

ORGANISERS

IN COLLABORATION WITH



# AKEPT-WIEF SOCIAL ENTERPRISE FORUM 2018

Social Enterprise: Empowering the Future

22 - 23 OCTOBER 2018  
KUALA LUMPUR, MALAYSIA



# Introduction

Universities have always had a strong social mission. They work extensively within and with external parties to support their local communities. More recently, universities have been seen to play a prominent role to support and develop social enterprises, which could be through the development of a specially tailored social enterprise academic modules, student placements in a social enterprise, university staff procuring or providing services to social enterprises, or even students establishing their own social businesses.

Whatever the form, social enterprises provide students, graduates, academics and university staff the opportunity to develop entrepreneurial skills or develop solutions for the benefit of their communities. Additionally, social enterprise experience can give students a taste of an alternative career path in a growing sector, a chance to develop the skills that all businesses look for, and even inspire them to start their own business.

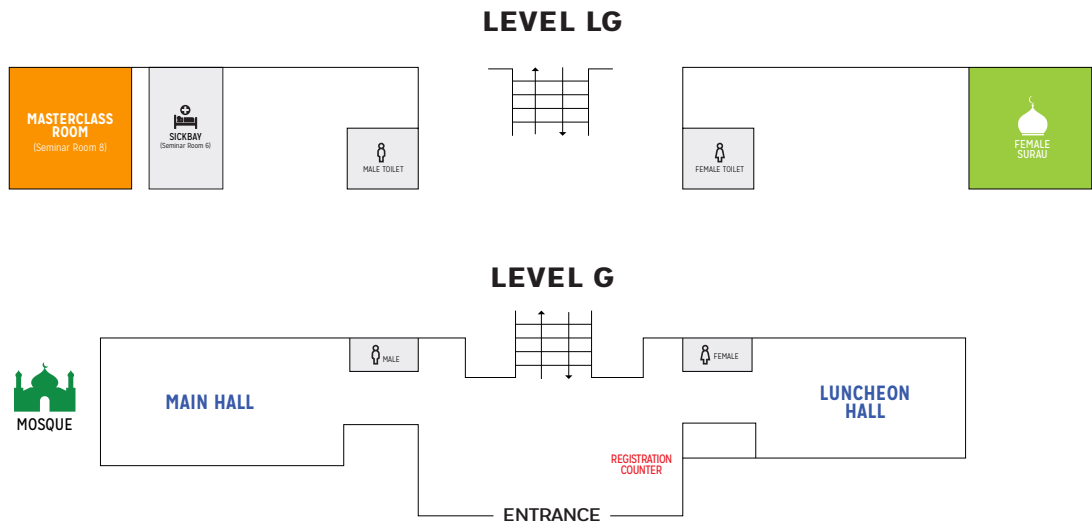
We hope that the AKEPT-WIEF Social Enterprise Forum will encourage active dialogues and highlight some of the good work already happening within universities, look at areas to strengthen the relationship between universities and social enterprises as well as explore opportunities to support the development of social enterprise in universities.



# Map

## International Institute of Islamic Civilisation & Malay World (ISTAC)

International Islamic University Malaysia, Persiaran Tuanku Syed Sirajuddin  
Taman Duta, Kuala Lumpur



AKEPT-WIEF Social Enterprise Forum will encourage active dialogues and highlight some of the good work already happening within universities, look at areas to strengthen the relationship between universities and social enterprises as well as explore opportunities to support the development of social enterprise in universities.

22 - 23  
OCTOBER 2018  
ISTAC, KUALA LUMPUR

# PROGRAMME



## DAY ONE | MONDAY, 22 OCTOBER 2018

8.00am - 9.00am Arrival of Guests and Registration

9.00am - 9.45am

### OPENING CEREMONY

- Welcoming Remarks by Professor Tan Sri Dato' Dr Dzulkifli Abdul Razak, Rector, International Islamic University Malaysia (IIUM), Malaysia
- Speech by the Honourable Tun Musa Hitam, Chairman, WIEF Foundation

Venue: Level G, Main Hall

9.45am - 10.15am

Refreshments / Informal Networking

10.15am - 11.45am

### PLENARY SESSION 1

#### SOCIAL ENTREPRENEURSHIP IN UNIVERSITIES: UNLEASHING ITS POTENTIAL

Universities have always played an important role in their communities and have frequently been at the forefront of innovation and enterprise.

This Session will discuss how to ensure faculty members, staff, students and all graduates understand what social enterprise is, what the social benefits are and how social entrepreneurship can be developed at university level.

#### Panellists

- Datin Paduka Ir Dr Siti Hamisah binti Tapsir, Director General of the Department of Higher Education, Ministry of Education, Malaysia
- Syed Mahmudul Huq, Chairman, Bangladesh Shrimp and Fish Foundation, Bangladesh
- Professor Dr Hafid Abbas, Professor of Education, Jakarta State University, Indonesia

#### Moderator

- Tan Sri Dato' Seri Dr Wan Mohd Zahid Wan Noordin, Chairman, WIEF Education Trust and Chairman of the Board of Advisors, Higher Education Leadership Academy

Venue: Level G, Main Hall

---

11.45am - 1.00pm

**PLENARY SESSION 2**

**SOCIAL ENTERPRISE AND THE GOVERNMENT: PARTNERS IN DEVELOPMENT**

Governments around the world are recognising the potential of social enterprises in order to build more inclusive social and economic agendas.

