



WIEF
ONLINE
MARKETING
WORKSHOP



WIEF
YOUNG
FELLOWS
DURBAN
2013



8th WIEF
2012 –
JOHOR
BAHRU



THE WIEF CHRONICLES

BUILDING BRIDGES THROUGH BUSINESS

ISSUE 10, JULY 2013

9TH WIEF

CHANGING WORLD, NEW RELATIONSHIPS

29 - 31 OCTOBER 2013 | EXCEL LONDON, UNITED KINGDOM



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The 9th World Islamic Economic Forum will take place in London this year on 29-31 October 2013 at the ExCel London. Being one of the leading financial and cultural centres of the world, and a business gateway between the Muslim World and Europe, London is an apt venue for hosting the annual forum, which takes place for the first time in Europe. Bearing the theme, "Changing World, New Relationships", the 9th WIEF seeks to expound a fast changing world where new relationships have emerged out of the various crises besetting the global economy.

“Like never before, our world is seeing new partnerships sprouting across borders, religions and cultures, for the sake of pursuing common peace and prosperity between nations. Of those partnerships, the most crucial of all is business and trade.”

The 9th WIEF will host a wide variety of new topics such as designing the future with a focus on smart cities, a heavy focus on Islamic Finance with several sessions including the Central Bankers Panel, Bankers Panel and master class sessions on Islamic Finance for women entrepreneurs, Islamic Finance Education and Islamic Capital Markets. Other sessions include capitalising the promising online market, exploring the concept of microfinance in social enterprise, tackling global health challenges with a specific focus on non-communicable diseases (NCD), promoting transnational education, discussing the role of women in the corporate world, a CEO panel on doing business in a changing world and exploring new technology. The Forum will also host a Leaders Panel, a panel discussion between Heads of State and Government, as well as a Ministerial Panel, hosting a group of ministers from around the world to discuss a policy framework for common growth.

The 9th WIEF comprise plenary sessions which mainly focuses on dialogue, the parallel programmes consisting of masterclass and insights, the 9th WIEF Expo showcasing products and services of companies across the globe, the MOCAfest, WIEF's international creative arts festival showcasing the best in the creative industry, and the British Business Pavilion, showcasing products, services and investment opportunities in the UK.

9TH WIEF 2013 GOES TO LONDON



MAIN PROGRAMME

LEADERS PANEL

CHANGING WORLD, NEW RELATIONSHIPS

MINISTERIAL PANEL

POLICY FRAMEWORK FOR GROWTH

CEO PANEL

DOING BUSINESS IN A CHANGING WORLD

FACE TO FACE

"SMART CITIES"

DESIGNING THE FUTURE

WHY DO WE NEED SMART CITIES?

CENTRAL BANKERS PANEL

HARMONISING GLOBAL STANDARDS ON ISLAMIC FINANCE

BANKERS PANEL

INTERNATIONALISING ISLAMIC FINANCE

CAPITALISING THE ONLINE MARKET

DEVELOPING GLOBAL CONNECTIVITY THROUGH DIGITAL TECHNOLOGY

BUSINESS NETWORKING BREAKFAST (BNB)

PROMOTING TRANSNATIONAL EDUCATION

WOMEN IN THE CORPORATE WORLD

GLOBAL HEALTH CHALLENGES STEMMING THE RISE OF NON-COMMUNICABLE DISEASES

EXPLORING MICROFINANCE IN SOCIAL ENTERPRISE

FACE TO FACE

CONVERSATION WITH A PERSONALITY

PARALLEL PROGRAMME

YOUTH UNEMPLOYMENT AND APPRENTICESHIP

FINANCING OPTIONS FOR START-UP BUSINESS

TRANSFORMATIVE ARTS

PROMOTING A POSITIVE IMAGE

MEDIA RELATIONS

STRATEGIES FOR THE MUSLIM WORLD

DEVELOPING THE CONCEPT OF HALAL TOURISM

GLOBAL PHILANTHROPY

INVESTING IN THE FUTURE

ISLAMIC CAPITAL MARKET AND INFRASTRUCTURE

ISLAMIC FINANCE AND EDUCATION

ISLAMIC FINANCE

EMPOWERING WOMEN IN BUSINESS

SOCIAL MEDIA

OPENING BUSINESS OPPORTUNITIES FOR WOMEN

PROMOTING GROWTH IN THE HALAL INDUSTRY



JOHOR BAHRU HOSTS 86 COUNTRIES AT THE 8TH WIEF 2012

Last December saw more than two thousand delegates, comprising government and global business leaders, policy-makers and industry analysts from a record number of 86 countries worldwide, converging in Johor Bahru, Malaysia for the 8th World Islamic Economic Forum.



