11th WIEF
KUALA LUMPUR
3 - 5 NOVEMBER 2015
BUILDING RESILIENCE FOR EQUITABLE GROWTH
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:

WIEF Foudnation
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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.

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PREVIOUS FORUMS

1st WIEF
Kuala Lumpur, Malaysia
1 - 3 October 2005
Forging New Alliances for Development and Progress
600 Participants

2nd WIEF
Islamabad, Pakistan
5 - 7 November 2006
Unleashing the Potential of Emerging Markets
700 Participants

3rd WIEF
Kuala Lumpur, Malaysia
27 - 29 May 2007
Global Challenges: Innovative Partnerships
1000 Participants

4th WIEF
Kuwait City, Kuwait
29 April - 1 May 2008
Islamic Countries: Partners in Global Development
900 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

6th WIEF
Dubai, United Arab Emirates
18 - 20 May 2010
Gearing for Economic Resurgence
2567 Participants

7th WIEF
Kuala Lumpur, Malaysia
29 - 31 October 2013
Changing World, New Relationships
2700 Participants

8th WIEF
London, United Kingdom
28 - 30 October 2014
Innovative Partnerships for Economic Growth
3150 Participants

9th WIEF
Jakarta, Indonesia
27 - 29 May 2007
Global Challenges: Innovative Partnerships
1000 Participants

10th WIEF
Kuwait City, Kuwait
29 April - 1 May 2008
Islamic Countries: Partners in Global Development
900 Participants

11th WIEF
Dubai, United Arab Emirates
18 - 20 May 2010
Gearing for Economic Resurgence
2567 Participants

12th WIEF
Kuala Lumpur, Malaysia
29 - 31 October 2013
Changing World, New Relationships
2700 Participants

13th WIEF
London, United Kingdom
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,

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,

President of the Republic Of Senegal,
H.E. Macky Sall (2008, 2012)

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

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

President of the Republic of Kosovo,
H.E. Thaci (2010)

President of the Republic of Maldives,
H.E. Mohamed Nasheed (2008)

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. Azali Assoumani (2011)

President of the People’s Republic of Bangladesh,
H.E. Sheikh Hasina (2010)

President of the Republic of Tajikistan,
H.E. Emomali Rahmon (2011)

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

President of the United Kingdom,
The Rt. Hon. David Cameron (2013)

Prime Minister of the Islamic Republic of Pakistan,
K.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. Taur Matan Ruak (2014)

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

Prime Minister of the United Arab Emirates & Ruler of Dubai,
H.H. Sheikh Mohammed bin Rashid Al Maktoum (2014)

Prince of Wales, United Kingdom,
HRH Prince Charles (2014)

Crown Prince of Perak, Malaysia,
H.H. Prince Sharif Lazim (2014)

Crown Prince and Deputy Ruler, Ras Al-Khalima
Emirates, United Arab Emirates,
H.H. Sheikh Saud bin Saqr Al Qasimi (2007, 2009)
62 LEADERS, 37 COUNTRIES, 10 FORUMS
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

ACADEMICS, 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
PEOPLE AT THE FORUM

• Identify investment opportunities from all corners of the industry
• Pursue new business opportunities and network with professionals from all sectors
• Take advantage of the opportunity to network with entrepreneurs, investors and industry key stakeholders
• Seek out potential funding for various projects
• Examine the options and solutions for the most pressing challenges affecting the world's business environment
• Debate a wide range of issues with a wide variety of experts and decision makers from across the globe
• Acquire real insights regarding challenges in an industry
• Report on different opinions of industry leaders on the most pressing issues
• Cover WIEF as a leading business forum in the world
• Keep abreast of the rapidly changing global business environment
• Take advantage of the opportunity to speak one-on-one with the experts in your field
• Meet face-to-face with leading experts in various fields
• Learn about the latest changes and strategies
• Be part of a leading high-level forum on business
• And many more ...

PREVIOUS SPEAKERS

Bouthayna Ismael Houssami
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 Zafiris Kijonge
President, Uganda National Chambers of Commerce & Industry, Uganda

Tarek Abdulaziz Al-Sultan
Chairman, Agility, Kuwait

Sir Martin Sorrell
Group Chief Executive, WPP, United Kingdom

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

Khaled Abdul-Jabbar
Executive Vice Chairman, Itthmaar Bank B.S.C., Bahrain

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

Tan Sri Anthony F. Fernandes
Group CEO, AIA Asia Berhad, Malaysia

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

Rajev Singh-Molares
AMC 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
Managing Director, Khazanah Nasional, Malaysia

Oscar Groeneveld
CEO, Jaguar Land Rover, United Kingdom

Konstantin A. Markelov
Founder & CEO, Fundación Paraguaya, Paraguay

Martin Burt
Founder & CEO, Fundacion Paraguaya, Paraguay

Dr. Ian B. MacIntosh
Deputy Director General, Australian Government, Australia

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

Phillippe Mithahs
CEO, National Empowerment Fund, South Africa

Prof. Dr Uwe Krueger
CEO, Atos SE, 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 Munu Musilheka
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 Mohieldeen
Corporate Secretary and President’s Special Envoy on Millennium Development Goals, World Bank

