

QUARTERLY NEWSLETTER

6TH WIEF 2010: A BIRD'S EYE VIEW



the 6th WIEF

FINALLY, THE 6TH WIEF IS HERE AFTER MONTHS OF HARD WORK AND PREPARATION. THIS YEAR'S FORUM HAS A VARIETY OF PROGRAMMES IN STORE, QUITE A DEPARTURE FROM THE FORUMS IN THE PAST. WE HAVE NOT HAD AS MANY ACTIVITIES AS THIS YEAR IN KL. SOME OF THESE MIGHT PROVE TO BE SUCCESSFUL EVENTS WHICH WE CAN REPLICATE IN FUTURE FORUMS AS SIGNATURE ACTIVITIES. A RUN-DOWN OF THE PROGRAMMES HERE WOULD BE USEFUL.

WIEF BUSINESSWOMEN FORUM

(18 May 2010, Plenary Theatre, Level 3)

These are the 5 sessions of the Forum:

- CEO Exchange Panel on 'Making a Difference: Women and Meaning of Success'
- Opportunity in Crisis: Identifying New Dynamics
- Promoting Professionalism & Talent Through Training and Education
- Breaking Through in Business: Different Needs, Varying Challenges
- Industries in Focus: Food / Education / Tourism / Healthcare

WIEF YOUNG LEADERS FORUM

(18 May 2010, Conference Hall 3, Level 3)

These are the 4 sessions of the Forum:

- Empowering Leaders of Tomorrow: Connect and Collaborate
- Going Green: Tackling the New Blue
- Taking the Stairs: Driving the Spirit of Entrepreneurship and Leadership
- Identity in the 21st Century: Investing in the Future of Creative Arts

MARKETPLACE OF CREATIVE ARTS

(18-19 May 2010, Conference Hall 2, Level 3)

This is a creative arts exhibition showcasing international contemporary

artists from all over the world to Kuala Lumpur through various genres of art such as calligraphy, painting, calligraphiti, music, comedy, film and many more. The Marketplace aims to showcase the beautiful variety of creative cultural expressions from artists in Muslim cultures through display walls, workshops, performances and screenings.

6TH WIEF MAIN FORUM

(19-20 May 2010, Plenary Hall, Conference Halls of Level 3)

Plenary Sessions

- Opening Ceremony
- Leadership Panel: Leadership

Challenges in the New Era

- The Business of Innovation: Wiring for New Needs
- Countries in Focus: Business, Trade & Investment Opportunities
- Global CEO Panel: The New Game Plan – Thriving in a Post-Crisis World
- Special Leaders Dialogue on Climate Change: Putting a Brake on Climate Change – Assuring Earth's Future

Parallel Sessions

- Tapping Tourism Potentials: Putting Resources to Work
- Integrating Logistics: Building Competitiveness in Freight and Transport
- Empowering SMEs: Turning Size into a Comparative Advantage
- Tackling a Thirsty World: The Business Case for Water
- Islamic Branding: Myth or Reality?
- Connecting Minds: Leveraging Technology for Training and Education

- Ethics in Business: Balancing Bottom Line and Good Governance
- Islamic Banking and Finance: Riding the Wave of Economic Transformation

DINNER FOR ROLE PLAYERS

(18 May 2010, Emerald Ballroom, Level 1, Mandarin Oriental)

A dinner will be dedicated for role-players of the 6th WIEF Main Forum, WIEF Young Leaders Forum and WIEF Businesswomen Forum on the first day, 18 May 2010. The dinner is hosted by Tun Musa Hitam, Chairman of WIEF Foundation.

GALA DINNER

(19 May 2010, Hall 4 & 5, Ground Level)

A dinner hosted by Dato' Sri Najib Tun Razak, Prime Minister of Malaysia, will be organised at the Kuala Lumpur Convention Centre on 19 May 2010, for the world leaders, prominent dignitaries, WIEF's International Advisory Panel members, event sponsors and partners, and invited participants of the Forum.

6TH WIEF EXHIBITION

(18-20 May 2010, Ground Level)

An exhibition will be held at the ground level of the Kuala Lumpur Convention Centre consisting of countries and the corporate sector. This exhibition is open to trade visitors and the general public and is open from 18-20 May 2010 from 9am - 7.30pm.

