
 Maybank Islamic Berhad  
 Multimedia Development Corporation  
 National Bank of Pakistan  
 Nokia Solutions and Networks  
 Noor Financial Investment Company  
 Ogilvy & Mather  
 Pakistan International Airlines  
 Pakistan Mobile Communications Limited (Mobilink)  
 Palestinian Telecommunication Group (PALTEL)  
 Petroleum Nasional Berhad (PETRONAS)  
 Permodalan Nasional Berhad PKNS  
 Engineering & Construction Berhad (PECB)  
 PricewaterhouseCoopers  
 Proton Holdings Berhad  
 PT ANTAM (Persero) Tbk  
 PT. Bank Mandiri (Persero) Tbk.  
 PT Pertamina (Persero)  
 PT Syariah Mandiri  
 PT Telekomunikasi Indonesia, Tbk  
 PT XL Axiata Tbk (Telkom Indonesia)  
 Qatar Islamic Bank (QIB)  
 QTEL Investment and Development  
 Ras Al Khaimah Minerals and Metals Investment (RMMI)  
 RHB Islamic Bank Berhad  
 RSUD Investment Bank Inc  
 SALAMA Islamic Arab Insurance Company

## PREVIOUS SPONSORS

Securities Commission Malaysia  
 Sime Darby Berhad  
 Sparkmanshop Sdn Bhd  
 Syarikat Takaful Malaysia Berhad  
 The Sunway Group  
 Telekom Malaysia Berhad  
 Telenor Group  
 Telkom Indonesia  
 The Coca-Cola Company  
 The International Investor  
 The Investment Dar, Kuwait  
 The Investor for Securities, Saudi Arabia  
 Tourism Malaysia  
 Tradewinds Properties Sdn Bhd  
 UEM Group Berhad  
 UIB Capital Incorporated  
 United Malayan Land Bhd (UMLand Bhd)  
 Zain Group  
 ZTE Corporation



## MEDIA PARTNERSHIP

Media support is important to us, as we, at the World Islamic Economic Forum, strive to “build bridges through business” across countries and regions through our annual gathering of world and business leaders.

We have come a long way since we first started in 2005. Equipped with a strong zeal in getting the global business community closer to each other, the participation at our Forum sharply increased from a mere 600 to more than 3,150 participants in 2014. World leaders are now starting to look at our Forum as a focal point to promote their economic agenda in their own countries and to reach out to the business community of other countries. The line-up of leaders at our Forums is testimony to our growing acceptance worldwide.

## WHAT ARE THE BENEFITS OF BECOMING AN 11<sup>TH</sup> WIEF MEDIA PARTNER?

As a media partner, you will work in parallel with us. The 11th WIEF will position your media agency as a prime source for contemporary world news. In return you will offer the 11th WIEF high profile publicity and coverage.

More than 2,500 delegates from more than 100 countries are expected to attend the 11th WIEF, including heads of state and government and other dignitaries. The Forum is an important opportunity for government leaders, captains of industries, academic scholars, regional experts, professionals and corporate managers to discuss opportunities, assess progress, discuss challenges, share best practices, and accelerate innovations in the Muslim and non-Muslim business community, as a follow up to our successful Forums held previously in Islamabad, Kuwait, Jakarta, Kuala Lumpur, Kazakhstan, Johor Bahru, London and Dubai.

**BRAND VISIBILITY** on a global platform

**NETWORK** and build new relationships

**DIRECT ACCESS** to high level officials and key corporate figures

**PROMINENT EXPOSURE** through our integrated marketing campaign

**EXCLUSIVE RIGHTS** to special coverage, features and interviews

As one of the official 11th WIEF Media Partner, your organisation can take advantage of our unique 3-tier Media Partnership packages with its own individual set of benefits, that include marketing opportunities, usage of WIEF logos, an enhanced image & standing within the international community, and prominent listing in the Media Partner section of the official WIEF website, other related portals and all 11th WIEF's publications.

