


8TH WIEF JOHOR BAHRU MALAYSIA

4 - 6 DECEMBER 2012

Changing Trends,
New Opportunities




8th World Islamic Economic Forum

A large construction crane stands prominently on the left side of the image, its lattice structure silhouetted against a warm, orange-hued sky. Another crane is visible in the upper right corner. The foreground shows a body of water and a distant shoreline with various structures and lights, suggesting a port or industrial area at dusk or dawn.

Not long ago, the world was taken on another roller-coaster ride. The economic fortunes of some countries changed literally overnight.

In some parts of the world, the mood is upbeat. China and India have done much to reshape the global supply chain, relocating industries and people on a massive scale. Hopes and aspirations for better governance accompany the unexpected 'Spring Revolution' in the Middle East. A large swath of East Asia is the new darling of global capital. Africa is experiencing great growth and a youth hungry for technology and change.

A large construction crane is silhouetted against a bright, hazy sky at sunset or sunrise. The crane's long jib extends across the upper half of the frame. In the lower portion, a dark industrial structure, possibly a ship's hull, is visible with the word "Speeder" and "METRO MACHINE CORP" written on it in red. The overall scene suggests a moment of transition or the end of a day's work.

In other parts, economies are struggling. The debt crisis has inadvertently remapped the economic landscape. The Eurozone is faced with the spectre of disintegration. Some countries face impending default, some suffer staggering unemployment rates, and some are threatened with severe economic implosion.

Yet, the world is still as interconnected as it ever was. These changing dynamics despite its severe impact, have created many new opportunities out of the rubble. How should the world respond to these developments? How can leadership deal with the current challenge? The global economic discourse is again ripped wide-open.

8TH WIEF JOHOR BAHRU MALAYSIA

4 - 6 DECEMBER 2012



The 8th World Islamic Economic Forum will be convened this year in the Iskandar Development Region of the state of Johor, Malaysia; the fastest growing economic region in Malaysia and one of the most significant business districts in Southeast Asia. Held at the Persada Johor Convention Centre on 4 - 6 December 2012 with the theme “**Changing Trends, New Opportunities**” the 8th WIEF will discuss the changing dynamics in global business today after the Arab uprising and Eurozone crisis, which leaves many doors open to new business opportunities elsewhere across the globe.

Organised By:



Hosted By:



Government of
Malaysia



Johor State
Government



WORLD ISLAMIC E



The World Islamic Economic Forum (WIEF) is a world-class business platform showcasing business opportunities in the Muslim World.



ECONOMIC FORUM



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 in 2010 and Astana, Kazakhstan in 2011.

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 business from all over the world. The WIEF continues to make inroads into new territories, 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 3000 delegates at our most recent Forums. The WIEF shall continue to make an impact on the global business landscape, addressing pressing issues of the day and will constantly strive towards building bridges through business between all nations and communities.





Throughout its run, the WIEF has been graced by such esteemed dignitaries, most notable among them:

PRESIDENT OF AFGHANISTAN, [HE Hamid Karzai](#)

PRESIDENT OF DJIBOUTI, [HE Ismail Omar Guelleh](#)

PRESIDENT OF THE REPUBLIC OF INDONESIA, [HE Dr Susilo Bambang Yudhoyono](#)

PRESIDENT OF THE REPUBLIC OF KAZAKHSTAN, [HE Nursultan Nazarbayev](#)

PRESIDENT OF SENEGAL, [HE Abdoulaye Wade](#)

SULTAN OF BRUNEI DARUSSALAM, [HM Sultan Hassanal Bolkiah](#)

KING OF JORDAN, [HM King Abdullah II](#)

THE AMIR OF THE STATE OF KUWAIT, [HH Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah](#)

PRIME MINISTER OF KINGDOM OF BAHRAIN, [HRH Prince Khalifa bin Salman Al Khalifa](#)

PRIME MINISTER OF THE PEOPLE'S REPUBLIC OF BANGLADESH, [HE Sheikh Hasina](#)

PRIME MINISTER OF COTE D'IVOIRE, [HE Guillaume Kigbafori Soro](#)

PRIME MINISTER OF KAZAKHSTAN, [HE Karim Massimov](#)

PRIME MINISTER OF MALAYSIA, [HE Dato' Sri Mohd Najib Tun Abdul Razak](#)

PRIME MINISTER OF TAJIKISTAN, [HE Oqil Oqilov](#)

VICE PRESIDENT OF THE REPUBLIC OF INDONESIA, [HE Prof Dr Boediono](#)

DEPUTY PRIME MINISTER OF THE REPUBLIC OF KAZAKHSTAN, [HE Asset Issekeshev](#)

DEPUTY PRIME MINISTER OF THE STATE OF QATAR, [HE Abdullah bin Hamad Al-Attiyah](#)

FORMER PRESIDENT OF BOSNIA AND HERZEGOVINA, [HE Haris Silajdzic](#)