The 8th WIEF, with the theme “Changing Trends, New Opportunities”, hosted an interesting array of panel discussions touching on various sectors and issues. It is worth noting the presence of the President of Comoros, H.E. Ikililou Dhoinine who graced the Forum together with the Prime Minister of Malaysia, The Hon. Dato’ Seri Najib Tun Razak, as well as the Deputy Prime Minister of Singapore, H.E. Tharman Shanmugaratnam, President of the Islamic Development Bank, H.E. Dr Ahmed Mohamad Ali, and the Chairman of the Moro Islamic Liberation Front of the Philippines, H.E. Al Haj Murad Ibrahim.

On Day 1, the Forum discussed the global economic outlook in the present day, focusing on the role of leadership in

changing times. Out of that discussion, it was clear that the world direly needed to invest in human capital, especially in the development of its youth, which in most countries is severely lacking. The current economic system also needs to be reviewed, avoiding excessive profit for personal gain, and to accord an increasing role of ethics in the system.

The Forum also brought forth a new topic on Waqf, a topic that is rarely discussed in comparison to Islamic Finance and the Halal industry but bears equal importance. In short, Waqf has always been a pillar for development and wealth distribution in Muslim societies in the past, during which the poor were taken care of in terms of welfare through this very institution. Today, Waqf still holds pivotal

importance but its sustainability is crucial. The main challenge of Waqf today is the lack of efficient management that has resulted in poorly managed Waqf assets and its funds in view of the relatively low purchasing power of people in the Muslim World, there was an interesting idea in exploring cash Waqf, where donors can disburse cash instead of lands as Waqf assets.

On the first half of Day 2, the Forum hosted sessions on youth and businesswomen. This half day touched on a variety of topics, ranging from how to start a business by looking at its financial and risk aspects, a critical look at women entrepreneurs and their pivotal role in business and technological innovation; the arrival of a new generation of young



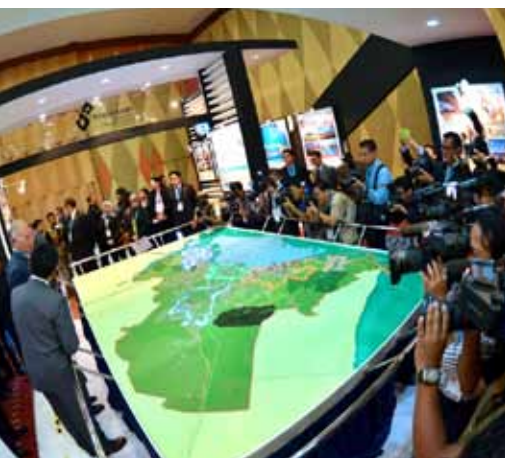


technocrats in government and how they are shaping how we govern the nation; a thought provoking dialogue on whether or not policies in the Muslim World are hindering the spirit of entrepreneurship and how to nurture social entrepreneurship in youth. The second half covered the private sector's role in disaster management, nanotechnology as a sunrise industry, the idea of a greener side to business, and a new education model that shapes our leaders of tomorrow.

Day 3 hosted a newly developed session called the Business Networking Breakfast, bringing together participants of diverse business sectors to network for opportunities. The sectors involved were Healthcare, Technology, Agriculture, Green Industry, Halal, Tourism, Islamic Banking and Finance, Logistics, Infrastructure, Oil & Gas and Education.



The remaining part of the Forum day covered a very interesting topic on Islamic Finance which highlighted 3 important imperatives for the industry to move forward to the next level namely the development of a legal framework that supports internationalisation of the industry, a greater pool of talent with sufficient skills and knowledge as well as international exposure, and the harmonisation of Shariah interpretations across different jurisdictions. After Islamic Finance, there was a special session on the Investment Opportunities in Johor presenting an array of different projects of the Iskandar Malaysia development region, a Global CEO Panel where CEOs around the world focused their discussion on prudent economics especially in the context of rethinking business growth, and lastly a session by Prof. Tariq Ramadan on Ethics and Business.