# RISING OPPORTUNITIES

FOR MEDIA PARTNER	CATEGORY I BARTER VALUE OF US\$200K	CATEGORY II BARTER VALUE OF US\$100K	CATEGORY III BARTER VALUE OF US\$50K
Acknowledgement as Media Partner in the Forum's print and advertising materials	☑	☑	-
Acknowledgement as Media Partner in the Forum's publication(s)	☑	-	-
Acknowledgement as Media Partner in the Forum's onsite branding materials	☑	-	-
Acknowledgement as Media Partner on the World Islamic Economic Forum official website	☑	☑	☑
One (1) page advertisement insertion in the Forum's programme book	☑	-	-
An opportunity for media partner's correspondent to moderate a panel session at the Forum	☑	-	-
Placement of publications at shared designated area situated at a high traffic area	☑	☑	☑
Complimentary delegate passes	5	3	2
Complimentary Gala Dinner invitations	5	3	2
Exclusive interviews with the Event's key leaders, speakers and contributors before the Event	☑	☑	-
Exclusive interviews with the Event's key leaders, speakers and contributors during the Event	☑	☑	-
Exclusive onsite reporting rights of the Event	☑	-	-
Special discount for the Media Partner's subscribers for the Forum registration	☑	☑	☑
Access to delegates database	☑	☑	-

FOR WIEF FOUNDATION	CATEGORY I BARTER VALUE OF US\$200K	CATEGORY II BARTER VALUE OF US\$100K	CATEGORY III BARTER VALUE OF US\$50K
30-second TVC spots on Media Partner's television channel throughout the three (3) months before the Event in Europe, Middle East and Asia regions	100	50	-
Complimentary one page advertisement on the Media Partner's publication	4	3	-
Announcement article of the Forum on the Media Partner's publication	2	1	1
Articles of the Forum (pre and post) featured on the Media Partner's publication	3	2	-
Insertion of the Forum in the Media Partner's event calendar (printed)	✓	✓	✓
Announcement article of the Forum on Media Partner's official website	2	1	1
Insertion of the Forum in the Media Partner's event calendar (online)	✓	✓	✓
The Forum's logo, website link and a brief write-up on the Media Partner's official website	✓	✓	✓
The Forum's promotional web banner to be featured on the Media Partner's official website	✓	✓	✓
Promotional content of the Forum on Media Partner's social media platform	✓	✓	-
An opportunity to distribute WIEF marketing material at events arranged by the Media Partner	✓	-	-
Complimentary Forum e-mail blast to media partner subscribers	4	2	2





# PREVIOUS PARTNERS



[www.9thwlef.org](http://www.9thwlef.org)

