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, calligraffiti, 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
Parallel Sessions
• 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

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 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 4pm - 7.30pm.

Business Matching Lounge
(19 May 2010, Hall 4 & 5, Ground Level)
A lounge hosted by Dato’ Sri Najib Tun Razak, Prime Minister of Malaysia, will be organised at 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 4pm - 7.30pm.

5th 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 Matching 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.

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.

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 Whittaker Straw MP, Lord Chancellor and Secretary of State for Justice UK, Rt Hon. Baroness Tatiana Wahid, Ministers of State for Transport UK, H.E. Shakti Aziz, former Prime Minister of Pakistan and Sir Iqbal Sacranie, Chairman of MCB Charitable Foundation.

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. Diney Patel, Chief Executive Officer of Al-Ghurair Investment Management, South Africa and Mrs. Evison Mugai, 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:
- Robert Half
- MNC Group
- Aspire Group
- Taj Group
- WIEF Foundation
- WIEF Young Leaders Forum
- WIEF Businesswomen Forum

Media Partners:
- BusinessNews
- WIEF Foundation
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.

The 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.

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, 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, was 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).
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.

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

However, if one takes a closer look, there is even 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 hues in the Gulf states and the have-nots in Sub-Saharan Africa. Poverty, high unemployment and poor sanitation 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 Jakarta in 2019, 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.

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 upend the economic resurgence that has long been waiting.
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.