



SMART  
CITIES



CRAFTING  
A CAREER  
IN THE  
ARTS



WIEF  
ONLINE  
MARKETING  
WORKSHOP



# THE WIEF CHRONICLES

BUILDING BRIDGES THROUGH BUSINESS

ISSUE 11, OCTOBER 2013



## 9<sup>TH</sup> WIEF

CHANGING WORLD, NEW RELATIONSHIPS

29 - 31 OCTOBER 2013 | EXCEL LONDON, UNITED KINGDOM

JOIN THE SEARCH  
FOR NEW BUSINESS  
OPPORTUNITIES.



## Changing World, New Relationships

9th World Islamic Economic Forum  
(29-31 October 2013)

A city that has Westminster Abbey, St Paul's Cathedral and the Tower of London among its landmarks is probably not the first place that comes to mind as the venue for the 9th World Islamic Economic Forum (WIEF).

But even with centuries of history and tradition soaked into its streets, London is as fiercely cosmopolitan as it is British. And as one of the leading financial and cultural centres of the world, it has become the business gateway between the Muslim and non-Muslim worlds, offering access to the European Union—the biggest single market in the world.

From 29 to 31 October 2013, ExCelLondon—the venue for several 2012 Olympic Games events—will host the 9th WIEF and bear the additional honour of being the first European host for this annual forum.

The WIEF is a world-class business platform showcasing business opportunities in the Muslim World. Renowned worldwide as an annual gathering for world leaders and top

CEOs, the WIEF is also regarded as an SME-focused platform attracting thousands of small-and-medium businesses from all over the world.

As this year's choice of host city suggests, there is a need to go beyond traditional perspectives when dealing with the growth of Islamic economies. The theme "Changing World, New Relationships" encapsulates the emergence of new economic linkages across borders, religions and cultures, all in the name of peace and prosperity among nations.

In this rapidly-changing world, old economic models have failed to describe how the world works and have underestimated the human propensity to collaborate rather than compete to survive in this ever-turbulent 21st century.


As such, the search for a new framework is underway to redefine partnerships, particularly in business and trade, which are bound to shape relations among nations and economies in the near future.

## Bringing the Muslim business world together

WIEF organiser and UK  
Co-operating Agencies

The World Islamic Economic Forum (WIEF) Foundation, established on 6 March 2006, organises the annual WIEF as well as other initiatives and programmes including the WIEF Education Trust (WET), WIEF Businesswomen Network (WBN), WIEF Young Leaders Network (WYN) and WIEF Roundtable Series.

In organising the 9th WIEF, the Foundation is working with the UK Foreign and Commonwealth Office, UK Trade & Investment, the office of the Mayor of London, and London & Partners.



**"We staunchly believe that when people get together for business, they forget their political, religious and ideological differences because there is one compelling commonality that matters most before them—and that is the impetus to be peaceful and prosperous. This is what matters most."**

Tun Musa Hitam  
Chairman, WIEF Foundation

## Tomorrow's challenges, today's solutions

### 9th WIEF Programme

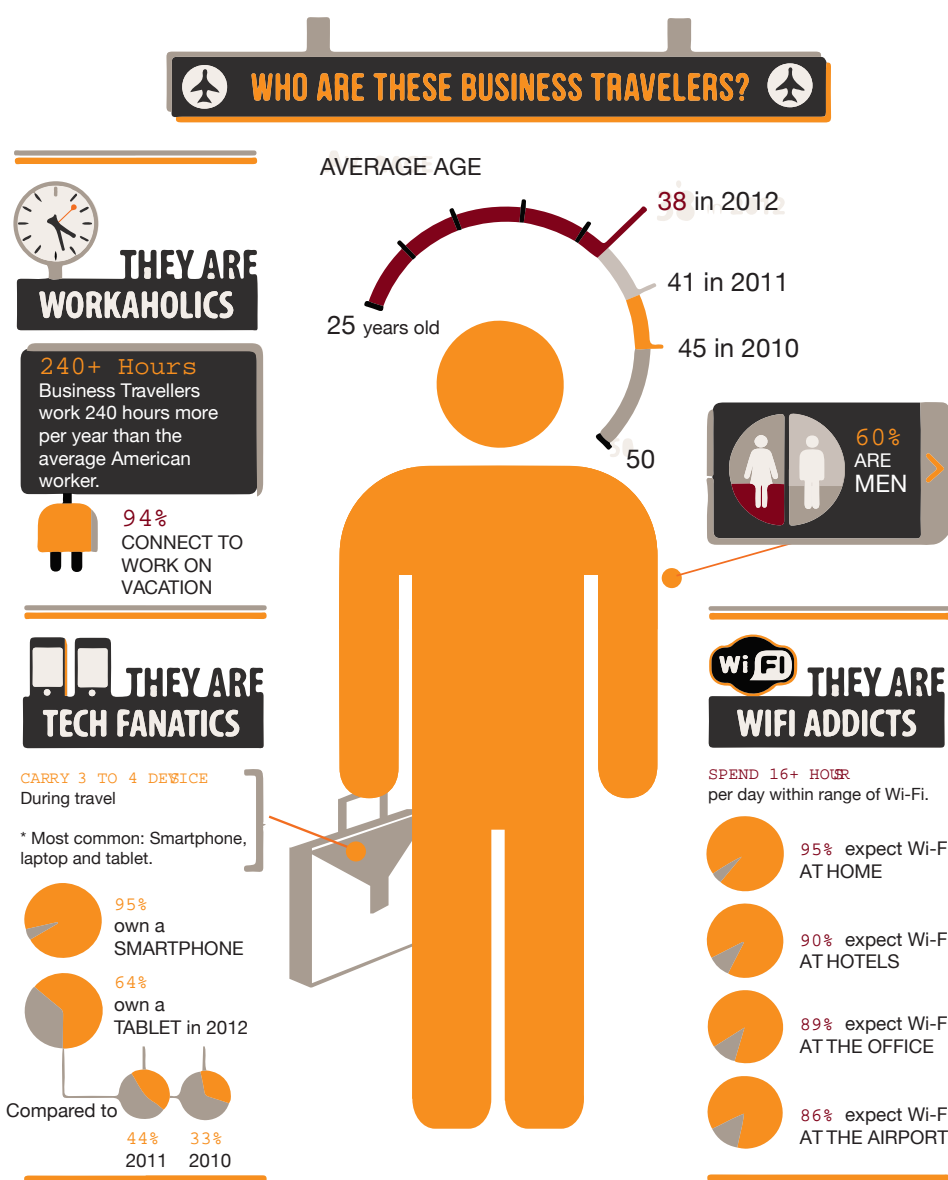
Designing the future with smart cities. Tackling global health challenges. Promoting transnational education.