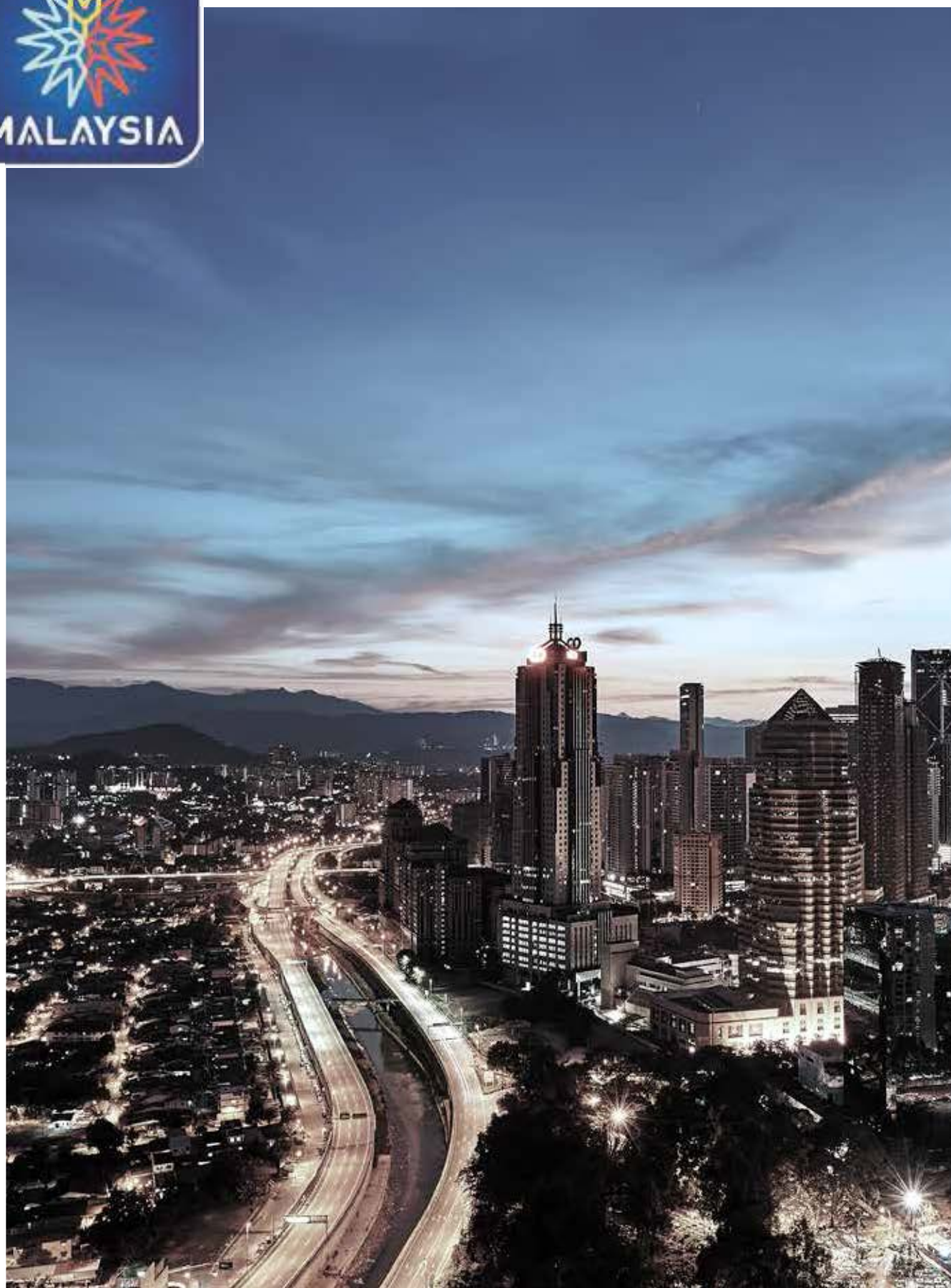
ICC Auditorium

## ABOUT THE WIEF FOUNDATION

The World Islamic Economic Forum (WIEF) Foundation, established in 2006, is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET) and Roundtable Series.









## WHY MALAYSIA?

Malaysia is Southeast Asia's rising star.

The country recorded a very strong growth of 6 percent in 2014. Both the IMF and the World Bank have revised downwards their global economic growth estimates for 2015, to 3.5 percent and 3.0 percent, respectively. However, Malaysia is expected to grow by between 4.5 percent and 5.5 percent in 2015. And over the next four years, the OECD predicts that the country will enjoy annual growth of 5.6 percent.

In addition, Bloomberg has rated Malaysia as the world's 5th most promising emerging market in 2015 and the only ASEAN country in its top 10. The country's population of almost 30 million industrious people now sits alongside China in Bloomberg's top five.

With its skilled and culturally diverse workforce, a comprehensive communication and transportation infrastructure, and a sound regulatory framework, Malaysia absolutely offers many advantages as an investment destination.

The International Monetary Fund (IMF) and the World Bank have both recently issued reports showing Malaysia near the top of their rankings for competitiveness and ease of doing business.

And according to the World Economic Forum Global Competitiveness Report, Malaysia comes 20th out of 144 countries ranked for competitiveness in its Global Competitiveness Report 2014-2015, four notches higher than in the previous year. In addition, Malaysia is ranked:

- 1st For Financial Market Legal Rights
- 4th For Financial Market Development
- 7th For Goods Market Efficiency
- 8th For Ease Of Financing Through The Equity Market





# INVEST IN MALAYSIA

MALAYSIA'S ECONOMY

The 2015 Index of Economic Freedom, a joint venture between the Heritage Foundation and the Wall Street Journal, recently ranked Malaysia as the 31st freest economy out of 178 countries.

This has been affirmed by robust growth in private investments in the country, which has expanded at a compounded annual growth rate of 15.3% from the start of the Economic Transformation Programme with commenced in 2010 to US\$40.64 billion in 2013.

Malaysia has also been recognised as having the most developed and sophisticated ecosystem for Islamic economy out of the 70 countries surveyed in Thomson Reuters' The State of Global Islamic Economy 2014/2015 Report. It tops four of the six sub-sectors including the higher weighted Islamic finance, halal food, halal tourism, and pharmaceuticals and cosmetics sectors.

Having built such strong economic foundation, Malaysia is on track to achieve its vision of becoming a high-income country by 2020. Its remarkable economic transformation has created a myriad of opportunities for the global business community to share the benefits.

With the ASEAN Economic Community coming into fruition and Malaysia being strategically located, now is an opportune time for the greater global business community to join the Malaysia's growth story, and capitalise on its potential as a gateway to a regional market of over 600 million people with a GDP of more than US\$2 trillion.





# REASONS WHY YOU SHOULD INVEST IN MALAYSIA

## STRATEGIC LOCATION



Located at the heart of ASEAN, Malaysia offers a gateway to a regional market of over 600 million people. It also boasts of a GDP of more than US\$2 trillion.