Dr Abdul Aziz Al Hinaí
Vice President Finance, Islamic Development Bank

Atsutoshi Nishida
Adviser to the Board, Toshiba Corporation, Japan

Roger Bostock
Managing Director, Capital Economics, United Kingdom

Young Soo Kim
Presidium, 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 Adrian Chilvers
Chief Executive Officer, Dubai Islamic Bank, United Arab Emirates

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

Ada 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 Mousseau
Founder and Chief Executive Officer, Eternal Sun, United Arab Emirates

Dr Shamsa Sallam
Managing Director, Capital Economics, United Kingdom

And many more...
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.
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11th 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.
11th WIEF
PROGRAMME AT A GLANCE

The Organisers reserve the right to amend the programme in the best interest of the Forum.
Updated 15 September 2015.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>1.30pm</td>
<td>PANEL DISCUSSION: Islamic Finance for Green Technologies</td>
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<tr>
<td>2.00pm</td>
<td>SPONSORS PROGRAMME</td>
</tr>
<tr>
<td>2.30pm</td>
<td>IDEAPAD: Mobile Apps and Digital Content</td>
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<tr>
<td>3.00pm</td>
<td>IDEAPAD: Education</td>
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<tr>
<td>3.30pm</td>
<td>SME BUSINESS PAVILION: SMEs and Internationalisation</td>
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<tr>
<td>4.00pm</td>
<td>SME BUSINESS PAVILION: SMEs' Gateway to Localisation</td>
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<tr>
<td>4.30pm</td>
<td>INVESTMENT PROGRAMME</td>
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<tr>
<td>5.00pm</td>
<td>SPECIAL PROGRAMME</td>
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<td>SME BUSINESS PAVILION: SMEs and Internationalisation</td>
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<td>10.00pm</td>
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### SME BUSINESS PAVILION

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9.30am - 10.00am</td>
<td>Day Two</td>
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<tr>
<td>10.00am - 11.00am</td>
<td>Opening Session</td>
</tr>
<tr>
<td>11.00am - 12.00pm</td>
<td>MASTERCLASS: Building an SME Regional Ecosystem</td>
</tr>
<tr>
<td>12.00pm - 1.00pm</td>
<td>MASTERCLASS: E-Commerce in SMEs' Development</td>
</tr>
<tr>
<td>2.00pm - 3.30pm</td>
<td>MASTERCLASS: SMEs and Internationalisation</td>
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<tr>
<td>3.30pm - 5.00pm</td>
<td>PANEL DISCUSSION: SMEs' Gateway to Localisation</td>
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### HALAL CLUSTER

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<tr>
<td>3.00pm - 4.30pm</td>
<td>Day One</td>
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<tr>
<td>10.00am - 11.00am</td>
<td>PANEL DISCUSSION: Developing a Halal Ecosystem in New Markets</td>
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<tr>
<td>10.00am - 11.00am</td>
<td>Day Two</td>
</tr>
<tr>
<td>11.00am - 12.00pm</td>
<td>MASTERCLASS: Building a Globally Recognised Halal Certification Standard</td>
</tr>
<tr>
<td>12.00pm - 1.00pm</td>
<td>MASTERCLASS: The Food Problem - Synergising Food Supplies and Logistics</td>
</tr>
<tr>
<td>12.00pm - 1.00pm</td>
<td>IDEAPAD: Halal Innovations</td>
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### TECHNOLOGY CLUSTER

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<tr>
<td>1.30pm - 3.00pm</td>
<td>Day One</td>
</tr>
<tr>
<td>3.00pm - 4.30pm</td>
<td>IDEAPAD: Mobile Apps and Digital Content</td>
</tr>
<tr>
<td>9.00am - 10.00am</td>
<td>MASTERCLASS: Understanding the Potential of Artificial Intelligence</td>
</tr>
<tr>
<td>10.00am - 11.00am</td>
<td>IDEAPAD: Healthcare Technology</td>
</tr>
<tr>
<td>10.00am - 11.00am</td>
<td>PANEL DISCUSSION: Biotech Startups and Their Role in Bioeconomy</td>
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### WOMEN & YOUTH CLUSTER

<table>
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<tbody>
<tr>
<td>11.00am - 12.00pm</td>
<td>Day Two</td>
</tr>
<tr>
<td>12.00pm - 1.00pm</td>
<td>PANEL DISCUSSION: Empowering Rural Woman Entrepreneurs</td>
</tr>
<tr>
<td>2.00pm - 3.30pm</td>
<td>MASTERCLASS: Women Empowerment: ASEAN Case Studies</td>
</tr>
<tr>
<td>2.00pm - 3.30pm</td>
<td>PANEL DISCUSSION: Youth Startups, Future Markets and Social Profits</td>
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**CREATIVE ARTS CLUSTER**

**MOCAfest**
Opening of Visual Art Exhibition & 8th MOCAfest Art Installation

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>12.00pm - 1.00pm</td>
<td></td>
</tr>
<tr>
<td>2.00pm - 3.30pm</td>
<td><strong>IDEAPAD:</strong> Creative Arts &amp; Modest Fashion</td>
</tr>
</tbody>
</table>