FORMER PRESIDENT OF THE REPUBLIC OF KOSOVO, **HE Fatmir Sejdiu**

FORMER PRESIDENT OF THE MALDIVES, **HE Mohamed Nasheed**

FORMER PRESIDENT OF THE MALDIVES, **HE Maumoon Abdul Gayoom**

FORMER PRESIDENT OF PAKISTAN, **HE Pervez Musharraf**

FORMER PRESIDENT OF SRI LANKA, **HE Chandrika Badaranaike Kumaratunga**

FORMER PRIME MINISTER OF AUSTRALIA, **HE Bob Hawke**

FORMER PRIME MINISTER OF THE STATE OF KUWAIT, **HE Sheikh Nasser Al-Mohammed Al-Ahmed Al-Sabah**

FORMER PRIME MINISTER OF LEBANON, **HE Fuad Siniora**

FORMER PRIME MINISTER OF MALAYSIA, **HE Tun Abdullah Ahmad Badawi**

FORMER PRIME MINISTER OF MALAYSIA, **HE Tun Dr Mahathir Mohamad**

FORMER PRIME MINISTER OF MOROCCO, **HE Abbas El Fassi**

FORMER PRIME MINISTER OF THE NETHERLANDS, **HE Prof Dr Ruud Lubbers**

FORMER PRIME MINISTER OF THE NETHERLANDS, **HE Wim Kok**

FORMER PRIME MINISTER OF PAKISTAN, **HE Shaukat Aziz**

FORMER DEPUTY PRIME MINISTER OF MALAYSIA, **HE Tun Musa Hitam**

FORMER DEPUTY PRIME MINISTER FOR DEFENSE & SECURITY AFFAIRS OF THE REPUBLIC OF YEMEN,

HE Dr Rashad Al Alimi

RULER OF RAS AL KHAIMAH UAE, **HH Sheikh Saud bin Saqr Al Qasimi**

DUKE OF YORK, **HRH Prince Andrew**

CROWN PRINCE OF PERAK, MALAYSIA, **HRH Raja Dr Nazrin Shah**

SECRETARY GENERAL OF THE OIC, **HE Prof Dr Ekmeleddin Ihsanoglu**

PRESIDENT OF ISLAMIC DEVELOPMENT BANK (IDB), **HE Dr Ahmed Mohamed Ali**

SECRETARY GENERAL OF ASEAN, **HE Surin Pitsuwan**

FORUM PROGRAMME

		8.00am	9.00am	10.00am	11.00am	12.00noon	1.00pm	2.00pm
Tuesday 4 December 2012								
DAY 1		Registration	OPENING CEREMONY OF LEADERS			NETWORKING LUNCH	GLOBAL ECONOMIC OUTLOOK	
		8th WIEF Exhibition						
Wednesday 5 December 2012								
DAY 2		WIEF YOUNG LEADERS FORUM					NETWORKING LUNCH	
	Speech	Business Start-up Masterclass	iGovt: Developing a New Generation of Technocrats	WYN Dialogue Series	Crowd-sourcing 101: Growing Ideas for Change			
		WIEF BUSINESSWOMEN FORUM						
	Speech	CEO Panel Women Entrepreneurs	Business Innovation	Women in Technology	Face-to-face: Dialogue with a Business-woman			
		8th WIEF Exhibition						
Thursday 6 December 2012								
DAY 3		BUSINESS NETWORKING BREAKFAST (BNB)	Banking on Islamic Finance: Legality to Economic Value		Investment Opportunities in Johor	LUNCHEON TALK	GL	
		8th WIEF Exhibition						
		8.00am	9.00am	10.00am	11.00am	12.00noon	1.00pm	2.00pm