While these discussions were going on, the Forum also hosted the WIEF Exhibition with a diverse group of companies showcasing their products and services, and the Marketplace of Creative Arts showing the best of the creative arts industry, where creative talents all over the world, in various art disciplines are brought together for a 3-day festival of performance, panel discussions, film screening, workshops, masterclasses and networking.

The Forum ended with a Closing Session where the WIEF Foundation announced the next Forum, which is the 9th WIEF taking place in London on 29-31 October 2013.



WIEF ONLINE MARKETING WORKSHOP

Tapping the Online Market

With technology playing a greater role in businesses across the world, it has become imperative for all entrepreneurs to have an online presence. Following the success of the 1st WIEF Web-Reach Internet Marketing Workshop in Kuala Lumpur in February 2012 and the 1st Regional WIEF Web-Reach Internet Marketing Workshop in Nairobi, Kenya in October 2012, the WIEF Businesswomen Network (WBN) organised the 2nd Regional WIEF Online Marketing Workshop on 8 – 12 April 2013 in Surabaya, Indonesia.

Inaugurated on the 8th of April by Mr La Nyalla Mahmud Mattalitti, Chairman of East Java Chamber of Commerce and Industry; the Workshop was organised by the WIEF Businesswomen Network (WBN) in collaboration with the Indonesian Business Women Association and the East Java Chamber of Commerce and Industry, with the support of The Coca-Cola Company as the Strategic Partner.

Aimed at providing a networking berth for women entrepreneurs and enhancing the economic well-being of Muslim communities around the world, the 2nd WIEF Regional Online Marketing Workshop provided an excellent tool to harness the power of internet marketing and to connect their businesses to the World Wide Web.

During the Workshop's Closing Ceremony, Yth Bpk Tanri Abeng, Member of the WIEF

International Advisory Panel commended that, "Businesswomen in developing countries are becoming more competitive than ever. This is exactly the kind of workshop needed by these entrepreneurs to help enhance their marketing skills. Women entrepreneurs have a significant role in driving economic growth especially in Indonesia as the private sector is on the rise."

For the fifty-three businesswomen from Surabaya and Bali that participated in the Workshop it has opened up their small and medium size enterprises (SMEs) to a much larger platform. They were carefully selected from a range of industries to create a dynamic business-networking environment; such as frozen food, Muslim apparel fashion, bakeries, travel agencies, and management consultancy in the region.

The five-day workshop encompassed exercises in teaching various skills to these women entrepreneurs on how to use internet marketing to connect their businesses to the World Wide Web. Participants were exposed to website development, internet marketing, search engine optimisation techniques and social media marketing tools.

The participants achieved the fundamental objectives of the Online Marketing training programme; a true testament to their knack for creativity and marketing. The culmination of all this was fifty distinct websites unique to each participant's area of expertise that served to launch their businesses into the digital age.

The workshop and the resulting online presences that were showcased during the Closing Ceremony served to highlight the point that women are pushing the boundaries of their traditional roles while supporting their families, creating jobs and contributing to the waves of innovation emerging from the least likely of places.

“This Workshop is a testament to our dedication in elevating the entrepreneurial development of businesswomen. In today's business practices, online presence and internet marketing plays a pivotal role in the growth and sustenance of many enterprises. It gives me immense pleasure and satisfaction to see 50 women entrepreneurs utilising the Workshop's hands-on practical training on online marketing strategies and techniques to excel in their respective businesses.”

WIEF Foundation Chairman, The Hon. Tun Musa Hitam during the Closing Ceremony of the Workshop.

The Closing Ceremony Dinner was attended by, among other notable figures, Yth H. Saifullah Yusuf, Vice Governor, Jawa Timur, Indonesia; Yth Bpk Tanri Abeng, Member of the WIEF International Advisory Panel and WBN Chairman Dato' Dr Norraesah Mohamad.

WIEF ONLINE MARKETING WORKSHOP IN SURABAYA



“ Many international women organisations have requested for the same workshop to be held in their countries including Pakistan, Morocco and Tanzania.”