**Day Two | 4th November**

**PANEL DISCUSSION:**
Islamic Fashion Industry: New Trends, New Markets

**IDEAPAD:**
Education

**Day Two | 4th 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?

**EDUCATION CLUSTER**

**Day One | 3rd November**

**IDEAPAD:**
Education

**Day Two | 4th 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?

**SUSTAINABLE LIVING CLUSTER**

**Day One | 3rd November**

**MASTERCLASS:**
Creating a Circular Economy with Zero-Waste Technologies

**Day Two | 4th November**

**PANEL DISCUSSION:**
Achieving Equitable Growth in ASEAN's Urban and Rural Areas

**IDEAPAD:**
Sustainable Living & Social Enterprises

**FINANCE CLUSTER**

**Day One | 3rd November**

**PANEL DISCUSSION:**
Islamic Finance for Green Technologies

**Day Two | 4th November**

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

**IDEAPAD:**
Funding Platforms & Fintech

**MASTERCLASS:**
Islamic Social Finance and the Future of Humanitarian Action

**Day Three | 5th November**

**PANEL DISCUSSION:**
The Role of Islamic Finance and Waqf in Healthcare
## PROGRAMME

### DAY ONE | 3rd November, Tuesday
Kuala Lumpur Convention Centre

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.00am – 9.30am</td>
<td>REGISTRATION</td>
<td>Level G</td>
<td>Arrival of Delegates, Guests and VIPs</td>
</tr>
<tr>
<td>9.30am – 12.00pm</td>
<td>OPENING SESSION OF THE 11th WIEF</td>
<td>Plenary Hall Level 1</td>
<td>Plenary Hall Level 1</td>
</tr>
<tr>
<td>12.00pm – 1.30pm</td>
<td>BUSINESS NETWORKING LUNCH</td>
<td>Hall 1 &amp; 2</td>
<td>Level G</td>
</tr>
<tr>
<td>1.30pm – 3.00pm</td>
<td>PANEL DISCUSSION: Islamic Finance for Green Technologies</td>
<td>Plenary Hall Level 1</td>
<td>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?</td>
</tr>
<tr>
<td>3.00pm – 4.30pm</td>
<td>MASTERCLASS: Creating a Circular Economy with Zero-Waste Technologies</td>
<td>Plenary Theatre Level 3</td>
<td>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?</td>
</tr>
<tr>
<td>4.30pm – 6.00pm</td>
<td>PANEL DISCUSSION: Developing a Halal Ecosystem in New Markets</td>
<td>Plenary Hall Level 1</td>
<td>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?</td>
</tr>
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### SME BUSINESS PAVILION
- HALAL CLUSTER
- TECHNOLOGY CLUSTER
- WOMEN & YOUTH CLUSTER
- CREATIVE ARTS CLUSTER
- EDUCATION CLUSTER
- SUSTAINABLE CLUSTER
- FINANCE CLUSTER

The Organisers reserve the right to amend the programme in the best interest of the Forum.
DAY ONE | 3rd November, Tuesday

3.30pm – 5.00pm | SPONSORS PROGRAMME

INVESTMENT PROGRAMME

SPECIAL PROGRAMME

7.00pm – 10.00pm | GALA DINNER | Hall 1 & 2 | Level G | Open to all Participants

12.00pm – 6.30pm | EXHIBITION & BUSINESS EXCHANGE | Hall 4 & 5 | Level G

12.00pm – 1.30pm | Soundscape Series Performance: Identity (pt.I) | Short performances by MOCAfest artists revolving around the theme of ‘identity’.

2.00pm – 3.00pm | Panel Discussion: Reviving Jawi Script Through Contemporary Arts | The Jawi script is a national legacy in pre-independence Malaya. Can we preserve this heritage through contemporary arts?

Workshop: Motion Graphics and Audio | This is a workshop that explains the basics of motion graphics and audio.

3.00pm – 4.00pm | Workshop: Creating Calligraphy | This is the demonstrative workshop on how to create beautiful calligraphy.

Masterclass: Learning the Jawi Script | The basics on Jawi script.

4.00pm – 4.30pm | Soundscape Series Performance: Visual Tapestry in Motion | Short performances by MOCAfest artists using visual elements.

4.30pm – 5.30pm | Panel Discussion: A Quest for Identity: Building Cultural Capital | 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?

Film Screening: Identity & Culture | A series of films revolving around identity & culture.

5.30pm – 6.30pm | Soundscape Series Performance: Identity (pt.II) | Short performance by MOCAfest artists revolving around the theme of ‘identity’.

Workshop: Malaysian Beat & Drum Circle | A collaborative session on local percussions rhythm and sound.

The Organisers reserve the right to amend the programme in the best interest of the Forum.