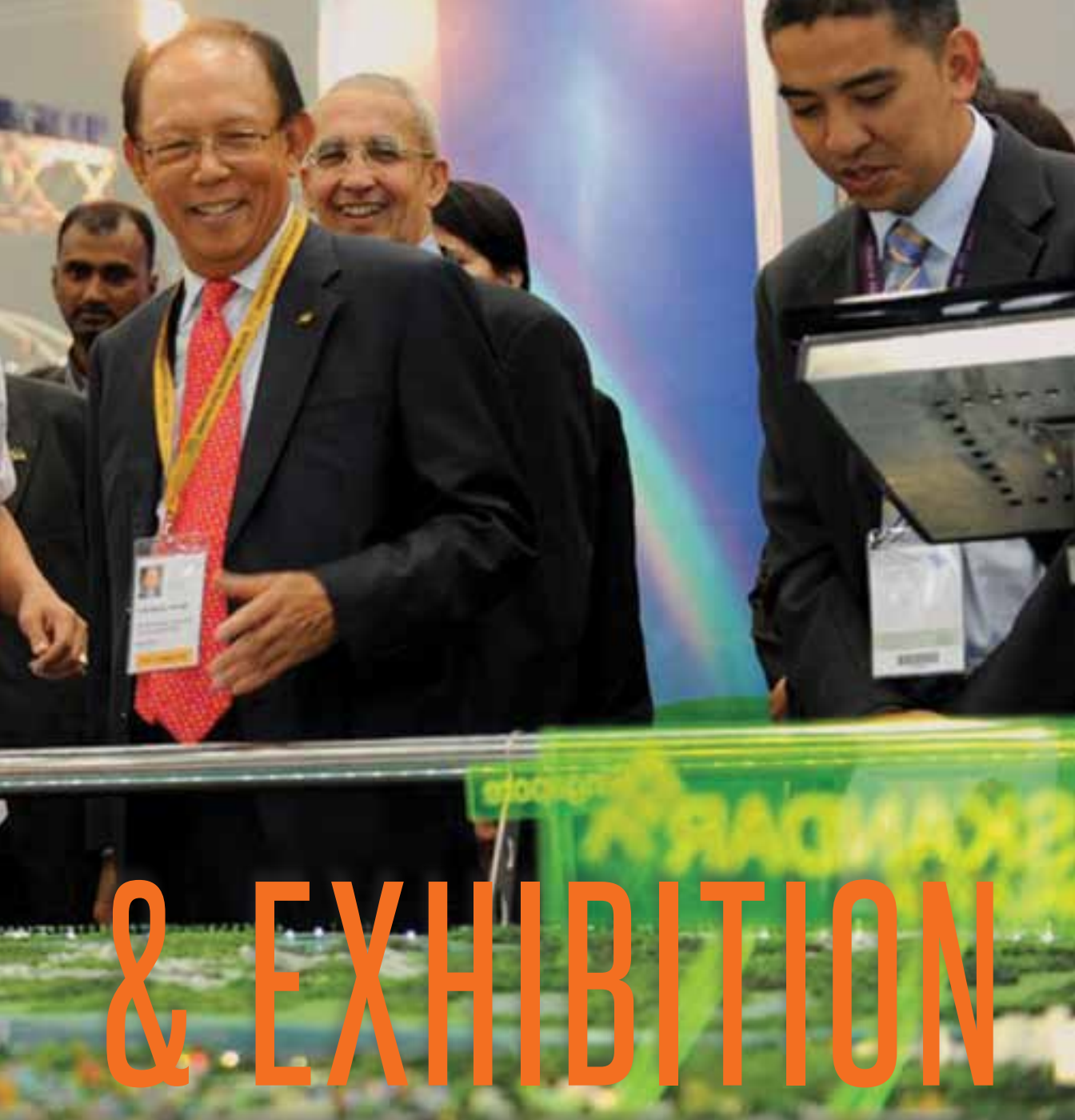
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NOTE: The Foundation reserves the right to amend the Programme in the best interest of the Forum.



SPONSORSHIP

Sponsorship with the WIEF accords a high level brand mileage and exclusive networking opportunities to corporation eyeing to be known on the global stage. The standard of individually designed sponsorship packages enables corporations to associate themselves with a prestigious global event; an exercise that allows their brand to be highly visible at a gathering of international economic movers and top decision-makers. Sponsorship also allows a corporation the privilege of rubbing shoulders with top business leaders and prospects.



Capitalising on the huge presence of the global business community in one single meeting, the 8th WIEF offers exhibition space to corporations interested to introduce their products and services, and latest innovations. The 8th WIEF Exhibition will showcase a combination of exclusive Hospitality Suites and Standard Booths. These Suites and Booths are designed to allow ample space for interaction with business prospects and the freedom of a casual gathering among peers and partners.

SPONSORSHIP PRIVILEGES

Strategic Partner (USD 200K)

- Networking opportunities with Heads of State and Government.
- Networking Opportunities with Top Business Leaders.
- Prominent recognition and acknowledgement in the Forum's backdrop, marketing & advertising collaterals, billboards and buntings.
- Priority in sponsorship in the annual Forum and other WIEF events.
- Opportunity to host a social networking event at the Forum.
- Priority complimentary registrations for 20 guests.
- Reserved seating at Opening and Closing Ceremony.
- Reserved table and invitations to the Gala Dinner.
- Complimentary space for hospitality suite at prime position.
- Placement of corporate banner at a designated area of the Forum venue.
- Distribution of marketing materials in delegates' packs.
- 30 second promotional advertisement prior to a plenary session.
- One dedicated press release and announcement prior to the Forum.
- Priority interviews with selected media agencies, together with a WIEF spokesperson.
- A one-page advertisement insertion in the Forum's programme book.
- One liaison officer.
- Recognition in selected WIEF publications, websites and social media platforms with hyperlinks.
- Access to participants' database.
- Automatic subscription of e-newsletters and complimentary copies of quarterly newsletters.
- Collaborative opportunities and invitations to all WIEF's programmes and events.

Platinum (USD 100K)

- Networking opportunities with top business leaders.
- Recognition and acknowledgement in the Forum's backdrops, marketing & advertising collaterals, billboards and buntings.
- Priority in sponsorship in the annual Forum and other WIEF events.
- Reserved seating at Opening and Closing Ceremony.
- Priority complimentary registrations for 15 guests.
- Reserved seating and invitations to WIEF's gala dinners.
- Complimentary space for hospitality suite.
- Placement of corporate banner at the Forum's designated area.
- Sponsor's mention in press release and announcement prior to the Forum.
- A one-page advertisement insertion in the Forum's programme book.
- One liaison officer.
- Recognition in selected WIEF's publications, websites and social media platforms with hyperlinks.
- Access to participants' database.
- Automatic subscription of e-newsletters and complimentary copies of quarterly newsletters.
- Collaborative opportunities and invitations to all WIEF's programmes and events.