Dato' Dr Norraesah Mohamad
WBN Chairman

7TH WIEF ROUNDTABLE IN MADINAH



7TH WIEF ROUNDTABLE

Madinah, Saudi Arabia

The World Islamic Economic Forum (WIEF) Foundation convened its 7th WIEF Roundtable under the Patronage of His Royal Highness (HRH) Prince Faisal bin Salman bin Abdulaziz Al Saud, Governor of Madinah Province on Madinah on 17 April 2013. The event was jointly organised with the Madinah Institute of Leadership and Entrepreneurship (MILE), supported by Knowledge Economic City (KEC).

Since February 2011, the WIEF Foundation has organised similar Roundtables in Istanbul, Moscow, Johannesburg, Dhaka and London addressing key business and economic issues. This time in Madinah, the distinguished panellists discussed issues on growth harnessing economy through Public Private Partnership (PPP) and the role of ethical corporate governance in today's competitive global economy.

“Business collaboration between Muslim countries needs to be strengthened. Besides improved trade the relations, I believe policies such as Public Private Partnership (PPP) are also critical in capital expansion for infrastructural development. However, the greatest challenge in today's economy is not implementing effective policies but maintaining harmony in objectives, ethical leadership strategies and corporate governance. Recent economic crisis was a testament to what unconstrained risk-taking behaviour along with regulatory failure can do.”

Dr Mohamed Moustafa Mahmoud
CEO of the Madinah Institute of Leadership & Entrepreneurship (MILE)

“Many countries have adopted the Public Private Partnership (PPP) approach and in the ASEAN region, Malaysia is one of them. We have used PPP in many infrastructure projects such as tolled roads, power plants, ports, airports and urban transportation and are now extending the use for social infrastructure projects in sectors such as health and education. In order to progress in an increasingly borderless world such strategic initiatives are imperative”, said Tun Musa Hitam, Chairman, WIEF Foundation & Former Deputy Prime Minister of Malaysia.

He also added, “There is tremendous opportunity for cross-border transactions among Muslim countries. I hope this Roundtable fosters existing and new business relationships, build collaboration and generate wealth for the benefit of all”.

In total, the Roundtable had 80 participants representing Turkey, Bangladesh, UAE, Egypt, Malaysia, Saudi Arabia, and Pakistan. Sectors present included government ministries, health, finance, banking, accounting, universities, and chamber of commerce.



WYN LAUNCHES thinkTALK IN KUALA LUMPUR

thinkTALK
a community dialogue session



In February 2013, WIEF's Young Leaders Network (WYN), Crescent Collective and Urban Village collaborated to launch "thinkTALK: a community dialogue session" at the Annexe Gallery, Central Market, in the heart of Kuala Lumpur. thinkTALK is a community dialogue session that gives space for the community to discuss important ideas and issues that affect our lives, culture, and society in a constructive and amicable manner. thinkTALK emphasises the power

of ideas, the importance of community, and the imperative of networks in creating change.

Each thinkTALK focuses on a specific topic with a speaker and guest artist as well as themed food and drink. The key part of the event, however, is that the most amount of time is dedicated to a discussion amongst the audience, moving beyond the traditional focus on the speaker to a more community-oriented

event. Topics thus far have included "Building the Global Tribe", "Make Money, Work for Good", "What's Faith Got To Do With It?", and "The Green Gimmick?".

With the current success of the event and regular attendance thus far, the WIEF aims to continue thinkTALK as a regular series in Kuala Lumpur and have special editions in Durban, South Africa and London, UK this year.

WIEF YOUNG FELLOWS DURBAN 2013

Making Ripples Of Change - 28 Hopefuls, 18 Countries



After the success of the first Young Fellows in Kuala Lumpur, WIEF organised Young Fellows 2013 in Durban, South Africa from 12-18 May 2013. Hosted by the Chairman of the WIEF Young Leaders Network, Mr Ebrahim Patel, Young Fellows 2013 was a holistic leadership development programme that focused on a wide array of leadership perspectives covering business analysis, management and finance, social enterprise, creative processes, environmental sustainability and philanthropy. Beyond developing these hard skills, participants had the chance to immediately implement their newly acquired skills through a business pitching competition in front of real live judges from Durban's business community.