Navigation Guide / Forum Clusters

SME BUSINESS PAVILION
HALAL CLUSTER
TECHNOLOGY CLUSTER
WOMEN & YOUTH CLUSTER
CREATIVE ARTS CLUSTER
EDUCATION CLUSTER
SUSTAINABLE CLUSTER
FINANCE CLUSTER

Kuala Lumpur Convention Centre
## DAY TWO | 4th November, Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00am – 10.00am</td>
<td><strong>SME BUSINESS PAVILION</strong></td>
<td><strong>Panel Discussion:</strong> Achieving Equitable Growth in ASEAN's Urban and Rural Areas (Plenary Hall, Level 1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>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 sectors. 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?</td>
</tr>
<tr>
<td>9.00am – 10.00am</td>
<td><strong>SME BUSINESS PAVILION</strong></td>
<td><strong>Masterclass:</strong> Developing World Class Human Capital in Islamic Finance (Plenary Theatre, Level 3)</td>
</tr>
<tr>
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<td>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?</td>
</tr>
<tr>
<td>9.00am – 10.30am</td>
<td><strong>SME BUSINESS PAVILION</strong></td>
<td><strong>Ideapad:</strong> Healthcare Technology (Hall 4 &amp; 5, Level G)</td>
</tr>
<tr>
<td>10.00am – 11.00am</td>
<td><strong>SME BUSINESS PAVILION</strong></td>
<td><strong>Panel Discussion:</strong> Biotech Startups and Their Role in Bioeconomy (Plenary Hall, Level 1)</td>
</tr>
<tr>
<td></td>
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<td>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?</td>
</tr>
</tbody>
</table>

### Navigation Guide / Forum Clusters

- **SME BUSINESS PAVILION**
- **HALAL CLUSTER**
- **TECHNOLOGY CLUSTER**
- **WOMEN & YOUTH CLUSTER**
- **CREATIVE ARTS CLUSTER**
- **EDUCATION CLUSTER**
- **SUSTAINABLE CLUSTER**
- **FINANCE CLUSTER**

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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>11.00am – 12.00pm</td>
<td>SME BUSINESS PAVILION</td>
<td>Hall 4 &amp; 5 Level G</td>
<td>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?</td>
</tr>
<tr>
<td></td>
<td>PANEL DISCUSSION: Empowering Rural Woman Entrepreneurs</td>
<td>Ballroom 2 Level 3</td>
<td>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?</td>
</tr>
<tr>
<td></td>
<td>MASTERCLASS: The Food Problem - Synergising Food Supplies and Logistics</td>
<td>Plenary Theatre Level 3</td>
<td>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?</td>
</tr>
<tr>
<td></td>
<td>IDEAPAD: Funding Platforms &amp; Fintech</td>
<td>Hall 4 &amp; 5 Level G</td>
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</table>

SPONSORS PROGRAMME

INVESTMENT PROGRAMME

SPECIAL PROGRAMME
### DAY TWO | 4th November, Wednesday

#### 12.00pm – 1.00pm
- **SME BUSINESS PAVILION**
  - **Masterclass:** E-Commerce in SMEs’ Development
  - **Location:** Ballroom 2, 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?

- **PANEL DISCUSSION:**
  - **Islam:**
  - **Fashion Industry:** New Trends, New Markets
  - **Location:** Plenary Hall, 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?

- **MASTERCLASS:**
  - **Women Empowerment:** ASEAN Case Studies
  - **Location:** Plenary Theatre, 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?

- **IDEAPAD:**
  - **Halal Innovations**
  - **Location:** Hall 4 & 5, Level G

#### 1.00pm – 2.00pm
- **BUSINESS NETWORKING LUNCH**
  - **Location:** Hall 1 & 2, Level G

#### 2.00pm – 3.30pm
- **SME BUSINESS PAVILION**
  - **Masterclass:** SMEs and Internationalisation
  - **Location:** Ballroom 2, 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?

- **PANEL DISCUSSION:**
  - **Youth Startups:** Future Markets and Social Profits
  - **Location:** Plenary Hall, Level 1

  The age of millennials is coming. New ways of thinking will emerge, and with that new markets serving new functions in society.

- **MASTERCLASS:**
  - **Bringing Free Quality Education to Villages**
  - **Location:** Plenary Theatre, 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?

- **IDEAPAD:**
  - **Creative Arts & Modest Fashion**
  - **Location:** Hall 4 & 5, Level G

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**Navigation Guide / Forum Clusters**

- SME BUSINESS PAVILION
- HALAL CLUSTER
- TECHNOLOGY CLUSTER
- WOMEN & YOUTH CLUSTER
- CREATIVE ARTS CLUSTER
- EDUCATION CLUSTER
- SUSTAINABLE CLUSTER
- FINANCE CLUSTER

The Organisers reserve the right to amend the programme in the best interest of the Forum.
## SME BUSINESS PAVILION

### Panel Discussion: SMEs’ Gateway to Localisation

**Ballroom 2**

Ballroom 2 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?

### Panel Discussion: Should Academia Include Technical Training for Industry Placements?

**Plenary Hall**

Plenary Hall 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?

### Masterclass: Islamic Social Finance and the Future of Humanitarian Action

**Plenary Theatre**

Plenary Theatre 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?