World leaders, thinkers and CEOs will come together at the 9th WIEF to discuss all these issues and more during the 12 plenary sessions under the main programme.

Delegates will want to highlight the first plenary session in their programme books. This will feature a CEO Panel on "Doing Business in a Changing World" in which four CEOs – Tan Sri Dato Azman bin Hj Mokhtar, Managing Director of Khazanah Nasional Berhad, Malaysia; Khalid Alireza, Vice-Chairman of Xenel Industries Ltd, Saudi Arabia; Dr. Ralf Speth, CEO, Jaguar Land Rover UK and Adam Ismail Ebrahim, CEO, Oasis Crescent, South Africa; will look at the increasingly complex challenges faced by businesses in the competitive 21st century, as well as how these challenges have evolved and how to tackle them.

Two more sessions to bookmark immediately are the second and third plenary sessions on smart cities, one of which will feature a conversation with Boris Johnson, Mayor of London. In the plenary on 'Why Do We Need Smart Cities', architect Neil M. Denari from USA; CEO of Atkins Plc, Prof. Dr Uwe Krueger from UK; co-founder of Open Urban Jesse Honsa from Turkey; Partner, State & Local Government Sector of PricewaterhouseCoopers Hazem Galal from Qatar and award-winning architect from Egypt, Abdel-Wahed El-Wakil will discuss cities of the future in which culture, form, function and technology converge to improve the quality of life of the people and to boost their economic productivity.

Leaders of multinationals and SMEs alike will likely converge on Plenary 7, which looks at developing global connectivity through digital technology and the role of tech cities in fostering entrepreneurship and connecting the world. This session will feature the CEO of Malaysia's Multimedia Development Corporation Datuk Badlisham Ghazali; Global Head of Mobile Technology of Thomson Reuters Bob Schukai; Chairman of BDA (China) Limited Duncan Clark and Vice-President (Development and Innovation) of Imperial College London Professor David Gann.



## Digitally connected

### Mobile dependence, a growing trend in business travel

Business travellers are among the top users of mobile devices today and are becoming more reliant on them to get business done on the road than ever before. But is this growing dependency better or worse for traveller's daily lives? The facts may surprise you.

\*Collection of Infographs from the 9th WIEF Delegates Brief Pack



As citizens of the world become increasingly aware of their social responsibilities, there is growing interest in social enterprises aiming to improve human lives and the environment. In Plenary II, delegates can explore the potentials and limitations of microfinancing in supporting social businesses. Sharing their expertise on this panel will be Raheel Mohammed, Director of Maslaha, UK; Jacqueline Muna Musiitwa, Managing Partner of Hoja Law Group, Rwanda; Goris Mustaqim, President of Asgar Muda Foundation, Indonesia; Taa Wongbe, Managing Partner of The Khana Group for West Africa, Republic of Liberia; and Michelle Kreger, Senior Director of Strategic Initiatives, Kiva, USA.