Gold (USD 75K)






- Networking opportunities with top business leaders.
- Recognition and acknowledgement in the Forum's backdrop, press conference's backdrop, marketing & advertising collaterals, billboards and buntings.
- Priority complimentary registrations for 10 guests.
- Exhibition booth.
- Sponsor's mention in press release and announcement prior to the Forum.
- One-page advertisement insertion in the Forum's programme book.
- Recognition in selected WIEF's publications, websites and social media platforms with hyperlinks.
- Access to participant database.
- Automatic subscription of e-newsletters and complimentary copies of quarterly newsletters.
- Invitations to all WIEF's programmes and initiatives.

Silver (USD 50K)

- Recognition and acknowledgement in the Forum's backdrop, press conference's backdrop, marketing & advertising collaterals, billboards and buntings.
- Priority complimentary registrations for 5 guests.
- Exhibition booth.
- Half-page advertisement insertion in the Forum's programme book.
- Recognition in selected WIEF's publications, websites and social media platforms with hyperlinks.
- Access to participant database.
- Automatic subscription of e-newsletters and complimentary copies of quarterly newsletters.
- Invitations to all WIEF's programmes and initiatives.

INVESTMENT OPPORTUNITIES

GDP's Performance and Yearly Growth for Johor

	Sector	2007	2008	2009	2010
	Agriculture, Forestry & Fishery	8.9%	8.8%	9.2%	11.1%
	Rocks & Minerals	0.1%	0.1%	0.1%	0.1%
	Manufacturing	37.4%	40.7%	39.5%	31.5%
	Construction	2.9%	2.9%	3.1%	3.3%
	Services	48.1%	47.4%	48.0%	52.1%
	Annual Growth Rate	6.1%	6.7%	5.2%	7.3%

Johor's economic development has grown tremendously over the past several years.

Johor has a strategic location that is in close proximity to some of the world's most rapidly growing and important economies. Johor is aimed to attract an exciting influx of foreign and high-level corporate investments as discerning investors look to benefit from its many advantages, high growth potential and a range of attractive fiscal incentives. Johor is currently undertaking the single largest development project in the region. The region progressively enjoys state-of-the-art facilities, infrastructure and one-stop business centres to ensure business transactions are fast, seamless and convenient.

In 2006, three masterplan reports which will bring economic changes for the whole of Malaysia and Johor State were announced. The reports include:

- The 9th Malaysia Plan (RMK9)
- Third Industrial Master Plan
- Comprehensive Development Plan for SJER or Wilayah Pembangunan Iskandar (WPI)

The Third Industrial Master Plan provides details of the 9th Malaysia Plan in the industry sector. The Comprehensive Development Plan for SJER will have a strong impact towards the growth and direction of development for the State of Johor and indicating the State Federal Government commitment to further motivate Johor's economic growth into a progressive state with Iskandar Development Region (IDR) providing world class infrastructures (land and soft), quality of life and environmental quality.

These projects will henceforth increase the growth rate of IDR at a forecasted level of 8% and likewise the whole State of Johor will prosper via a forecasted growth rate of 7%.

Investment Outlook in Johor 2010

In 2010, Johor recorded a total investment of RM47.177 billion. The total Foreign Direct Investments (FDI) received amounted to RM29.057 billion, while domestic investments stood at RM18.120 billion.

The FDI received in Johor, represents 8.96% of the total FDI in Malaysia at RM163.896 billion.

INVESTMENT TRENDS IN JOHOR

EXPANSION VS NEW PROJECT

The Investment trend in Johor for expansion projects still remains healthy, where Johor recorded RM1.61 billion (13.75%), whilst new projects recorded a total of RM10.10 billion (86.25%).

FDI VS DOMESTIC

In terms of FDI and Domestic Investments contribution, the trend is similar to previous years, where FDI contributed 80.2% and domestic investment 19.8%.

As of December 2008, the largest contributor of FDI was from Spain with a total investment of RM4.16 billion, followed by Japan at RM2.44 billion, Singapore at RM0.91 billion, Switzerland at RM0.62 billion and Netherlands at RM0.59 billion.

MAIN SECTORS OF INDUSTRY

The five core sectors of industry in Johor are Basic Metal Industry (RM7.3 billion), followed by Electrical & Electronics (RM1.2 billion), Petrochemicals Products (RM912 million), Food Industry (RM888 million), Chemical & Chemical Products (RM338 million) and Fabricated Metal Industry (RM346 million).

INDUSTRY LOCATIONS THAT RECEIVED MOST INVESTMENT

The five main industrial locations in Johor that have received the most investments in 2008 were Tanjung Langsat (RM7.5 billion), Pasir Gudang IE (RM905 million), Tanjung Agas IE (RM630 million), Johor Bahru (RM356 million) and Kluang (RM234 million).