The WIEF Young Fellows 2013 was honored by a distinguished dignitary, the Premier of KwaZulu-Natal, the Honorable Zweli Mkhize who inspired the 28 participants as well as many Durban citizens in his keynote address during the official reception. The Consul Generals of India & the USA, the CEO of Tourism KZN, the Mayor's office and many other business leaders from around the region, also attended the official reception. The programme brought together 28 young passionate change-makers between the ages of 20 – 30 representing 18 countries – USA, Canada, Egypt, Kazakhstan, Norway, Malaysia, Pakistan, Palestine, Russia, Singapore, South Africa, Uganda, Tanzania, Sudan, Nigeria, Mozambique, India and Sri Lanka. Out of the 28 participants, only 5 of them were from South Africa while the other 23 of them from across the globe.

This year's participants included top graduates, social entrepreneurs, young CEOs, junior professionals, artists, community organisers, researchers, and PhD students. One of the most remarkable sessions this year was thinkTALK Durban, as part of the WIEF's thinkTalk series, a community dialogue session where young people can discuss contemporary issues and network. thinkTalk Durban's speaker was the WIEF Chairman, Tun Musa Hitam. During the event, the fellows as well as local Durbanites had the opportunity to hear from Tun's personal life experience as an iconic leader and later engage in a one to one discussion with him in a two-hour session.

Some of the other main sessions include the Conversation with 'CEOs over Dinner', the 'Leadership in Action' and 'Meet the CEO'. Throughout the programme, the participants were divided into groups of seven from different backgrounds and ethnicities and were challenged to come up with group projects that were later presented before a panel of judges.

Medals were awarded to the winning group comprising seven Fellows from South Africa, Malaysia, Russia, Tanzania, Canada, Pakistan and India on their "Fruitkies" project.



Reflections on the 5th Marketplace of Creative Arts

MOCA —FEST—

5-6 December 2012

The WIEF 5th Marketplace of Creative Arts (MOCAfest) in Johor Bahru, Malaysia was absolutely fantastic. From moment to moment there was so much information, collaboration, opportunity and raw inspiration, it was difficult to think of what to mention first. So let's start at the beginning...

Upon my arrival to Singapore, a very nice and gracious driver named Musa met me. He drove very carefully to Johor Bahru. It was cool to see the WIEF logo on the car waiting for me, I felt it was a symbol of the beginning of a great few days.

As we were approaching the Puteri Pacific Hotel, there were strings of blue lights hanging in the street. They were so festive, alluding to the excitement that was circling the event. The hotel had really nice artwork in the lobby, something I am always interested in. The metalwork and sculpture/pieces in the lobby almost looked like a collection of Arabic mandalas.

5th MOCAfest | Day 1

Morning comes. I had a great view of the waking city streets below from my hotel room. My liaison, Hamizan, messaged me to give me a "heads up" about breakfast. Of course I was a bit famished, and eager to meet some of the other attendees.

After crossing the Skywalk, I enter the main pre conference congregating area, descending by escalator into a sea of people. Echoes of chatter, the clinking of teacups and saucers, and a beautiful display of color and typography greet me. I was impressed by the floor plan that created spaces for morning conversation, as opposed to endless lines of people awaiting food and beverage.

Amongst the people in suits of course, there were many young people eagerly engaging and taking photos in front of the various signage. Fazil Irwan mentions that Asad Jafri, curator of the 5th MOCAfest was on his way in, and I was very excited to see him and the marketplace itself.

Asad arrived and was quickly swept away to be interviewed by a local television station. I could not translate what they were asking of course but I stood nearby, observing the energy of the space. The traffic, the unique stance of security, the towering signage, were all something that made one take notice.



Afterwards, we traveled back across the skywalk to the other side of the hotel where the 5th Marketplace was being held. Talking the elevator into the basement, once we arrived, the initial view was very unassuming. You could not see any of the rooms or displays; it was really just a few well-designed signs and an arrow pointing in the direction of the event.

Speaking of well designed, one of my favorite things about the 5th MOCAfest outside of the programming itself was the creative direction/graphic design. Still managing to be "clean" and contemporary, the dynamic, yet balanced illustration and typography was really great overall. I remember seeing the flyer on Facebook leading up to the event and thinking, "This is going to be cool".