BUSINESS MATCHMAKING LOUNGE

(Ground Level)

At the 6th WIEF Exhibition Hall, there will be a Business Matchmaking Lounge that will cater for participants of the Forum who would like to network and discuss with fellow participants. This Lounge will be equipped with networking facilities and various publications for the participants' convenience and comfort.



EUROPE'S GATEWAY TO BUSINESS

On 6 January 2010, the World Islamic Economic Forum (WIEF) Foundation led by the Managing Director, Mr. Syed Abu Bakar Almohdzar, hosted an exclusive luncheon themed 'Europe's Gateway to Business in the Muslim World' catered for selected members of the British business community.

The corporate gathering, which took place at 12.30pm at the County Hall in London, provided a fresh opportunity for British companies to explore the prospect of doing business in the emerging markets of the Muslim World, through the annual World Islamic Economic Forum, as a top-notch business Forum showcasing business opportunities in these emerging markets. This gathering, hosted by Tun Musa Hitam, former Deputy Prime Minister

of Malaysia and Chairman of the WIEF Foundation, introduced British companies to the Forum as a gateway into the business sectors of the Muslim World, to be exposed to the region's vast market of 1.5 billion people, and to capitalise on the Halal market that is currently estimated to be worth more than USD1 trillion.

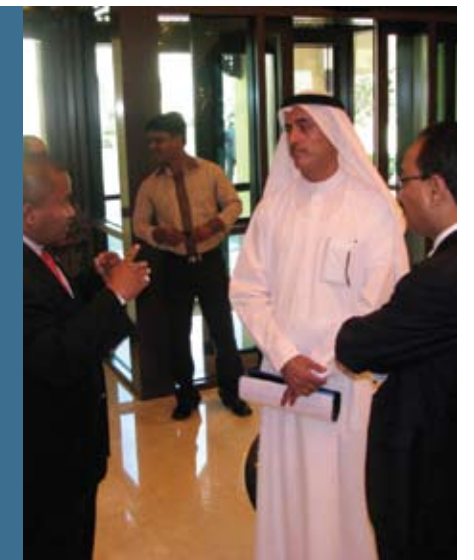
The agenda of the gathering included an introductory history of the World Islamic Economic Forum and the WIEF Foundation, a discussion on the prospect of business with the Muslim World, and the announcement of the 6th WIEF in Kuala Lumpur on 18-20 May 2010. Prominent dignitaries who attended the event were RT Hon. Jack Whitaker Straw MP, Lord Chancellor and Secretary of State for Justice UK, RT Hon. Baroness Pauline Neville-Jones, Shadow Security Minister and National Security Advisor UK, RT Hon. Sadiq Khan MP, Minister of State for Transport UK, H.E. Shaukat Aziz, former Prime Minister of Pakistan and Sir Iqbal Sacranie, Chairman of MCB Charitable Foundation.



WIEF IN THE MIDDLE EAST AND AFRICA

From 24 January to 1 February 2010, the WIEF Foundation led by the Secretary General, Tan Sri Fuzi Abdul Razak, and Managing Director, Syed Abu Bakar Almohdzar, organised an extensive roadshow covering countries in the Middle East and Africa such as the UAE, Bahrain, Qatar, Kenya and South Africa. These roadshows have attracted the media and business communities of these countries and have galvanised interest in the 6th World Islamic

Economic Forum, 18-20 May 2010 at the Kuala Lumpur Convention Centre. Several prominent figures have participated in the roadshow and have represented WIEF in their respective countries. These individuals are Mr. Essa Al Ghurair, Vice Chairman of Al Ghurair Group in the UAE, Mr. Ebrahim Patel, Chief Executive Officer of Magellan Investment Management, South Africa and Mrs. Evelyn Mungai, President of the All Africa Businesswomen Association, Kenya.



WE ARE PLEASED TO CONFIRM THE FOLLOWING CORPORATIONS AND PARTNERS OF THE 6TH WIEF:

Sponsors :

Platinum :



Gold :



Silver :



Partners :



Media Partners :



MARKETPLACE OF CREATIVE ARTS



Marketplace of Creative Arts, 18-19 May 2010, is WIEF's first attempt to bring together stakeholders of the creative arts industry, to discuss the prospect and future of the industry in the Muslim World, to increase networking amongst the artists, art enthusiasts, corporations and entrepreneurs in the industry.