JOHOR STATISTICS 2011

**APPROVED
MANUFACTURING
PROJECTS WITH FOREIGN
PARTICIPATION IN JOHOR,
JANUARY - OCTOBER 2011**

Country	#	Foreign Investment (RM)
Denmark	1	122,000,000
France	1	127,500,000
Indonesia	2	689,849,440
Korea	1	239,668,000
Singapore	49	1,250,830,196
Thailand	1	229,000,000
Turkey	1	270,000,000
Total	56	2,928,847,636

APPROVED MANUFACTURING PROJECTS IN JOHOR BY INDUSTRY, JANUARY - OCTOBER 2011

Industry	#	Employment	Domestic Investment (RM)	Foreign Investment (RM)	Total Investment (RM)
Basic Metal Products	2	75	5,751,900	26,745,265	32,497,165
Chemicals & Chemical Products	12	591	81,363,767	408,586,766	489,950,533
Electronics & Electrical Products	27	10,387	50,846,508	831,008,953	881,855,461
Fabricated Metal Products	22	1,835	169,945,629	467,890,892	637,836,521
Food Manufacturing	19	2,172	173,334,216	1,323,629,771	1,496,963,987
Furniture & Fixtures	20	2,245	93,467,598	0	93,467,598
Machinery Manufacturing	17	1,478	73,685,625	63,389,446	137,075,071
Non-Metallic Mineral Products	4	471	7,050,321	78,482,280	85,532,601
Others	4	751	27,830,000	59,700,334	87,530,334
Paper, Printing & Publishing	7	247	12,329,076	16,674,536	29,003,612
Plastic Products	8	359	106,126,544	28,907,134	135,033,678
Rubber Products	1	300	55,608,000	4,392,000	60,000,000
Scientific & Measuring Equipment	2	103	0	130,450,000	130,450,000
Textiles & Textile Products	1	263	1,011,450	19,217,550	20,229,000
Transport Equipment	7	463	2,329,425,958	58,555,340	2,387,981,298
Wood & Wood Products	4	304	14,651,811	9,978,983	24,630,794
Total	157	22,044	3,202,428,403	3,527,609,250	6,730,037,653

ADVANTAGES OF INVESTING IN JOHOR

STRATEGIC LOCATION AND EXCELLENT LOGISTICAL FACILITIES

Johor is located within a 4-hour flight time of major international cities, which is home to 28% of the world's population and account for 40% of the world's economic output.

COST EFFECTIVENESS

Johor has plentiful supply of affordable industrial land and factory premises, commercial floor space, skilled workers and supporting services. The cost savings are tremendous.

A MATURED ECONOMIC BASE

Johor's economic structure has developed considerable depth; supporting industries that exist side by side with a large skilled workforce and strong financial and institutional support services. This has spurred many leading multi-national corporations to set up base and grow in Johor. The State has an impressive track record of successful businesses.

BUSINESS-FRIENDLY, EFFICIENT AND TRANSPARENT PUBLIC SERVICES

The State Government has set up various facilities to support industries, namely Johor State Investment Centre (JSIC), Industrial Development Committee, Industrial Park Management Committee, Johor Skills and Knowledge Management Centre and Johor Skills Development Centre. These agencies are designed to spur investments to greater heights.

EXCELLENT LIVING ENVIRONMENT AND HIGH QUALITY OF LIFE

Johor has excellent housing facilities in a secured environment with beautiful landscaping. Nature lovers and adventure seekers can enjoy the numerous and varied rest and recreational facilities on both land and sea.

INVESTMENT OPPORTUNITIES

RESOURCE BASED INDUSTRIES	
Palm Oil Based Products	Fatty acid, alcohol, methylester, glycerines, etc.
	Pulp and paper
Rubber Based Products	Latex based products
	Compound rubber product
Herbal Products	Bio-diagnostic
Wood Products	Food biotech / Agro biotech
Biotechnology	Food biotech / Agro biotech
	Biopharmaceuticals
	Cosmeceuticals
	Bio-diagnostic
	Bio-active compounds for healthcare
NON-RESOURCE BASED INDUSTRIES	
Electrical and Electronic Products	Design and production of telecommunication equipment
	Design and manufacture of computer peripherals
	Medical equipment
	Scientific equipment
	Robotic equipment
	Computer numerical control (CNC)
	Machine tool
Marine and Port Related Industries and Services	Ship repair
	Ship building
	Packaging and repacking
	Warehousing
Petrochemical Products	
Engineering	
OPPORTUNITIES IN THE SERVICE SECTOR	
Back Office Operation, Call and Data Center	
Outsourcing Activities	
Healthcare Services	
Educational Services	
Tourism Industry	
Distribute Trade	
Information and Communication Technology (ICT)	



JOHOR



Johor is the southern-most gateway and the second largest state in the Malay Peninsula. It currently has a population of 3.3 million people, making it one of the most populous states in the country. Johor is the fastest growing state, both economically and geographically. The state's capital, Johor Bahru, is a rising metropolis; it has the proper infrastructure and supporting services to provide an ideal investment, business and tourist destination. Johor is strategically located in the heart of Southeast Asia, one of the world's fastest growing economic regions.