### IDEAPAD: Sustainable Living & Social Enterprise

**Hall 4 & 5**

Hall 4 & 5 Level G

4.00pm - 5.30pm

## SPONSORS PROGRAMME

## INVESTMENT PROGRAMME

## SPECIAL PROGRAMME

### Exhibition & Business Exchange

**Hall 4 & 5**

Hall 4 & 5 Level G

9.00am - 5.00pm
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9.00am - 6.00pm</td>
<td>Visual Arts Exhibition, MOCAfest Souk, Film Screening &amp; 8th MOCAfest Art Installation</td>
</tr>
<tr>
<td>10.00am - 11.00am</td>
<td>Panel Discussion: How Do We Measure a Creative &amp; Cultural Economy? How do we measure a creative and cultural economy?</td>
</tr>
<tr>
<td>11.00am - 12.00pm</td>
<td>Workshop: Film &amp; 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?</td>
</tr>
<tr>
<td></td>
<td>Workshop: Theatre to Engage in Cultural Discourses How can the role of story-telling in theatre promote cultural dialogues?</td>
</tr>
<tr>
<td>12.00pm - 12.15pm</td>
<td>Soundscape Series Performance: Past &amp; Present A series of performances by MOCAfest artists revolving around the theme ‘Past &amp; Present’.</td>
</tr>
<tr>
<td>12.00pm - 1.00pm</td>
<td>Panel Discussion: Islamic Fashion Industry: New Trends, New Markets</td>
</tr>
<tr>
<td>2.00pm - 3.30pm</td>
<td>Ideapad: Creative Arts &amp; Modest Fashion</td>
</tr>
<tr>
<td>3.00pm - 3.30pm</td>
<td>Soundscape Series Performance: Illuminated Words A series of performances by MOCAfest artists revolving around the theme ‘Illuminated Words’.</td>
</tr>
<tr>
<td>3.30pm - 4.30pm</td>
<td>Face to Face A Face-to-Face session with an arts personality.</td>
</tr>
<tr>
<td>4.30pm - 5.30pm</td>
<td>MOCA Translations 6.0 A session that reads out an ancient Muslim literary work, followed by a series of artistic responses.</td>
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<tr>
<td></td>
<td>Film Screening: Multiculturalism A series of films revolving around the theme ‘multiculturalism’.</td>
</tr>
<tr>
<td>5.30pm - 6.30pm</td>
<td>Workshop: Scripting &amp; Copywriting – The Art of Communication to Revive Heritage &amp; Culture The art of scripting and copywriting is a powerful tool to revive heritage and culture. This workshop lays out the basic foundations.</td>
</tr>
<tr>
<td></td>
<td>Masterclass: 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?</td>
</tr>
<tr>
<td>7.00pm - 9.00pm</td>
<td>MOCAfest Soundscape Concert A finale of amazing artistic performances by MOCAfest artists from around the world.</td>
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</tbody>
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### DAY THREE | 5th November, Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>8.30am – 10.00am</td>
<td>BUSINESS NETWORKING BREAKFAST (BNB)</td>
<td>Hall 1 &amp; 2</td>
<td>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 &amp; Creative Arts.</td>
</tr>
<tr>
<td>10.00am – 11.00am</td>
<td>The Role of Islamic Finance and Waqf in Healthcare</td>
<td>Plenary Hall Level 1</td>
<td>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?</td>
</tr>
<tr>
<td>10.00am – 11.00am</td>
<td>FACE TO FACE: Conversation with a Personality</td>
<td>Plenary Hall Level 1</td>
<td>Face to Face is an intimate conversation with a global personality on their life challenges, story of success and personal anecdotes.</td>
</tr>
<tr>
<td>10.00am – 11.00am</td>
<td>MEDIA DEBATE</td>
<td>Plenary Hall Level 1</td>
<td>Media Debate is a televised debate on a contemporary global topic.</td>
</tr>
<tr>
<td>10.00am – 11.00am</td>
<td>CLOSING SESSION</td>
<td>Plenary Hall Level 1</td>
<td></td>
</tr>
<tr>
<td>11.00am – 12.00pm</td>
<td>BUSINESS NETWORKING LUNCH</td>
<td>Hall 1 &amp; 2</td>
<td>Level G:</td>
</tr>
<tr>
<td>8.30am – 3.00pm</td>
<td>EXHIBITION</td>
<td>Hall 4 &amp; 5</td>
<td>Level G: Ballroom 1 Level 3</td>
</tr>
<tr>
<td>8.30am - 1.00pm</td>
<td>Visual Arts Exhibition</td>
<td>MOCAfest Souk</td>
<td></td>
</tr>
<tr>
<td>8.30am - 10.00am</td>
<td>MOCAfest Networking Session</td>
<td>MOCAfest Souk</td>
<td>This session invites all business people interested in the arts to network with people in the arts.</td>
</tr>
<tr>
<td>11.00am – 12.00pm</td>
<td>Sharing Circle I: The Creative Workforce: Improving Perceptions, Improving Standards, Improving Culture</td>
<td>Ballroom 1</td>
<td>Level 3: This is a casual chat session with everyone involved to talk about arts as a creative workforce.</td>
</tr>
<tr>
<td>12.00pm - 1.00pm</td>
<td>Sharing Circle II: Social Entrepreneurship: Sustaining Our Local Artisans</td>
<td>Ballroom 1</td>
<td>Level 3: This is a casual chat session with everyone involved to talk about arts and social entrepreneurship.</td>
</tr>
</tbody>
</table>
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 competitive edge in the international market.
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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.
11th WIEF EXHIBITION

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

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.