The philosophy of the Marketplace is simple. The Muslim World is home to 1.5 billion people who share a common religion, yet it is also home to a colourful variety of cultures and its artistic expressions. This colourful diversity is what the Muslim World needs to encapsulate, celebrate and take advantage of; and to showcase to the world that Muslims have a rich cultural heritage that should be captured in our collective memory. Thus the Marketplace aims to show these rich cultures through paintings, music, dance, comedy and film screenings so that, at the end of the event, participants would be able to experience the concept of 'unity in diversity' of Islam.

This one and a half day exciting event will host a plethora of different artists from various countries across the globe, plying their trade in various fields of art. The Marketplace is by no means just an exhibition; it is a place where arts will

be demonstrated to the participants in real-time. Visual artists would not only be exhibiting their works, but will also be painting on the mural walls so that participants can benefit from learning painting techniques on site. Musicians would not only be performing on stage, but participants can gain more insights and inspiration from these musicians at the Marketplace Studio provided. Catch these musicians performing gigs at anytime as they will be busking around the Marketplace in between their stage performances. At the Marketplace Studio, you will also find various artists imparting their knowledge and skills to the participants in real time. Do visit the studio if you want to learn how to play the guitar, or take a good quality picture, or play with colour shades on canvas.

For those interested, the Marketplace of Creative Arts will be located at the Conference Hall 2 on level 3 of the Kuala Lumpur Convention Centre, next to the

WIEF Young Leaders Forum. The Young Leaders Forum and the Marketplace will be 2 separate events up until the last session of the Young Leaders Forum on creative arts, which will take place in the Marketplace itself. This last session of the Young Leaders Forum is entitled 'Identity in the 21st Century: Investing in the Future of Creative Arts' and will feature artists from across the globe such as Nadia Janjua, who is an artist and architect from the USA, Zalfian Fuzi, theatre director of the Instant Cafe Theatre Company in Malaysia, Madny Al Bakry, a calligraphy artist from Oman, Reem Hussein, a painter and calligraphy artist from the USA and Tarek Atrissi, a creative designer from the Netherlands. The session will take place in a 'dome' in the Marketplace, at the centre of the hall.

The opening hours of the Marketplace is 9am-6pm on Tuesday 18 May 2010, and 2pm-6pm on 19 May 2010.



From the 17-29 January 2010, the WIEF Businesswomen Network (WBN) organised a very successful workshop for women entrepreneurs at the INTEKMA Resort and Convention Centre in Shah Alam. The 2 weeks entrepreneurial workshop has successfully brought

together 28 participants from Malaysia, the Philippines, New Zealand, Indonesia, Pakistan, Sudan, Cambodia, Comoros Island, Bangladesh, Iran, Yemen, Morocco and Kuwait. These women entrepreneurs and emerging businesswomen went through an

intensive course comprising a series of lectures and special talks by guest speakers, group roundtable discussions, e-business sessions, a 'Bring Your Own Case' experiential workgroup and industrial study excursions to various local businesses in the country.

CRANS MONTANA'S PRIX DE LA FONDATION: AN AWARD FOR SOCIAL RESPONSIBILITY

On 9 April 2010, Tun Musa Hitam, Chairman of WIEF Foundation received an award at the Crans Montana Forum on Africa, held at the Sheraton Hotel in Brussels, Belgium. The Prix de la Fondation Award, given to distinguished individuals who have served their community and are committed to social responsibility, were also granted to individuals such as Mr. Donald Kaberuka, President of the African Development Bank and Dr. Ahmed Mohamed Ali, President of the Islamic Development Bank (IDB).



TUN MUSA HITAM'S SPEECH AT THE CRANS MONTANA FORUM ON AFRICA: ABRIDGED VERSION



I am happy to receive this award as the Chairman of the World Islamic Economic Forum Foundation because it recognises the value of international collaboration based on practical programmes on economic development, particularly recognising the priority given to the ordinary human being in our globalised society, all of which are ingredients that are urgently needed to shape the future of our common humanity.

The fact that I am receiving this award after merely 6 years of the Forum's existence is a huge encouragement for us to continue our struggle. When we first started WIEF, we had a very simple idea – look on the bright side! In WIEF, we go by this philosophy emphatically. Rather than dwell over the numerous problems of the Muslim World such as terrorism, extremism and all things that invite negative stereotyping of the people of the Muslim faith, which has so far brought us insignificant results, we instead choose to use business as a development tool against poverty and deprivation.