Getting there

By air

Johor has an airport located in Senai, called the Sultan Ismail International Airport located 25km from the city centre. There are flights from Kuala Lumpur, Sabah and Sarawak.

By road

Johor Bahru is 368 km or a four hour drive from Kuala Lumpur via the North South Expressway. Bus services from major cities and towns in the peninsula run several times a day to Johor Bahru.

By rail

Rail services offered by Keretapi Tanah Melayu Berhad (KTMB) offers visitors a chance to enjoy the scenic countryside views.

BAHRU

Hotels

The Puteri Pacific Johor Bahru Hotel ★★★★★

Reservation: 1800-888-533

Tel: +607 219 9999

www.puteripacific.com

3 mins from Persada Johor

Citrus Hotel Johor Bahru ★★★★★

Tel: +607-222 2888

www.citrushoteljb.com

11 mins from Persada Johor

Mutiara Johor Bahru ★★★★★

Tel: +603 330 0300

www.mutiarahotels.com

9 mins from Persada Johor

Hotel Tropical Inn Johor Bahru ★★★

Tel: +607 224 7888

www.tropicalinn.com.my

7 mins from Persada Johor

Grand Bluewave Hotel ★★★★★

Tel: +607 221 6666

0.49 km from Persada Johor

The Embassy Hotel and Service Apartment ★★★

Tel: +607 338 9999

1.29 km from Persada Johor

Grand Paragon Hotel Johor Bahru ★★★★★

Tel: +607 268 5222

1.4 km from Persada Johor

The ZON Regency Hotel by the sea ★★★★★

Tel: +607 221 9999

1.62 km from Persada Johor

Thistle Johor Bahru ★★★★★

Tel: +607 222 9234

1.31 km from Persada Johor

JOHOR



Johor Bahru, also known as JB to the locals, is a vibrant city that stays active long after working hours are over. Johor Bahru is a popular tourist destination and has its share of nightlife and entertainment. The streets and shopping complexes are filled with good food, exciting entertainment and great bargains every night of the week.

Food

The state has its own delicious variation on traditional Malaysian cuisine, with so many places to choose from. Eateries range from ubiquitous roadside vendors to upmarket restaurants in the state's top hotels. Cuisine in Johor is influenced by Arabs and cultures surrounding Southeast Asia. Some dishes are a blend of ingredients not found anywhere else in Malaysia. Due to their difficult and sometimes complicated recipes, some can only be sampled during celebrations and state banquets.

An eclectic mix of hawkers and vendors have traditional freshly cooked local dishes including the ever popular Laksa Johor – a creation of delightful fish and a tasty gravy recipe cooked in coconut milk and generally eaten alongside fresh veg and noodles. A 'gastronomic' experience without so much as a dent on the wallet!

BAHRU

Shopping

JB is a great place to shop with numerous shopping complexes and boasts one of the largest and busiest Pasar Malam or Night Market in Malaysia.

There are several shopping complexes, stalls, bazaars, hawkers and markets that sell everything from branded items to travel souvenirs.

The biggest attraction is the JB Duty Free Complex, which is situated at the International Ferry Terminal. Here you'll find 30,000 square feet of pure shopping experience! The complex has branded goods, designer wear, confectionery, glassware and you name it within its retail outlets, department stores and hypermarts.

SHOPPING MALLS

- Johor Premium Outlets
- Johor Bahru City Square
- Holiday Plaza
- Johor Bahru Duty Free Complex
- Danga City Mall
- KSL City Mall
- Plaza Pelangi



JOHOR

Johor Bahru began as a small fishing village in 1855 and is now one of the biggest industrial and commercial centres in the country. Being at the entry point from Singapore to Malaysia, JB has become a major tourism hub.

Cultural / historical Sites

Sultan Abu Bakar Mosque

Sultan Abu Bakar Mosque - Built in 1893, this beautiful mosque can accommodate some 2000 worshippers.

Royal Abu Bakar Museum

Grand Palace and the Royal Abu Bakar Museum - Set up in 1982, the museum houses various prized collections of the Johor royal family.

Istana Bukit Serene

The royal palace and official residence of the Sultan of Johor. The palace has a huge sprawling garden which is a common site for many royal gatherings and celebrations.

Bangunan Sultan Ibrahim

Built in 1940, this imposing structure is a symbol of the state's administration, housing many government departments.

BAHRU

Places of interest



Legoland Malaysia

Legoland Malaysia is a theme park scheduled to open in Nusajaya, Johor, Malaysia in September 2012 with over 40 interactive rides, shows and attractions. It will be the first Legoland theme park in Asia upon its establishment.



Danga Bay

Is set to be a premier waterfront development and one of the highlights of Johor, offering top-notch retail outlets, thrills and spills of leisure activities, an oasis for local and international food and beverage and top-draw events and activities.

State Zoo

Built 1928, the late Johor Sultan, built the zoo and called it an 'animal garden'. It was believed to be the first zoo in Asia at the time.