STANDARD SHELL SCHEME

Standard 9m² 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.

STANDARD SHELL SCHEME

3x3 sqm – US$3,000*
3x6 sqm – US$300/sqm = US$5400*
6x6 sqm – US$250/sqm = US$9000*

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.
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**EXHIBITION PACKAGES**

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- 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*
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- 6x6 sqm x US$250/sqm = US$9000*

*Fees subject to 6% Goods and Services Tax.

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- You wish to be in touch with other industrial leaders for possible joint ventures and 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.
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.
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**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 – Antiques 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
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.
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*
SPONSORSHIP

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**PREMIER PARTNER**

**US$300,000***

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**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*

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

**GOLD SPONSOR**
US$75,000*

**SILVER SPONSOR**
US$50,000*

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**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 (20) 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 acknowledgment 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.

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**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 acknowledgment 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.

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**Pre Forum Benefits**
1. Access to the 11th WIEF delegates list.

**Event Day Benefits**
1. Five (5) complimentary registrations.
2. Reserved seating at the WIEF Gala Dinner.
3. Reserved seating at the Opening Ceremony for the 11th WIEF.
4. Priority booking of press conference room at the 11th WIEF.
5. One (1) exclusive interview during the Forum with tier 3 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.

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## Sponsorship Packages

### Strategic Partner
**US$200,000*<br>Fees subject to 6% Goods and Services Tax.<br>
- **Pre Forum Benefits**<br>  1. One (1) exclusive pre-Forum interview with a tier 1 media.<br>  2. Sponsors’ logo placement on the press release prior to the 11th WIEF.<br>  3. Access to the 11th WIEF delegates list.<br>- **Event Day Benefits**<br>  1. Opportunity to host a Business Networking event at the Forum venue.<br>  2. Networking opportunities with top business leaders attending the 11th WIEF.<br>  3. Twenty-five (25) complimentary registrations.<br>  4. One (1) reserved table at the WIEF Gala Dinner (10 Pax per table).<br>  5. Reserved seating at the Opening Ceremony for the 11th WIEF.<br>  6. Complimentary usage of the Sponsors’ Meeting Room at the venue (sharing basis).<br>  7. Priority booking of press conference room at the 11th WIEF.<br>  8. One (1) exclusive interview during the Forum with tier 1 media.<br>- **Promotional Benefits**<br>  1. Priority interviews with selected media agencies, attending with an official WIEF Foundation spokesperson.<br>  2. Complimentary exhibition space (size to be determined).<br>  3. One (1) page advertisement insertion in the Forum’s official programme book.<br>  4. Prominent recognition and acknowledgment in all of the Forum’s collaterals which includes venue backdrop, marketing & advertising collaterals and/or billboards.<br>  5. Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.<br>  6. Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.<br>  7. Collaborative opportunities and invitations to all WIEF Foundation’s programmes and events.<br><br>### Platinum Sponsor<br>**US$100,000*<br>Fees subject to 6% Goods and Services Tax.<br>
- **Pre Forum Benefits**<br>  1. Sponsors’ logo placement on the press release prior to the 11th WIEF.<br>  2. Access to the 11th WIEF delegates list.<br>- **Event Day Benefits**<br>  1. Networking opportunities with top business leaders attending the 11th WIEF.<br>  2. Fifteen (15) complimentary registrations.<br>  3. One (1) reserved table at the WIEF Gala Dinner (10 Pax per table).<br>  4. Reserved seating at the Opening Ceremony for the 11th WIEF.<br>  5. Complimentary usage of the Sponsors’ Meeting Room at the venue (sharing basis).<br>  6. Priority booking of press conference room at the 11th WIEF.<br>  7. One (1) exclusive interview during the Forum with tier 2 media.<br>- **Promotional Benefits**<br>  1. Complimentary exhibition space (size to be determined).<br>  2. One (1) page advertisement insertion in the Forum’s official programme book.<br>  3. Prominent recognition and acknowledge in all of the Forum’s collaterals which includes venue backdrop, marketing & advertising collaterals and/or billboards.<br>  4. Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.<br>  5. Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.<br>  6. Collaborative opportunities and invitations to all WIEF Foundation’s programmes and events.<br><br>### Gold Sponsor<br>**US$75,000*<br>Fees subject to 6% Goods and Services Tax.<br>
- **Pre Forum Benefits**<br>  1. Sponsors’ logo placement on the press release prior to the 11th WIEF.<br>  2. Access to the 11th WIEF delegates list.<br>- **Event Day Benefits**<br>  1. Networking opportunities with top business leaders attending the 11th WIEF.<br>  2. Ten (10) complimentary registrations.<br>  3. Reserved seating at the WIEF Gala Dinner.<br>  4. Reserved seating at the Opening Ceremony for the 11th WIEF.<br>  5. Priority booking of press conference room at the 11th WIEF.<br>  6. One (1) exclusive interview during the Forum with tier 2 media.<br>- **Promotional Benefits**<br>  1. Complimentary exhibition space (size to be determined).<br>  2. One (1) page advertisement insertion in the Forum’s official programme book.<br>  3. Prominent recognition and acknowledgement in all of the Forum’s collaterals which includes venue backdrop, marketing & advertising collaterals and/or billboards.<br>  4. Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.<br>  5. Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.<br>  6. Collaborative opportunities and invitations to all WIEF Foundation’s programmes and events.<br><br>### Silver Sponsor<br>**US$50,000*<br>Fees subject to 6% Goods and Services Tax.<br>
- **Pre Forum Benefits**<br>  1. Access to the 11th WIEF delegates list.<br>- **Event Day Benefits**<br>  1. Five (5) complimentary registrations.<br>  2. Reserved seating at the WIEF Gala Dinner.<br>  3. Reserved seating at the Opening Ceremony for the 11th WIEF.<br>  4. Priority booking of press conference room at the 11th WIEF.<br>  5. One (1) exclusive interview during the Forum with tier 3 media.<br>- **Promotional Benefits**<br>  1. Complimentary exhibition space (size to be determined).<br>  2. One (1) page advertisement insertion in the Forum’s official programme book.<br>  3. Prominent recognition and acknowledgement in all of the Forum’s collaterals which includes venue backdrop, marketing & advertising collaterals and/or billboards.<br>  4. Recognition in selected WIEF Foundation publications, websites and social media platforms with hyperlinks.<br>  5. Automatic subscription to the e-newsletter with complimentary copies of quarterly newsletters published by the WIEF Foundation.<br>  6. Collaborative opportunities and invitations to all WIEF Foundation’s programmes and events.<br>