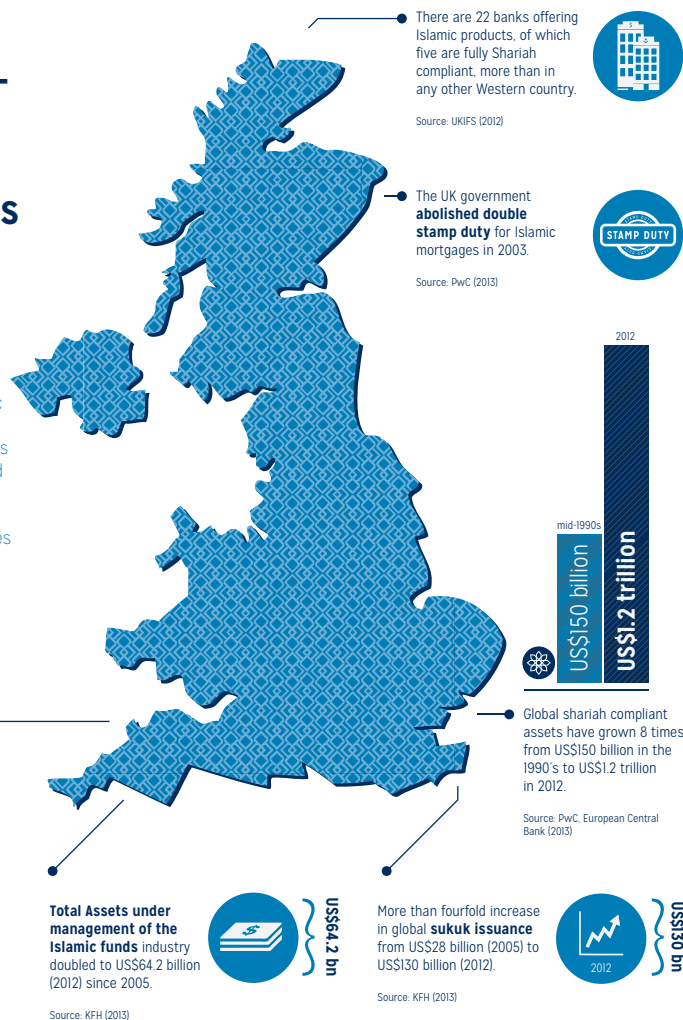
Special focus will also be given to women leaders in a plenary session on Women in the Corporate World, which will discuss how corporations can unlock the potential of women as critical growth drivers by nurturing them as leaders. Among the illustrious speakers of this session are Azeemeh Zaheer, Head of Institutional Relationships & Wealth Management, Gatehouse Bank, UK; Helena Morrissey, CEO of Newton Investment Management Ltd, UK; Samia Bouchareb, GM of Coca-Cola Morocco and Equatorial Africa Franchise, Morocco; Philisiwe M. Mthethwa, CEO of National Empowerment Fund, South Africa; and Dato' Dr Norraesah Mohamed, Trustee and Chairman of the WIEF Businesswomen Network, Malaysia.

Other distinguished speakers to look out for at the 9th WIEF include The Hon. Tun Abdullah Hj. Ahmad Badawi, former Prime Minister of Malaysia; Dr Zeti Akhtar Aziz, Governor of the Central Bank of Malaysia; Gillian Walmsley, Head of Fixed Income Products at the London Stock Exchange; Prof David Walker, Deputy Chief Medical Officer England; and Clare Woodcraft, CEO of Emirates Foundation for Youth Development, UAE.

In addition to the main programme, a parallel programme will run simultaneously alongside the plenaries, comprising 11 masterclass sessions on topics including youth unemployment, transformative arts, halal tourism, Islamic finance and education, and the power of philanthropy in shaping the future.

## Islamic Finance - the force that boosts the United Kingdom's economy.

The United Kingdom (UK) is the world's leading international financial centre. It contributes to the world's economic strength, talent pool and connectivity. Even so, during the 1997 world economic crisis, the UK was still impacted with economic downturns while Islamic banks demonstrated great resilience. UK based companies have since then seized the tremendous opportunities that Islamic Finance offers. Today, it provides services and expertise worth over US\$ 1.2 trillion worldwide.



Two masterclass sessions will look at Islamic finance products that empower women in businesses as well as using social media to open up business opportunities for women. Young leaders will also shine at the 9th WIEF, with youth panels discussing topics such as capitalising on the online market, apprenticeships and internships, and financing options for start-up businesses.

## WIEF Expo

Capitalising on the huge presence of the global business community in a single meeting place, the 9th WIEF Expo will showcase products, services and the latest innovations of corporations from around the world. The exhibitors include The Coca-Cola Company, Battersea Powerstation Development Company, Ministry of International Trade & Industry of Malaysia, Maybank Islamic Berhad, Dubai Chamber of Commerce and Industry, amongst many others.



## MOCA FEST

30 - 31 Oct 2013  
ExCel London, United Kingdom  
Marketplace of Creative Arts

### Brewing up an arts festival

30-31 October 2013

A taste of MOCA is in store for delegates and visitors to the 9th WIEF.

No, this is not a special brew of coffee, but the 6th Marketplace of Creative Arts (MOCAfest), which the WIEF Foundation has been organising in tandem with the WIEF for the past three years.