There are so many things that we can do for the world with this idea. I think the root cause of most problems in the world is the lack of options. It is the lack of options in education that creates lost generations, our children today who are without any sense of direction and who eventually turn to desperate means to make sense of the world they live in. And with the lack of education comes the lack of economic opportunities that continue to consign them into poverty and deprivation.

But if we can simply offer them these choices, empower them and get them connected to each other, we stand a chance of changing the lives of millions under our leadership.

This is why the Forum that we convene every year has this philosophy embedded in its agenda. We believe that through business collaboration between different peoples, partnerships can be moulded, wealth can be created, the poor can be empowered and millions of people have the chance of putting food on the table for their families.

But the world is also about the have and have nots. We live in a world where only 2% of the world population controls 50% of the world's wealth, while 50% of the population own barely 1% of that wealth. This is something we cannot solve through humanitarian aid alone.

Hence the only way to save impoverished communities is to give them the gift of life, the gift of exercising the God-given ability to think and create for one's own society. Let's begin with simple things like investing into local infrastructures, building schools so that children can develop into a competent

workforce, setting up local business models to generate economic activity from within the community.

I am the Chairman of Sime Darby, a big conglomerate and the world's largest producer of sustainable palm oil, present in 20 countries, employing 100,000 people and has managed to galvanise resources to make sustainable palm oil an indispensable commodity in the global supply chain. This happens because we gave an opportunity to farmers and small scale entrepreneurs to make a comfortable living from what they produce. We empower them and give them an opportunity to be part of the global supply and demand process. We also provide schooling for their children, establish residences for their families, construct public amenities for their daily use. This is the measure of value that we put on them and their contribution.

In WIEF, we manage to get big corporations to contribute to human capital development under our internship and scholarship programme. In 2009, we managed to accord internship opportunities to young leaders from Nigeria, Somalia, Sri Lanka, Indonesia, South Africa and Pakistan to work in reputable corporations such as the Al Ghurair Group in Dubai, Ethos & Company in Malaysia and Rio Tinto Alcan of Australia. Such is the pivotal importance that we accord to the workforce and our future leaders.

I think it is high time that we look not only at building up material capital, but also social capital because ultimately, people can only operate efficiently when they are recognised as equal stakeholders in the process. Empowering people gives them the opportunity to avoid desperate measures and gives them hope to make life something worth fighting for. And by empowering people through business, we hope that we can empower communities to solve issues in their own backyard.



A MORE POSITIVE IMAGE FOR ISLAMIC NATIONS BY TUN MUSA HITAM

Some have argued that none of the world's tensions are as profound or as far-reaching in their global consequences as the tension between the West and the Muslim World today.

However if one takes a closer look, there is enough tension even among Muslim countries to cause alarm. The vast array of ideological standpoints on religion has spilled over into the economic and social front effectively splitting the Muslim World.

There is a wide gulf between the haves in the Gulf states and the have-nots in Sub Saharan Africa. Poverty, high unemployment and poor sanitary conditions afflict large segments of the Muslim World. There is a huge investment in shining skyscrapers while shining talents are not given a proper education. These factors in turn have prevented Muslims from being as well connected to the rest of the world as they should be. The World Islamic Economic Forum (WIEF) intends to change this not by focusing on the Muslim World as a religious entity or an ideological bloc but by focusing on economics and business.

We are not in the business of solving polemics, be it political or religious. The WIEF is in the business of business. We are a business gateway between the Muslim and non-Muslim World and a platform for business partnerships between the two. We want to share our knowledge from our various cultures and speak the common language of business. During the last WIEF in 2009 in Jakarta in 2009, a total of US\$3.4 billion in business deals were signed between businessmen from countries who would never have had the opportunity to do so otherwise.

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. That is what matters most.

The Muslim World wants to be seen as a strong, stable and independent entity wanting to get on with the job. By focusing on doing business and making money, away from politics and religion, we are creating a level of cooperation at a level not seen in recent times.

Intra-trade between the Organization of Islamic Countries (OIC) in 2003 was between 10-13% of total trade. In 2009, this figure increased to 16.7% and the OIC is working towards achieving a respectable 20% or close to US\$250 billion by 2015. Many of the OIC economies are showing strong fundamental growth potential and are increasingly becoming part of the global emerging markets. In addition, institutions such as the Islamic Development Bank have been helping OIC countries build up their infrastructure and development apart from financing intra-OIC trade.