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## BENEFITS

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Premier $300,000</th>
<th>Strategic $250,000</th>
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**Sponsors**

- Abu Dhabi Islamic Bank (ADIB)
- Abu Dhabi Commercial Bank (ADCB)
- Al Guarir Group
- Al - Nazir Group of Industries
- Al-Nazir Nippon Chemicals
- AJ Pharma Holding Bhd
- Attijari Al Islami
- Asian Finance Bank Berhad
- A22 Group & Co
- Bahrain Economic Development Board
- Bank Islam Malaysia Berhad
- Bank Muamalat Indonesia Syariah
- Bank Rakyat Indonesia
- Battersea Power Station Development Company
- BNI Syariah
- Boustan 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 (RDA)
- 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 Baking 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)
- Petronas Nasional Berhad (PETRONAS)
- Permodulan 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 Tolekumunikasi 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
- RUSD Investment Bank Inc
- SALAMA Islamic Arab Insurance Company
- 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
- UBI Capital Incorporated
- United Malaysian Land Bhd (UML Land Bhd)
- Zain Group
- ZTE Corporation
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- Aljumair Al Islami
- Asian Finance Bank Berhad
- A2i2 Group & Co
- Bahrain Economic Development Board
- Bank Islam Malaysia Berhad
- Bank Muamalat Indonesia Syariah
- Bank Rakyat Indonesia
- Battersea Power Station Development Company
- BNI Syariah
- Boubian 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 Berhad (FGVB)
- First Investment Company
- Golden Hope Plantations Berhad
- Hewlett-Packard Development Company, L.P.
- HSBC Amanah Malaysia Berhad
- Huawei Technologies Co., Ltd.
- 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 Barking 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 National Berhad (PETRONAS)
- Pemodalan Nasional Berhad PNHS Engineering & Construction Berhad (PESB)
- PricewaterhouseCoopers
- Proton Holdings Berhad
- PT ANTAM (Persero) Tbk
- PT Bank Mandiri (Persero) Tbk.
- PT Pertamina (Persero)
- PT Syariah Mandiri
- PT Tasekomunikasi 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
- RUSD Investment Bank Inc
- SALAMA Islamic Arab Insurance Company

Securities Commission Malaysia
- Sime Darby Berhad
- Sparkmansonp 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

## SPONSORS
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 3,350 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.

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.

WHAT ARE THE BENEFITS OF BECOMING AN 11TH WIEF MEDIA PARTNER?

- **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.
MEDIA PARTNERSHIP

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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 lineup of leaders at our Forums is testimony to our growing acceptance worldwide.