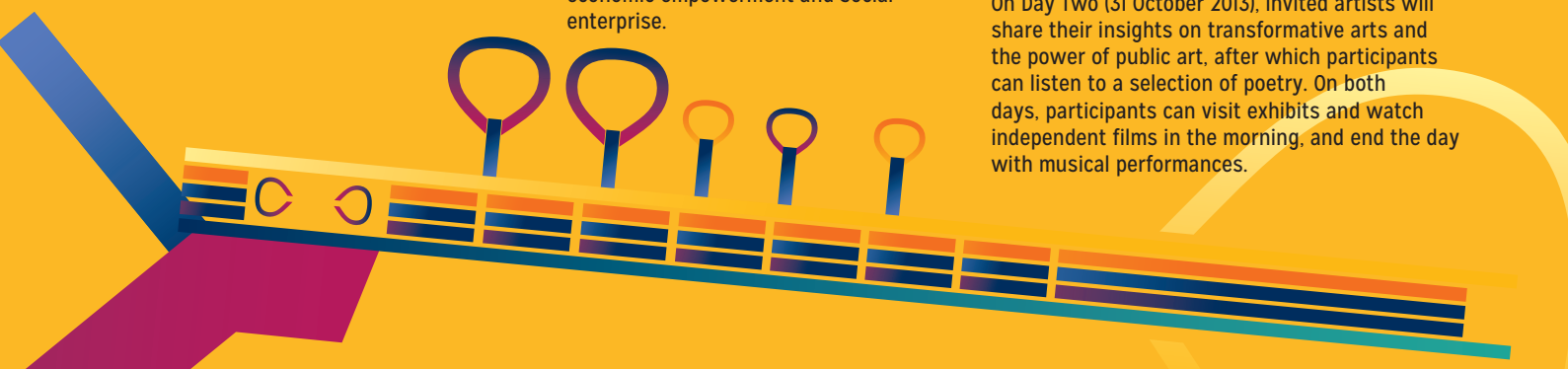
The WIEF recognises the power of the creative and cultural sectors of our global economy and the role that art, culture, and creativity play in the lives of young people and as a means of economic empowerment and social enterprise.

As an international arts festival, MOCAfest brings together artists and audiences from around the world in a showcase of performances, masterclasses, dialogue and networking sessions, film screenings, visual art exhibitions and artistic collaborations. MOCAfest features artists from a diverse range of artistic genres comprising music, comedy, cinema, the visual arts, poetry and much more.

At MOCAfest 2013, expect to meet more than 39 artists and creatives from around the world who will share their insights with participants, hold panel discussions and run workshops.

On Day One (30 October 2013), participants can listen to a discussion on building a sustainable cultural ecosystem, attend a photography workshop and learn stringed instruments such as the kora, oud and sitar.

On Day Two (31 October 2013), invited artists will share their insights on transformative arts and the power of public art, after which participants can listen to a selection of poetry. On both days, participants can visit exhibits and watch independent films in the morning, and end the day with musical performances.



## The global Islamic finance industry

The Islamic financial services industry has evolved in the aftermath of the financial crisis to provide alternative means of financial intermediation and a more diversified platform for allocating investible funds.

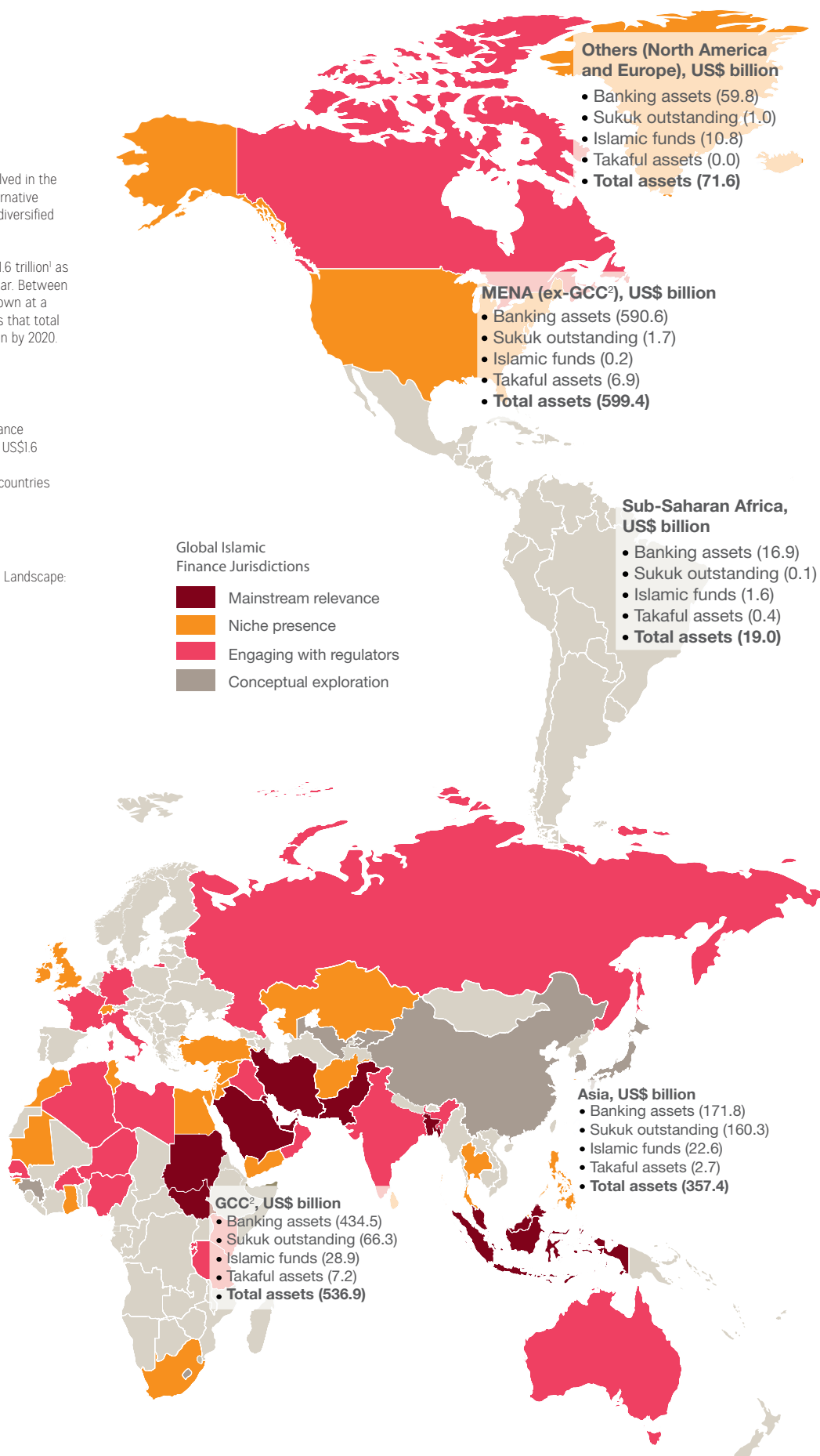
Islamic finance assets were estimated at US\$1.6 trillion<sup>1</sup> as at end-2013, a growth rate of 20.4% year-on-year. Between 2008 and 2013, Islamic finance assets have grown at a CGAR of 19.5% per annum. Market consensus is that total Islamic financial assets will reach US\$6.5 trillion by 2020.