JOHOR

The state is known for eco-tourism, agro-tourism and sports-tourism. The Endau-Rompin Forest Park is one of the world's oldest tropical rainforests and offers adventurous travellers a fabulous escape from the city. The state has over 30 beautiful tropical islands many untouched, a great place for relaxation.



Nature & Recreation

There are the numerous outdoor activities held on the islands, fishing trips being particularly popular. Scuba diving is also a good option as there is a Marine Park set up in 1993 for the conservation of the marine life in the surrounding water. Famous for its beautiful white sand beaches, it is truly a place to relax.

- Sibu Island
- Besar Island
- Rawa Island
- Pulau Tengah, Pulau Besar Desaru

Mountain hikes and nature walks:

- Tanjung Piai-Johor National Park
- Endau-Rompin Johor National Park
- Kota Tinggi Waterfalls
- Gunung Pulai Recreation Park
- Gunung Ledang

BAHRU

Golf & Resorts

GOLF AND COUNTRY CLUBS

- Johor Golf & Country Club
- Le Grandeur Palm Resort Johor
- Horizon Hills Golf & Country Club
- Octville Golf & Country Club, Johor
- Bukit Banang Golf & Country Club
- Ponderosa Golf & Country Club
- Impian Emas Golf & Country Club

ISLAND RESORTS

- Rawa Island Safaris Resort
- Sibul Island Resort Johor, Malaysia
- D'coconut Island Resort
- Pulau Springs Resort





THE WIEF FOUNDATION

The World Islamic Economic Forum Foundation being the proprietary owner of the Forum, administers and organises the annual WIEF, as well as ensuring the smooth running of the initiatives and programmes under its purview. Presently, the Foundation has established several distinct initiatives; the WIEF Education Trust (WET), WIEF Businesswomen Network (WBN), WIEF Young Leaders Network (WYN) and WIEF Roundtable Series.

The WIEF Foundation has its own corporate administrative structure, which includes the Board of Trustees led by the Chairman of the Foundation, Tun Musa Hitam; and supported by the International Advisory Panel and a Permanent Secretariat based in Kuala Lumpur, Malaysia.

INITIA



WIEF Education Trust (WET)

The WET was established on the premise that education is the most important pillar in every society and that the fate and future of a community lies in the quality and availability of education for its people. The WET is aimed at garnering support and resources from the Muslim World to provide education opportunities to the people at large. One of its programmes is the WIEF-UiTM Global Discourse Series, which addresses topical issues relating to business and economics, as well as scientific and technological advancement.



WIEF Businesswomen Network (WBN)

The WIEF Businesswomen Network is aimed at providing a networking berth for women entrepreneurs across the world especially in Muslim countries and societies. The WBN organises an annual Entrepreneurs Workshop and has attracted women from all over the world. Another workshop the WBN currently organises is the WIEF Web-Reach Internet Marketing Workshop. This workshop empowers women by teaching them strategies and techniques that are most effective for marketing their business online.

T I V E S



WIEF Young Leaders Network (WYN)

The WYN is a global platform that brings together young leaders, change makers, professionals and entrepreneurs across the globe to connect creative ideas and explore prospects for collaboration in business and social programmes. As of currently, WYN runs an internship programme that is designed to empower young people with leadership and management skills through internship exchange in reputable corporations across the globe. In addition, WYN organises the Marketplace of Creative Arts, which is an international platform for young creative artists to promote and display their work.



WIEF Roundtable Series

The WIEF Roundtable was designed as a unique extension of the WIEF Annual Forum. This programme provides an avenue where regional and local business leaders can congregate to leverage on existing business and economic strengths and define key steps and measures to take in order to transform a common vision into reality. The WIEF Roundtable has received overwhelming response and support from government leaders, business communities, and the media of the respective countries.

FAQS

What is the World Islamic Economic Forum (WIEF)?

The World Islamic Economic Forum started off with a modest beginning as the OIC Business Forum, which was held on 15 October 2003, in conjunction with the tenth OIC Summit in Putrajaya, Malaysia. The inaugural OIC Business Forum sought to create a business 'face' of the OIC.

The Forum brought together government leaders, captains of industries, academic scholars, regional experts, professionals and corporate managers to discuss opportunities for business partnerships in the Muslim World.

The second OIC Business Forum was convened in Kuala Lumpur in 2004, a momentous event that brought about the birth of the World Islamic Economic Forum and the subsequent convening of the 1st WIEF in Kuala Lumpur, in 2005.

This was an important shift that opened up the Forum to include Muslim communities beyond OIC countries and other non-Muslim communities across the globe. It was a natural evolution and was aimed at providing a platform for dialogue and exchange of cutting-edge ideas, and business networking between government and business leaders across the Muslim World and beyond.

The WIEF has since held six annual forums since then – 'Unleashing the Potential of Emerging Markets' in Islamabad, 2006; 'Global Challenges - Innovative Partnerships' in Kuala Lumpur, 2007; 'Islamic Countries: Partners In The Global Development' in Kuwait, 2008; 'Food and Energy Security: Stemming the Tide of the Global Financial Crisis' in Jakarta, 2009; 'Gearing for Economic Resurgence' in Kuala Lumpur, 2010; and 'Globalising Growth: Connect, Compete, Collaborate' in Astana, 2011 – all focused on pressing issues of the time.