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## RISING OPPORTUNITIES

<table>
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<tr>
<th>FOR MEDIA PARTNER</th>
<th>CATEGORY I</th>
<th>CATEGORY II</th>
<th>CATEGORY III</th>
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<tr>
<td>Acknowledgement as Media Partner in the Forum’s print and advertising materials</td>
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<td>Acknowledgement as Media Partner in the Forum’s publication(s)</td>
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<tr>
<td>Acknowledgement as Media Partner in the Forum’s onsite branding materials</td>
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<tr>
<td>Acknowledgement as Media Partner on the World Islamic Economic Forum official website</td>
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<td>One (1) page advertisement insertion in the Forum’s programme book</td>
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<td>✅</td>
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<tr>
<td>An opportunity for media partner’s correspondent to moderate a panel session at the Forum</td>
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<td>✅</td>
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<tr>
<td>Placement of publications at shared designated area situated at a high traffic area</td>
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<td>✅</td>
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<tr>
<td>Complimentary delegate passes</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Gala Dinner invitations</td>
<td>5</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Exclusive interviews with the Event’s key leaders, speakers and contributors before the Event</td>
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<td>✅</td>
<td>✅</td>
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<tr>
<td>Exclusive interviews with the Event’s key leaders, speakers and contributors during the Event</td>
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<td>✅</td>
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<tr>
<td>Exclusive onsite reporting rights of the Event</td>
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<td>✅</td>
<td>✅</td>
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<tr>
<td>Special discount for the Media Partner’s subscribers for the Forum registration</td>
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<td>✅</td>
<td>✅</td>
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<tr>
<td>Access to delegates database</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>FOR WIEF FOUNDATION</td>
<td>CATEGORY I BARTER VALUE OF US$200K</td>
<td>CATEGORY II BARTER VALUE OF US$100K</td>
<td>CATEGORY III BARTER VALUE OF US$50K</td>
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<tr>
<td>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</td>
<td>100</td>
<td>50</td>
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<tr>
<td>Complimentary one page advertisement on the Media Partner’s publication</td>
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<td>3</td>
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<tr>
<td>Announcement article of the Forum on the Media Partner’s publication</td>
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<tr>
<td>Articles of the Forum (pre and post) featured on the Media Partner’s publication</td>
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<td>Insertion of the Forum in the Media Partner’s event calendar (printed)</td>
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<td></td>
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<tr>
<td>Announcement article of the Forum on Media Partner’s official website</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Insertion of the Forum in the Media Partner’s event calendar (online)</td>
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<tr>
<td>The Forum’s logo, website link and a brief write-up on the Media Partner’s official website</td>
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<tr>
<td>The Forum’s promotional web banner to be featured on the Media Partner’s official website</td>
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<tr>
<td>Promotional content of the Forum on Media Partner’s social media platform</td>
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<tr>
<td>An opportunity to distribute WIEF marketing material at events arranged by the Media Partner</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Forum e-mail blast to media partner subscribers</td>
<td>4</td>
<td>2</td>
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</table>
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
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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.
INVEST IN MALAYSIA

MALAYSIA’S ECONOMY

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INFLATION (CPI)

Source: Bank Negara Malaysia

TOTAL IMPORTS

Source: MITI

TOTAL EXPORTS

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

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

COMPETITIVE TAX RATES

Source: Pemandu Malaysia

MALAYSIA

Australia

Brazil

India

Japan

Philippines

U.S

25%

30%

34%

33.99%

35.64%

30%

40%

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.

Source: MIDA

WELL-DEVELOPED INFRASTRUCTURE

Malaysia’s 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

MAJOR EXPORT MARKETS

Source: MITI

REASONS WHY YOU SHOULD INVEST IN MALAYSIA
CONTACT US

SECRETARY GENERAL
Tan Sri Ahmad Fuzi Abdul Razak
fuzi@wief.org

PROTOCOL & GOVERNMENT RELATIONS
Mazwin Mohd Ahmad
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VENUE & TECHNICAL SETUP
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Ina Rozali
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MANPOWER
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FORUM LOGISTICS
Jackie Mah
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SPONSORSHIP, SME BUSINESS PAVILION & MARKETING
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davidemir@wief.org

SPEAKER MANAGEMENT
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norazuwa@wief.org
Said Hamadi Said Mohamad
said@wief.org

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hissein@wief.org

SOCIAL PROGRAMMES
Fadzila Ali Sulaiman
fadzila@wief.org

DELEGATES REGISTRATION & BUSINESS EXCHANGE
Azrina Ahmad
azrina@wief.org

MOCAFEST
Najmia Zulkarnain
Najmia@wief.org

FORUM CREATIVES & COLLATERALS
Najwa Yusof
najwa@wief.org

FORUM SECRETARIAT
Dahlia Abd Rahman
dahlia@wief.org
# Delegates Registration Form

**11th WIEF**

**Kuala Lumpur**

**3 - 5 November 2015**

<table>
<thead>
<tr>
<th>Name (Mr/Ms/Dr/ Prof)</th>
<th>Designation</th>
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<tbody>
<tr>
<td>Organisation</td>
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<td>Country</td>
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<td>Telephone No. / Fax No.</td>
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<tr>
<td>Email</td>
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**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 / Ms Azrina – 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  **W:** 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**TH**

**WIEF**

**KUALA LUMPUR**

3 - 5 NOVEMBER 2015

---

### COMPANY INFORMATION:
- **Company Name**
- **Mailing Address**
- **Postcode**
- **State**
- **Telephone No.**

### CONTACT PERSON INFORMATION:
- **Name (Mr/Ms/Dr/Prof)**
- **Designation**
- **Telephone No.**
- **Fax No.**

### 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**

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- **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**

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---

*Fees are subject to 6% Goods and Services Tax*
EXHIBITION FORM

11TH WIEF
KUALA LUMPUR
3 - 5 NOVEMBER 2015

COMPANY INFORMATION:

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CONTACT PERSON INFORMATION:

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<tr>
<th>Name (Mr/Ms/Dr/Prof)</th>
<th>Mobile No.</th>
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<th>Designation</th>
<th>Email Address</th>
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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$5,400
- (6x6 sqm) - US$9,000

I hereby agree that the above information is true.

Signature & Name

Designation

Date

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 COMPLETED EXHIBITION FORM TO:

Mr David Bareng – davidemir@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