### Notes:

1. The estimated size of the global Islamic finance as at end-2012 varies from US\$1.2 trillion to US\$1.6 trillion, depending on the reference sources
2. GCC refers to the Gulf Cooperation Council countries

Source: KFH, "Overview of the Islamic Financial Landscape: Globally and in Europe" (April 2013)

Total global Islamic finance assets (2012)  
= US\$1.6 trillion





## Supporting the WIEF

### WIEF sponsors

Some of the world's best-known corporate names will adorn the backdrop on stage at the 9th WIEF. These include Strategic Partners such as **Maybank Islamic, Khazanah Nasional, The Coca-Cola Company** and **Battersea Power Station**; Platinum Sponsors **Dubai Chamber** and **Iskandar Investment**; Gold Sponsors **Islamic Development Bank** and **FGV**; and Silver Sponsors **Bahrain Economic Development Board** and **UM Land**.

Bringing the event to an international audience will be WIEF's media partners Bloomberg, Aljazeera, Aswaq Magazine, Al Huda Center of Islamic Banking & Economics, the Bahrain

Association of Banks; Eve Muslim Women's Magazine; Islamic Finance Information Service (IFIS); Islamic Finance Navigator; The Malaysian Reserve; Oil, Gas & Energy Law (OGEL) and the Oxford Business Group, amongst many others.

The 9th WIEF is also privileged to benefit from the expertise of PricewaterhouseCoopers International as its global knowledge partner.

Many of these sponsors are loyal partners who have been associated with the WIEF year after year, demonstrating an ongoing commitment to the WIEF Foundation and a foresight in recognising the networking and branding potential offered by the WIEF.





## Smart Cities

There is a city where people, infrastructure and systems integrate seamlessly to produce a more efficient way of life.



In this city, human and environmental resources are used and managed wisely so that economic growth is sustainable. Real-time data is analysed so that long-term urban planning and daily management keeps the city on track.

It is a city where environmental, energy and transportation solutions serve people's needs, and where social welfare, healthcare and education are priorities.

It is a place where people come to live, not just to make a living.

Where is this? It is the city of our future—a smart city that overcomes the challenges of today's urban living and provides solutions for tomorrow.

Traditionally, cities are urban centres where people converge for economic opportunities and social mobility. The hub where services and wealth are centralised—cities are places for new beginnings and dreams.

At the same time, survival in a big city can be perilous. Around the world, cities face the same challenges of overcrowding, ageing infrastructure, pollution, increasingly unsustainable costs of living and social problems.

"Cities are home to half the world's seven billion people. They house an even larger share of global wealth and economic activity. Yet, a billion people live in informal settlements

enduring extreme deprivation, with inadequate livelihoods and development opportunities," states the UN Sustainable Development Solutions Network.

Cities are experiencing remarkable expansion—in terms of population, infrastructure and socioeconomic growth—amidst a rapidly changing world. By 2050, there will be five billion urbanites around the world, living, working, communicating and playing in ways yet unknown to us.

In the same vein, cities will also be vastly different. By 2050, they will be smarter, more efficient, resilient and socially inclusive.

According to the European Smart Cities project, an initiative led by the Vienna University of Technology, a smart city is "a city well-performing in six characteristics, built on the 'smart' combination of endowments and activities of self-decisive, independent and aware citizens."

The six characteristics of a smart city are:



- Smart economy
- Smart people
- Smart governance
- Smart mobility
- Smart environment
- Smart living

Underscoring all these are long-term planning, investment in the right technology and the vision of citizens and leaders in recognising the potential in the city's bright lights.







# SMART LONDON

In every continent of the world, cities are putting their best thinkers and movers in a room to draw up the blueprints for smart and sustainable living.

London shows us how they will do it. In March 2013, the Mayor of London announced a top line-up of experts including leading academics, businesses and entrepreneurs who will develop a "Smart London" vision that puts technological innovation at the heart of making the capital an even better place in which to live, work and invest.

The move forms part of Lord Mayor Boris Johnson's ambition for London to be the best big city in the world by helping businesses to harness technology and develop cutting-edge ideas and products that will help meet the challenges that all global cities face.