What are the objectives of the WIEF Forum?

The objectives of the Forum are:

- To enhance the economic well-being of the people of Muslim nations and Muslim communities worldwide through increasing trade and business opportunities amongst them, as well as the world at large.
- To package the Muslim World as a lucrative trade and investment caucus that is able to attract foreign investors and business partners from various countries worldwide.
- To strengthen networking and foster strategic alliances through the exchange of ideas, information and knowledge.
- To promote dialogue and foster cooperation among the Muslim and non-Muslim businessmen in the belief that collaboration is the salient feature of the 21st century international relations. Business partnerships can become genuine bridges towards peace and prosperity between the Muslim and non-Muslim world.

What is the WIEF Foundation all about?

The WIEF Foundation was established on 6 March 2006 to institutionalise the World Islamic Economic Forum. The Foundation seeks to fulfil its objective of organising its annual and regional Forums and to implement the programmes established under the WIEF initiatives. This body consists of business leaders of various industries, thought leaders and heads of OIC related organisations.

The Foundation established its own Permanent Secretariat based in Kuala Lumpur in July 2008 and is managed by a Board of Trustees led by the Chairman of the Foundation, Tun Musa Hitam. To further expand and add leverage to the Foundation, it appointed an International Advisory Panel that provides strategic input and intellectual content for the annual global and regional WIEF, in addition to its related initiatives.

What are the other initiatives under the WIEF Foundation?

Besides the main annual Forum, the WIEF Foundation also carries out initiatives on youth and women development through its WIEF Young Leaders Network (WYN) and WIEF Businesswomen Network (WBN). The WIEF Businesswomen Network recognises women as being a very important segment of society and their economic contribution to the Muslim World, while the WIEF Young Leaders Network (WYN) is a platform for young leaders, change makers,

professionals and entrepreneurs across the globe to connect ideas and explore prospects for collaboration. Another initiative of the Foundation is the WIEF Education Trust, which holds a Global Discourse Series that addresses issues relating to not only business and economics but scientific and technological advancement as well. Its newest initiative is the WIEF Roundtable Series, which gathers international business and government leaders to discuss pertinent economic issues and the measures to solve them.

Where will the next WIEF Forum be held?

The WIEF Foundation is pleased to inform that the 8th WIEF Forum will be held in Johor Bahru, Malaysia on 4 - 6 December 2012, at Persada Johor International Convention Centre.

Why Johor Bahru?

The reason Johor was chosen for this year's Forum is because Johor Bharu has gradually developed itself as the gateway to ASEAN countries. Johor Bahru is also set to become Southern Peninsula Malaysia's most developed region, where living, entertainment, environment and business seamlessly converge within a bustling and vibrant metropolis.

What will be the WIEF Foundation's focus for 2012?

This year will prove to be an interesting year for the WIEF Foundation as we explore more initiatives entering our 8th year. The Foundation's roots are still the same – building bridges through business, driving initiatives that focus on business entrepreneurs, women, youth and nurturing global leaders. However, the outreach is more extensive and the coverage is more in-depth to further encourage and drive opportunities and platforms for Muslim leaders and business owners to face global challenges in an increasingly globalised world.

Emerging potentials offered by new markets in developing Muslim countries provide the Foundation opportunities to cater our programmes for the needs and demands of such nations.

Human capital development through the Foundation's initiatives, will subsequently lead to better skilled manpower that can contribute towards economic and infrastructure development. This will enhance global competitiveness and trade among Muslim countries.

Innovation is another key driver that the Foundation will focus on, as we all strive to devise new solutions for the betterment of society. Innovation enables the economic value chain to be shifted to a higher level and this will also trigger new ideas that can be translated into business opportunities – from a product or strategy perspective.

Hence, there is a need for businesses, educational and research institutions, organisations and even governments alike, to really look into these areas as we continue to move higher up the economic value chain.

New growth models need to be introduced, new horizons explored and a new generation of thinkers and movers need to be created.

Where is the WIEF foundation headed to?

The WIEF still believes that collaboration, cooperation and understanding is the key to continue building bridges towards peace and prosperity between the Muslim and non-Muslim world.

In light of this, the WIEF will forge new alliances for development and progress and explore opportunities for enhanced business and economic cooperation.

Among the potential areas to be explored include optimising intellectual and human capital in order to compete successfully in the global knowledge-economy.

As the public and private sectors become indivisible, public-private sector synergies will be a key avenue for expansion, as we explore how science and ICT can fuel economic development.

Knowledge has and will be a key driver that the Foundation will continue to advocate and encourage business and national development. There is a need to continue leveraging on knowledge and education to unlock innovation and creativity among nations.

As a Foundation, we are innovating our branding and strategic positioning, which has to evolve with the times in line with the globalised world. We are looking to continue making our brand relevant within the modernised Muslim World while reaching out beyond those borders in forging ahead for business and economic prosperity.

We will continue to build bridges through business.



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