Moving on, after we turned the corner from the elevator, the room opened up into several rooms, a spray of color and possibility. In the main area, there were vendor tables, and registration, as well as a mini

stage. One of my favorite things was the wall that had all of the artists and their bios in a tiled wall display. It gave me a quick reminder of the talent brought together for the event.

“ It would take years usually, possibly a lifetime, for someone to experience all of these artists, and the Marketplace of Creative Arts had us all together in one space for a few days.”

There were a few additional small rooms, then a main area. The layout of this room was really open, and allowed you to experience each vendor without feeling cluttered.

The main stage setup was really beautiful visually. A colorful 5th Marketplace backdrop fills the stage, with plants and flowers all around the bottom. The colors and plants really gave it a personal touch, different than most stages one would usually see for performances and panels.

There was the seating area near the stage (I really liked the fact that they used benches instead of folding chairs), then further back you were introduced into a pretty awesome exhibition. The first art I noticed was from Cufica, which I had already been familiar with through Facebook. I didn't know they were participating initially, but was excited to finally see some of their work and craftsmanship up close. Their works were "pop" colorful lettering in Arabic typography digitally screened on canvas. They had a woodcarving with their logotype and a few flyers displayed. What a solid visual!

I took a look at the other artists' work, and it was really insightful. The calligraphy was so neat, the precision, the flow, the true mastery of craft was apparent.

In the center of all of this, was something pretty cool. Aerosol Arabic's "Dream Cube" He'd mentioned it on Facebook, but there wasn't any real detail about what it was, what it was made of, etc. Seeing it in person, I could see why. Even up close, this large red cube with a digital screen and seating, was still a mystery of sorts.

There was still a bit of sound checking/rehearsing happening, but pretty soon it was time for the program to start.

I was able to see a friend from the States, artist AlSarah, a wonderful Sudanese singer who currently lives in New York, and met poet/writer/performer Amir Sulaiman for the first time. As the program began, it was clear that I would be learning a few things too! The singing workshop with AlSarah and Fakhru Razi was way more physical than I'd ever imagined. But then again, I'd never taken a voice lesson. People seemed a bit shy at first, but before you know it, she had people lying on the floor doing breathing exercises. It was great.





“It was pretty cool to get a “crash course” in the evolution of the Dream Cube concept, as well as what had been other peoples experiences since the cube was installed at the Marketplace. I figured it was my turn to give it a try. The only way I can describe it is as multi-sensory, interactive, insightful, and thought provoking.”

Throughout the day, the marketplace began to come alive even more. Next was Abdul Abdanger's break dancing workshop, the room was absolutely packed. And just outside, there was an impromptu jam/freestyle with Brahim Fribgane, a violinist Nisa Addina, and a Malaysian hip-hop artist. I've never heard rap/hip-hop in Malay before, and being American, that was really cool.

Well the time had come for 'Branding and Integrity in the Arts'. I was glad that I'd spoken to a number of the attendees prior, it gave me some useful insight regarding how people self-identify as artists, and the challenges they face in regards to development. It was really great to have attendees from all over the world, as panelists Zam, Melissa Melodee, and Amir Sulaiman shared their insight, you were really able to see the direct connections and education happening all over the world.

Zam is one of the leaders of Urban Village, a truly unique artist development community in Kuala Lumpur. They support emerging

artists creatively, as well as by creating resources/locations for them to share/sell their works/ goods and perform.

Melissa Melodee is a multitasking vocalist, songwriter, and emcee from the UK. I really thought she was pretty neat, as she is truly gifted in all of those areas.

Amir Sulaiman, (who strangely enough I'd never met although he is based in the US) is a powerful and insightful writer and performance poet.

The only real challenge was focusing in on what information I'd have time for each panelist to share in one hour. They all possess such a wealth of knowledge.

After the Q&A, it was time for the Dreamcube. I'd never met Aerosol Arabic, and I'm glad I met him at MOCAfest first. Something I really enjoyed about the MOCAfest, is that although there was this magnanimous two-day production happening, the artists were so relaxed, prepared and available for a lot of friendly dialogue.