Smart London is about how the capital city as a whole functions as a result of the complex interplay between its systems—from local labour markets to financial markets and trade networks of local firms, from local government to education, healthcare, transportation and utilities.

Smart London is where the linkages between these different systems are understood, where the value of integrating these different systems is capitalised upon, and where London as a whole works more efficiently as a result.

The Mayor wants the Smart London board, chaired by Prof David Gann, Head of Innovation and Entrepreneurship at the Imperial College Business School, to look at how the city can best use technology and data to ensure it remains one of the world's most efficient and liveable cities.



**Designing the Future:  
Why Do We Need Smart Cities? will be one of the topics discussed in the 9th WIEF.**

#### Links and sources:

- [www.ibm.com/smarterplanet/us/en/smarter\\_cities/overview/unsdsn.org/thematicgroups/tg9/](http://www.ibm.com/smarterplanet/us/en/smarter_cities/overview/unsdsn.org/thematicgroups/tg9/)
- [www.theguardian.com/sustainable-business/urban-sustainability-smart-city-future](http://www.theguardian.com/sustainable-business/urban-sustainability-smart-city-future)
- [www.smart-cities.eu](http://www.smart-cities.eu)
- [www.london.gov.uk/media/mayor-press-releases/2013/03/mayor-announces-smart-london-board-to-realise-london-s-ambition](http://www.london.gov.uk/media/mayor-press-releases/2013/03/mayor-announces-smart-london-board-to-realise-london-s-ambition)

## MOCAFELLOWS: CRAFTING A CAREER IN THE ARTS

### Crafting a career in the arts MOCAfellows programme

For every musician, actor, dancer and singer who has made it big, there are thousands of other hopeful artists struggling to break through.

Talent is only a small part—albeit a crucial one—of being a successful artist. For the most part, a career in the creative arts requires hard work, dedication, passion and, as with many other professions, a solid business plan.

From 26-28 October, 10 aspiring international artists will have the opportunity to learn the ropes of the industry at MOCAfellows, a fellowship programme organised under the auspices of MOCAfest 2013 at the 9th World Islamic Economic Forum (WIEF). This is a new programme, which will focus on professional and business development in the creative industry.

MOCAfellows comes on the footsteps of the hugely successful WIEF Young Fellows Programme in Kuala Lumpur (2012) and Durban (2013). After a resoundingly positive response was received for the Young Fellows Programme, the decision was made to replicate it for the creative community on a slightly smaller scale for its inaugural outing.

During the fellowship programme, the selected artists will undergo intensive sessions to help them take their creative talents to the next level.

### MOCAfellows will explore these topics:

- What are you selling?
- Making and managing money
- What is your value proposition?
- Defining your market
- Branding and integrity
- Beyond social media

- Creating a business plan
- Funding your dream
- Building your team
- Sharing resources and networking

The artists will share ideas, collaborate on projects and workshop their business plans. The end-goal is to give artists the key skills they need in order to plan and launch successful careers as well as to learn from other artists and arts professionals.

After the three-day programme, MOCAfellows will also have the opportunity to perform, present and exhibit their work at the 6th MOCAfest from 30-31 October in front of a large international crowd who will be attending the 9th WIEF.

### FEATURED ARTISTS INCLUDE:



**AÏDAH ALIYAH RASHEED**  
Visual/Film  
USA



**ASIF SINAN**  
Musician  
Pakistan



**JOEL CERDOR**  
Musician  
Australia



**NADIA JANJUA**  
Visual  
USA



**NILGÜN AKINCI**  
Visual/Film  
Germany



**NOOR ISKANDAR**  
Photographer  
Singapore



**QASIM ILLM**  
Visual Art  
Netherlands



**RAVINDERJIT SINGH**  
Musician (percussion)  
Malaysia



**TASLEEM JAMILA**  
Vocalist/ Poet  
USA



**TASNIM BAGHDADI**  
Visual Art  
Germany



She is a sell-out artiste in several countries, including Indonesia and Japan. She has performed at the famed jazz venue Ronnie Scott's in London. When she croons her most famous hit, Sinaran (Shine), her fellow Malaysians sing along to all the words of the song.

She is Sheila Majid, one of Malaysia's most popular and successful jazz/pop singers whose critically-acclaimed career has spanned almost three decades and produced countless hits such as Antara Anyer dan Jakarta, Gemilang and Ku Mohon.

The sultry 48-year-old will perform at the 9th WIEF Gala Dinner on 29 October and will speak at a Masterclass session on "Transformative Arts: Promoting a Positive Image" together with Zeyba Rahman of the Doris Duke Foundation for Islamic Art, USA.

The word "singer" does not begin to describe the breadth and depth of Sheila Majid's abilities. From the release of her first album Dimensi Baru (New Dimension), she has demonstrated a unique talent that transcends

mere skill, injecting soul and emotions into her singing in the style of classic artistes such as Billie Holiday and Ella Fitzgerald.

What makes Sheila truly special is her ability to touch the hearts of people of all ages, backgrounds and nationalities. She broke into the traditionally-protective Indonesian market in the late 1980s and has had a huge following there ever since. She is also a household name in Japan and is the first and only Malaysian artiste to successfully infiltrate that market, which is also the world's second-largest.