Source: Bank Negara Malaysia

## POLITICAL STABILITY



Malaysia enjoys a politically stable environment, led by a democratically-elected coalition Government committed to the development of its economy. Through measures such as the ETP, the Government has pledged to implement the appropriate policies and provide its support for the creation of a conducive environment for business and investment.

Source: Pemandu Malaysia

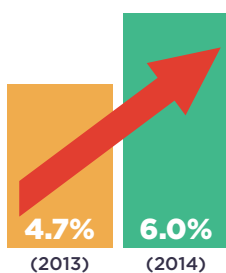
## A SECURE LOCATION FOR FDI



Investors have remained confident in Malaysia as a Foreign Direct Investment (FDI) destination despite declining FDI flows globally. The country recorded RM35.08 billion in FDI inflows in 2014.

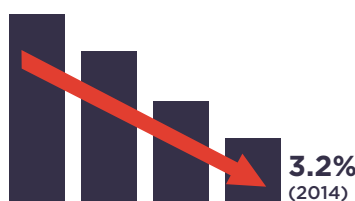
Source: Pemandu Malaysia

## GDP GROWTH



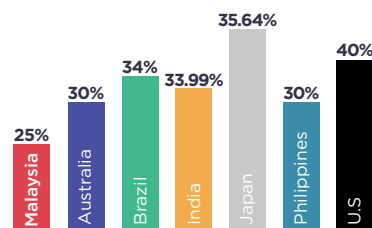
Source: Bank Negara Malaysia

## INFLATION (CPI)



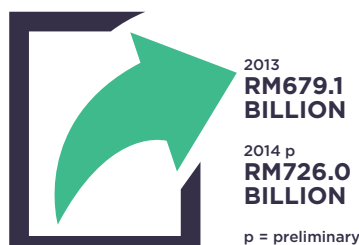
Source: Bank Negara Malaysia

## COMPETITIVE TAX RATES



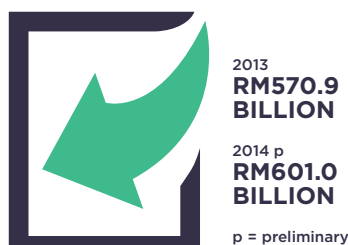
Source: Pemandu Malaysia

## TOTAL EXPORTS



Source: Bank Negara Malaysia

## TOTAL IMPORTS



Source: Bank Negara Malaysia

## MAJOR EXPORT MARKETS



Source: MITI

## WELL-DEVELOPED INFRASTRUCTURE



Telecommunications network served by digital and fibre optic technology, five international airports (all with air-cargo facilities), well-maintained highways and seven international seaports make Malaysia an ideal springboard to the Asia-Pacific market. Industries in Malaysia are predominantly located in over 500 industrial estates and Free Zones developed throughout the country.

Source: MIDA

## BUSINESS-FRIENDLY



The Malaysian Government continuously strives to provide a business-friendly environment to operate in. These efforts have been affirmed by the likes of the World Bank, which ranked the country the 18th best place in the world to conduct business in its Doing Business 2015 report. The World Bank's competitiveness criteria in the Doing Business ranking include ease of starting a business, licensing approvals, tax administration efficiency and ease of cross-border trading.

## EASE OF STARTING A BUSINESS



Malaysia was ranked 19th out of 144 countries on the World Economic Forum's Global Competitiveness Report 2014-2015 for labour market efficiency. The country outperformed economies such as Australia (56th), Brazil (109th), China (37th), India (112th), Indonesia (110th) and Japan (22nd).

Source: Pemandu Malaysia

# CONTACT US

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& BUSINESS EXCHANGE**

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**FORUM CREATIVES & COLLATERALS**

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**FORUM SECRETARIAT**

Dahlia Abd Rahman  
dahlia@wief.org

# DELEGATES REGISTRATION FORM



# 11<sup>TH</sup> WIEF

KUALA LUMPUR  
3 - 5 NOVEMBER 2015

Name (Mr/Ms/Dr/ Prof)	Designation
Organisation	Industry
Mailing Address	
Postcode	City
State	Country
Mobile	Telephone No. / Fax No.
Email	

## REGISTRATION FEE - US\$800 PER PARTICIPANT

Registration fee covers:

- Participation at the Main Forum over 3 days
- Invitation to Gala Dinner
- Access to 11th WIEF Exhibition and MOCAFest

*\*Fees are subject to 6% Goods and Services Tax.*

☐ I hereby agree that the above information is true.