Islam can be a focal point that brings us together and this could be a rallying banner and a burning platform to organise and collaborate for the common good, especially within the context of doing business. Islam encourages development and prosperity, it is very much central to the religion itself. Islam sees everything as being connected so the act of producing and selling things that people need, is a morally and religiously sound act. With more business activities comes more development, more prosperity and more wealth for everybody.

However just because we are Muslims, does not mean that we wish to be perceived as an exclusive group. We want to be known as an investment and trade bloc that everyone can engage with. Muslims are part of the globalised world where every aspect of one's life, be it political, economic or cultural, is invariably interconnected to each other. By linking with any one of the attendees at the WIEF, you are tapping into a much bigger market. A market populated by 1.5 billion people worth more than a trillion dollars. It's as simple as that.

While we acknowledge that dialogue is important, we advocate dialogues of action through business relationships. Business and

trade are one of the best means for countries to be at peace with one another. Intricate economic links can bind both Muslim and non Muslim countries. The influence that economic cooperation and business partnerships can wield is enormous. We will be able to collaborate and do business with each other and the rest of the world for the common good of every citizen.

The Muslim World has much to offer away from traditional areas like fossil fuels and minerals. With the search underway for a new monetary system for the post-financial crisis era, Islamic banking is gaining ground as a beacon of financial stability. The Islamic financial services industry valued has grown at an annual rate of 15% and reached a volume of \$1 trillion in 2009, five times higher than in 2003. During the last decade, Islamic banking has transitioned into a dynamic, fast growing and competitive form of financial intermediation servicing the global community with participation from conventional global players. The Muslim World has a young population. 65% of its population is below the age of 30. This in itself presents an array of opportunities for education service providers, the creative arts industry and the information technology sector.

Most Muslim countries have burgeoning SMEs who drive their economies. Their ability to generate growth and employment has not been recognized fully and they are badly in need of investments and management to bring them to the next level. Undoubtedly negative perceptions of the Muslim World continue to exist but these have to be balanced by fact. And the fact is that a market of this magnitude and potential offers numerous opportunities.

The WIEF is here to facilitate access to these opportunities. While governments of Islamic countries need to focus on peace and security, it is left to the private sector to power the economies of these countries. The future of the Muslim World lies in its economic agenda not its political or religious agenda. The WIEF is open to working with all parties to realize the economic agenda and jumpstart the economic resurgence that has long been waiting.

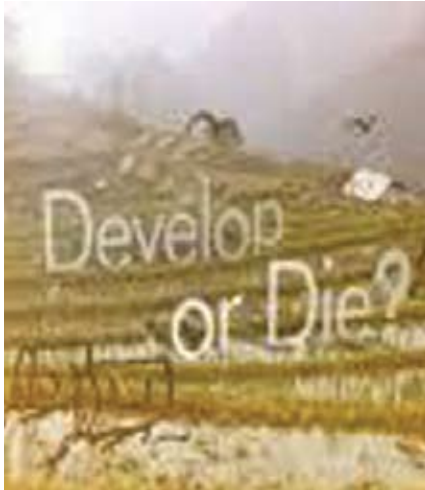
WIEF ON **twitter** AND **facebook**

To keep up with technology and maximise networking potential, the permanent secretariat has established WIEF on Twitter and Facebook. The twitter page is on Tun Musa Hitam, as Chairman of WIEF Foundation. You can stay in tune with his personal thought trails and event updates by following

him at <http://twitter.com/MusaHitam>. Get in touch with his personal comments on the event itself; the sessions and the speakers in real-time. WIEF has a page and event grouping on Facebook. You can find information on the roadshows, press conferences and Tun Musa Hitam's award ceremony

in Brussels, Belgium during the Crans Montana Forum on Africa on 9 April 2010. Be a fan, post comments and confirm your attendance at the 6th WIEF 2010 through Facebook!

Please visit <http://www.facebook.com/WIEF.Foundation>.



WIEF DOCUMENTARY ON BBC: DEVELOP OR DIE SERIES

The British Broadcasting Corporation (BBC) has featured a 2-episode documentary on WIEF in the Develop or Die series. This 2-episode documentary comprises WIEF's global mission and how its contribution has affected the business community, and the economic wellbeing of a variety of stakeholders in particular. The documentary involves narrations and selected interviews with corporations and people on the ground in the realm of business.

CORPORATE MEMBERS



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