Today, she is still a powerhouse both at home and abroad, headlining exclusive concerts and sell-out festivals. As a Malaysian music industry veteran, she has been an inspiration to scores of young musicians as well as a role model for youths.

Her experiences will be of great value to those attending the Masterclass session at the parallel programme of the 9th WIEF.

As for her performance? It will be sheer magic.

# MALAYSIA'S TOP SONGSTRESS at 9th WIEF

She is Sheila Majid



In this generation of Facebook and Twitter, social media has redefined the way we receive news and information. So what better way for the World Islamic Economic Forum (WIEF) Foundation to reach out to people from all around the world than through its Facebook page

 **3,164**

Likes

**9<sup>TH</sup> WIEF**

CHANGING WORLD. NEW RELATIONSHIPS  
29 - 31 OCTOBER 2013 | EXCEL LONDON, UNITED KINGDOM



Last chance for artists to apply to WIEF's cutting edge MOCAfellows programme. Only 10 artists will be selected to be with us in London for one week.



**World Islamic Economic Forum Foundation**



**World Islamic Economic Foundation**

3,164 likes · 99 talking about this



Post



Photo / Video

Write something...



**World Islamic Economic Forum Foundation**

2 hours ago

By leveraging on digital social media platforms such as Facebook, the WIEF Foundation allows people to connect with each other and exchange ideas, information and knowledge, while building relationships in a truly borderless world.

Currently at 2,803 'likes' and counting, the page is regularly updated with news on upcoming events as well as stories, photos and videos from previous events such as the 8th WIEF. Recent posts that have generated interest from followers include the announcement of the MOCAfellows 2013 programme and a call for volunteers for the 9th WIEF.


**If you don't want to miss out on WIEF news, 'Like' us on Facebook today to have updates delivered directly to your news feed.**

Like · Comment · Share

 8  2  1




[Home](#)
[Post](#)



Forum

✓ Liked

Message



World Islamic Economic Forum Foundation

October 1

### Young change-makers on Facebook

Want to know how to ace a job interview? Learn more about how to be a successful entrepreneur? Or watch a video of HBO Def Jam poet Mark Gonzales (described as "Khalil Gibran meets Pablo Neruda") at TEDxRamallah?

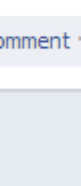
All these and even more diverse topics are being discussed on the WIEF Young Leaders Network (WYN) Facebook group (<https://www.facebook.com/groups/wiefyoungleaders/>) every day. With over 1400 members, the group is a super-active community of young leaders from all over the world, offering a platform for aspiring leaders and entrepreneurs to exchange thoughts and opinions on current issues ranging from world politics to personal development. Members share thought-provoking articles, update each other on what's happening in their part of the world and receive news on WIEF and WYN activities.

Like · Comment · Share

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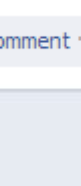
a community dialogue session

Tuesday, 16 April 2013

The WYN is a global youth network established for young leaders and change-makers to connect and collaborate for the common good. It brings together young people from around the world to share creative ideas and to explore prospects for cross-border collaboration on world-changing ideas.

The WYN is one of the WIEF Foundation's three main initiatives alongside the WIEF Businesswomen Network (WBN) and the WIEF Education Trust (WET). The WYN convenes the annual WIEF Young Leaders Forum in conjunction with the annual World Islamic Economic Forum, and manages capacity-building programmes under its banner—the 'Groom a Leader' Internship and Scholarship Programmes and the Marketplace of Creative Arts.

The WYN Facebook group is an open group, so anyone is welcome to join it for networking opportunities or simply to share something inspirational every day. Remember: no idea is too far-fetched or ambitious to be shared!



WIEF Businesswomen Network

Facebook network for businesswomen

The WIEF Businesswomen Network (WBN) has brought its networking community onto social media by setting up a Facebook group (<https://www.facebook.com/groups/366470740130900/>). Currently with 135 members, it is still in the nascent stage but has the potential to grow as more women in business recognise the capacity of Facebook to help create ever-growing connections.

The WBN, set up on the premise that women constitute a very important segment of society, is aimed at providing a networking berth for women entrepreneurs across the world, especially in Muslim countries and societies.

The Facebook group helps WBN to expand its networking reach by providing a platform for members to promote their businesses, products and ideas, as well as to post updates on WIEF and WBN activities.