## PAYMENT METHODS

**By Cheque:** Please make cheque payable to "WORLD ISLAMIC ECONOMIC FORUM FOUNDATION"

**By Telegraphic Transfer to the following bank account:**

ACCOUNT NO : 86-0000358-8  
BENEFICIARY NAME : World Islamic Economic Forum Foundation  
BANK : CIMB Islamic Bank Berhad  
BRANCH : Wisma Genting, Jalan Sultan Ismail, Kuala Lumpur, Malaysia  
SWIFT CODE : CTBBMYKL

**PLEASE FAX, MAIL OR EMAIL THE FORUM REGISTRATION FORM AND PROFILE PHOTO TO :**

Mr Syed Azlan – [azlan@wief.org](mailto:azlan@wief.org) / Ms Azrina – [azrina@wief.org](mailto:azrina@wief.org)

## WORLD ISLAMIC ECONOMIC FORUM FOUNDATION

A-9-1, Level 9, Hampshire Place Office, 157 Hampshire, No 1 Jalan Mayang Sari, 50450 Kuala Lumpur

T: +603 2163 5500 F: +603 2163 5504 E: [marketing@wief.org](mailto:marketing@wief.org) W: [www.wief.org](http://www.wief.org)

## REFUNDS & CANCELLATIONS

Cancellations must be submitted in writing before 29th September 2015 in order to receive a refund, less administrative charge of US\$50.  
No refunds will be issued for cancellations received after 29th September 2015. Substitution may be made at any time by written notification

# SPONSORSHIP FORM

# 11<sup>TH</sup> WIEF

KUALA LUMPUR  
3 - 5 NOVEMBER 2015

## COMPANY INFORMATION:

Company Name	Industry
Mailing Address	
Postcode	City
State	Country
Telephone No.	Fax No.

## CONTACT PERSON INFORMATION:

Name (Mr/Ms/Dr/Prof)	Mobile No.
Designation	Email Address

## SPONSORSHIP PACKAGE SELECTION

I/WE would like to take up the following sponsorship package:

- ☐ PREMIER PARTNER - US\$300,000    ☐ STRATEGIC PARTNER - US\$200,000    ☐ PLATINUM SPONSOR - US\$100,000    ☐ GOLD SPONSOR - US\$75,000    ☐ SILVER SPONSOR - US\$50,000

☐ I hereby agree that the above information is true.

Signature & Name	Designation	Date
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*\*Fees are subject to 6% Goods and Services Tax*

## PAYMENT METHODS

**By Cheque:** Please make cheque payable to "WORLD ISLAMIC ECONOMIC FORUM FOUNDATION"

**By Telegraphic Transfer to the following bank account:**

ACCOUNT NO : 86-0000358-8  
BENEFICIARY NAME : World Islamic Economic Forum Foundation  
BANK : CIMB Islamic Bank Berhad  
BRANCH : Wisma Genting, Jalan Sultan Ismail, Kuala Lumpur, Malaysia  
SWIFT CODE : CTBBMYKL

**PLEASE FAX, MAIL OR EMAIL THE FORUM REGISTRATION FORM AND PROFILE PHOTO TO :**

Mr David Bareng - davidemir@wief.org / Ms Azrina - azrina@wief.org / Mr Syed Azlan - azlan@wief.org

## WORLD ISLAMIC ECONOMIC FORUM FOUNDATION

A-9-1, Level 9, Hampshire Place Office, 157 Hampshire, No 1 Jalan Mayang Sari, 50450 Kuala Lumpur

T: +603 2163 5500

F: +603 2163 5504

E: marketing@wief.org

W: www.wief.org

# EXHIBITION FORM

# 11<sup>TH</sup> WIEF

KUALA LUMPUR  
3 - 5 NOVEMBER 2015

## COMPANY INFORMATION:

Company Name	Industry
Mailing Address	
Postcode	City
State	Country
Telephone No.	Fax No.

## CONTACT PERSON INFORMATION:

Name (Mr/Ms/Dr/Prof)	Mobile No.
Designation	Email Address

## EXHIBITION PACKAGE SELECTION

I/WE would like to take up the following exhibition package:

- ☐ Standard Shell Scheme - (3x3 sqm) - US\$3,000
- ☐ Exhibition Space - (3x6 sqm) - US\$5400  
- (6x6 sqm) - US\$9000
- ☐ I hereby agree that the above information is true.

Signature & Name	Designation	Date
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**PLEASE FAX, MAIL OR EMAIL THE COMPLETED EXHIBITION FORM TO:**

Mr David Bareng - davidemir@wief.org / Mr Syed Azlan - azlan@wief.org

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