With contributions from other great artists such as Liza Garza and Mark Gonzales, it was really something to remember. The rest of the night was full of music and dance performance.

“From the regal Japanese Traditional Dance and Music Group to Alsarah and Brahim Fribgane to the dancer from Bali, who was such a mystic (and had really great balance). Not to mention Nighat Chaodhry's beautiful flowing dance. I always had a fondness for traditional dance from Pakistan, it was great to experience it live.”

5th MOCAfest | Day 2

After a great brunch, I went directly down to MOCAfest to check out a few films. By the way, mealtimes were some of my favorite times. This provided an opportunity once again for people to chat/get to know one another better, where they wouldn't otherwise.

I really enjoyed the film screenings. In a dim, yet colorful room with plush cushions, we were able to watch film shorts from so many places all over the world. One of my favorites was an indie creative group from a village in Indonesia. Apparently they don't have movie programming in their village, so they actually create their own and accompany it with live music. It was a really cool experience, to see what artists even with limited resources can do to inspire their entire community. I actually really want to visit their village someday and see them in action. I attended the Masterclass – Arabic and Chinese Calligraphy with Haji Noor Deen. It's one thing to see

the finished, beautifully crafted pieces on a wall, and quite another to watch him create it in front of you. The mastery of technique, and the ability to maintain the integrity of the individual languages is a skill I'd imagine only a few possess in the world.

During a break, I visited the WIEF general exhibition hall. In one cycle around the exhibitors, I learned about development conglomerates, Islamic banking practices, emerging markets, palm oil farming and uses, just to name a few things. Wow. Also, there were "pop-up" artistic displays in the main congregational area. It was interesting to see the responses of attendees to Alsarah's voice as she unexpectedly began to fill the room with her beautiful voice. Afterward, I watched more films, then back to the live performances. I'd never seen Altimet perform live. A truly skilled emcee, it was nice to be able to experience Southeast-Asian Hip-Hop, a

very high quality was presented/represented.

But the night wasn't over. That evening, as part of the closing dinner, there was to be a fusion showdown. It was explained to me earlier that it would be collaborations of all of the artists and that they'd only had a short amount of time that day to put the show together. I know what you're thinking, "Is she going to use the word "cool" again?" It was!

One of my favorites was the dance collaboration between Abdul Abdanger and Nighat Chaothry. Africa + Pakistan? Breaking + Traditional Pakistani Dance? Even the music was perfect. I also really liked Amir Sulaiman's delivery.

What came as a surprise to nearly everyone was the Chairman's participation in the closing tune! He's actually a really good singer. It was great to see the energy and participation in the final

performance from the very top, I really feel that it brought the two worlds together. No one wanted to leave! We spent at least another hour after the program was over taking pictures, posting to Instagram and Facebook, and engaging in "pods" of group conversation.

In all, the 5th Marketplace of Creative Arts was fun, educational, visually and aurally stimulating, and I hope to make it back this year. If more programming like this happened in other cities/countries as part of such conferences, I could only imagine what conversations/changes/considerations would ensue both creatively and economically around the world. I know that I myself have great memories that will last a lifetime.

Janice Bond

Brand Strategist and
Arts Consultant, USA

MOCA FEST MILESTONES

ONE OF THE GOALS OF MOCAFEST IS TO CONNECT ARTISTS TO MORE OPPORTUNITIES AND EXPOSE THEM TO A BROADER AUDIENCE. HERE ARE SOME OF THE MILESTONES FROM THE 5TH MOCAFEST:

Poet, Amir Sulaiman and Musician, Brahim Fribgane performed at several events in Kuala Lumpur organized by Crescent Collective and Urban Village

Visual Artist, **Mohammed Ali aka Aerosol Arabic** and his DreamCube (with credit to WIEF) were presented at Mercy Mission's Twins of Faith conference in Kuala Lumpur

Singer, **Fakhrul Razi**, performed in Johor through the Iskandar Regional Development Authority and also received an invitation to perform in Switzerland.

Visual Artists, Cufica, have been awarded a grant from the Embassy of Mexico city under a 6 months residency programme.

Hip Hop artist, **Altimet**, has been invited to perform at the Takin' It to the Streets festival in the US.

9TH WIEF

EXCEL LONDON, UNITED KINGDOM
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