## 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.

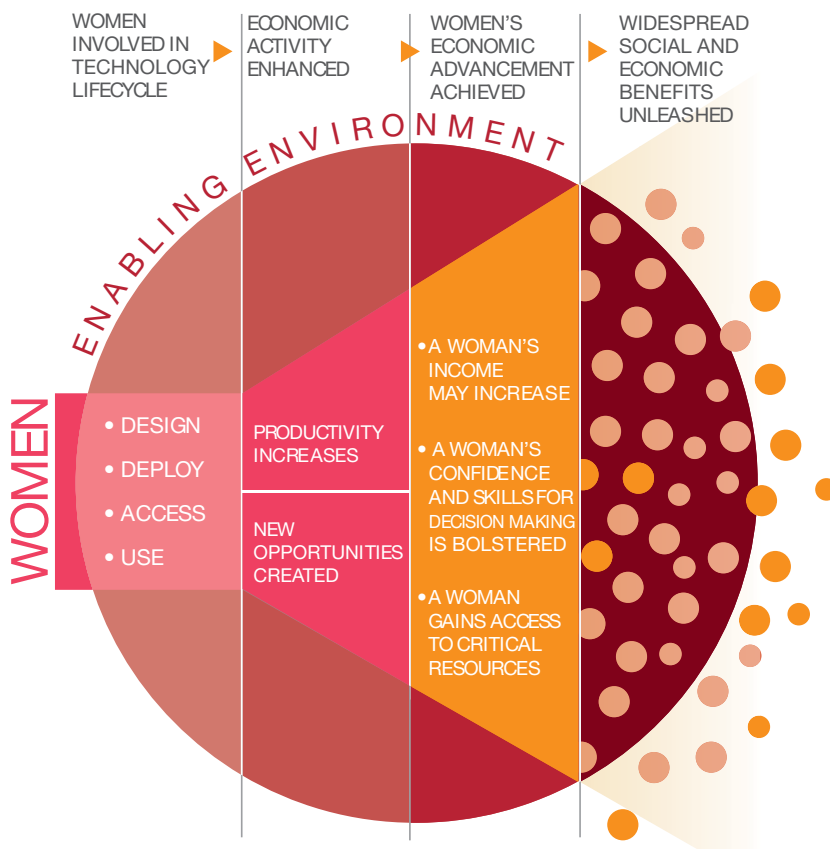
**“This Workshop is a testament to our dedication in elevating the entrepreneurial development of businesswomen. In today’s business practices, online presence and internet marketing plays a pivotal role in the growth and sustenance of many enterprises. It gives me immense pleasure and satisfaction to 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.



## Technology can facilitate the economic advancement of women - either improving their productivity in a position already held or creating new positions and entrepreneurial opportunities



When women are involved in the development and distribution of technology and are able to access and use this technology, it triggers a positive chain reaction with widespread results as shown in the chart below. This process opens up two key pathways to economic advancement for women:

- increasing women's productivity in existing economic activities
- creating new economic opportunities for women

### Four barriers that can hinder women's access to and use of technologies

1. Exclusion from technology education and design
2. Little free time that can be dedicated to personal interests, paid labour, education, or other endeavours
3. Social norms about men's control of technology, information, and knowledge limit women's opportunities to learn, use, and benefit from technologies
4. Financial and institutional constraints to use, rent, or purchase established and new technologies

Source: International Center for Research on Women, "Invisible market: Energy and agricultural technologies for women's economic advancement" (June 2012) and "Bridging the Gender Divide: How Technology Can Advance Women Economically" (January 2010)

\*Collection of Infographs from the 9th WIEF Delegates Brief Pack



7<sup>TH</sup> WIEF ROUNDTABLE IN MADINAH



## 7<sup>TH</sup> 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.

## TRANSLATING RUMI



**Cleverness is the opposite of humility and submission, Quit cleverness, and consort with simple-mindedness!**

This verse is taken from Book IV of The Mathnavai (Masnavi), by Persian poet Rumi, in which he tells of a poor man ('fakir') who is searching for treasure. The poem, a metaphor for the search for truth, urges the reader to realise that God is "what is nearer to you than your neck-vein".

This text was the centrepiece of 'Translations', an event organised by MOCAfest for the #Word: The Cooler Lumpur Festival on 23 June 2013. 'Translations' explores the significance of classical poetry from the medieval world in its original context as well as its modern relevance. Jalaluddin Rumi, one of the most influential philosophers and scholars from medieval times in Persia, was chosen to be showcased as his work is considered to be universal and appealing to all audiences.

The verse from Book IV, The Mathnavai, was first read by Professor Waleed Fekry Faris, a scholar of Rumi literature. Professor Waleed's reading was accompanied by the atmospheric strumming of the shurangiz by Joel Cerdor in the background. Several artists then 'responded' to this reading in their own

artistic genre. Jamal Raslan, the spoken word poet, interpreted Rumi's text in his own style of contemporary poetry. This was followed by Kalpana Paranjothy (Sitar player), Zulkifli Ramli (Oud player) and Joel, who each responded passionately to Rumi's text with their own musical rendition. Finally, Muadz, a contemporary Nasheed singer, put on a mesmerising performance when he sang some responsive verses in different languages. The entire event was moderated by Asad Jafri.

The remaining half of the programme was a deep and thoughtful discussion with the audience on Rumi's life, his poetry and message, and the implication of his works.

"Rumi's works are works of art and an international inheritance, not only heritage for Muslims but heritage for the world," said Professor Waleed in his discussion of Rumi's work.

The idea behind 'Translations' was to relate Rumi's messages to contemporary times so that today's young people can benefit from his writings.

'Translations' was an event presented by #MOCAfest and curated by the #WIEF Young Leaders Network. The #Word: The Cooler Lumpur Festival was jointly organised by British Council and the Edinburgh World Writers Conference.



# 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.



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## About WIEF

For the past 8 years, the World Islamic Economic Forum (WIEF) has been bridging the relationship between Muslim and non-Muslim countries through business. This time around, the 9th World Islamic Economic Forum will convene in London, bearing the theme "Changing World, New Relationships" to encapsulate the emergence of new economic linkages between nations across borders, religions and cultures in a fast changing world.

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