This Session will discuss the strategies and policies to be adopted in order to spur the development of social enterprises and how social enterprises and governments can come together for this purpose.

**Panellists**

- The Honourable Nurul Izzah Anwar, Member of Parliament, Malaysia
- Ina Michael, Director of Strategy and Business Investment, Cook Islands Development Agency New Zealand (CIDANZ), New Zealand
- Ashran Dato' Ghazi, Chief Executive Officer, Malaysian Global Innovation & Creativity Centre (MaGIC), Malaysia
- Gomer Padong, Director of Training, Development Cooperation and Advocacy, Philippines Social Enterprise Network, Philippines

**Moderator**

- Dr Wan Nur Ibtisam Wan Ismail, Deputy Director, Centre for Leadership Sustainability, Higher Education Leadership Academy (AKEPT), Malaysia

Venue: Level G, Main Hall

---

1.00pm - 2.00pm

Lunch / Informal Networking

---

2.00pm - 3.30pm

**PLENARY SESSION 3**

**SOCIAL ENTERPRISE: SUCCESS STORIES**

This Session will showcase several successful social enterprises that started in universities, driven by the goal of meeting a social need or solving a social problem.

**Panellists**

- Caroline Fong, Founder, CoffeeZone Malaysia Sdn Bhd and Cauz Factor Award, Malaysia
- Tengku Ahmad Syamil, Chief Executive Officer and Co-founder, Skolafund, Malaysia
- Dr Izza Arsyika Abdul Rahim, Secretary, Hospitals Beyond Boundaries, Malaysia

**Moderator**

- Mohd Senu bin Awang, Director of Entrepreneurship Development Centre (EDC), International Islamic University Malaysia (IIUM), Malaysia

Venue: Level G, Main Hall

---

3.30pm - 5.00pm

**PLENARY SESSION 4**

**COMMERCIALISING SOCIAL ENTERPRISES**

Many social enterprises are becoming more commercial, adopting the techniques of funding or governance, usually associated with for-profit ventures.

This Session will explore how commercialisation could affect the management and operations of social enterprises and which avenues could, or should, be used to avoid mission drift.

**Panellists**

- Nurfarini Daing, Co-founder and Chief Executive Officer, Youth Trust Foundation, Malaysia
- Jamil Abbas, Member of Board of Trustees, Rahmania Foundation, Indonesia
- Jerryson Abraham G. Doss, Co-founder, Viva Starfish Sdn Bhd, Malaysia

**Moderator**

- Datin Dr Norrizan Razali, Founder and Managing Director, Tech Capacity Sdn Bhd, Malaysia

Venue: Level G, Main Hall

---

5.00pm

End of Day One / Refreshments

---



# PROGRAMME

## DAY TWO | TUESDAY, 23 OCTOBER 2018

9.15am - 11.00am

### PLENARY SESSION 5

#### SOCIAL ENTERPRISE IN UNIVERSITIES: EXPERIENCES FROM ABROAD

This Session will allow Speakers to share their unique experiences as well as comments on the role of universities in developing social entrepreneurs in respective countries.

#### Panellists

- Talib Syed Karim, President, Institute of Business Management, Pakistan
- Anand Chowdhary, Co-founder and Chief Executive Officer, Oswald Labs, India/Netherlands
- Sharon Xueqing Feng, Managing Director, Code.Game, China
- Royston Braganza, Chief Executive Officer, Grameen Capital India Limited, India

#### Moderator

- Professor Dr Hassanuddeen b. Abd Aziz, Dean of Kulliyah of Economics and Management Sciences, International Islamic University Malaysia (IIUM), Malaysia

Venue: Level G, Main Hall

11.00am - 11.30am

Refreshments / Informal Networking

11.30am - 1.00pm

### MASTERCLASS 1

#### IMPACT-DRIVEN ENTERPRISE (IDE) FOR GROWTH AND SCALABILITY

This Session will help entrepreneurs or aspiring entrepreneurs become more impact-focused, by exposing and introducing them to the processes, goals and benefits of becoming an IDE. This Session will also include crafting a business model and the process to become accredited as an impact-driven enterprise.

#### Speakers

- Mohammad Yusuf Mohammed Jaffar, Programme Consultant, Malaysian Global Innovation & Creativity Centre (MAGIC), Malaysia
- Liyana Jalal, Project Manager of MasSIVE, Malaysian Global Innovation & Creativity Centre (MAGIC), Malaysia

Venue: Level LG, Seminar Room 8

### MASTERCLASS 2

#### SOCIAL ENTERPRISE AND COMMUNITY-LED DEVELOPMENT

This Session will discuss how social enterprise can be used by local communities to mobilise their own resources in ways to address their own needs, leverage their skills and tradition, grow their social capital and deliver long term change.

#### Speakers

- Yasmin Rasyid, President and Founder, EcoKnights, Malaysia
- Suzanne Ling, Co-founder, The Picha Project, Malaysia

Venue: Level G, Main Hall

---

1.00pm - 2.00pm

Lunch / Informal Networking

---

2.00pm - 3.30pm

**MASTERCLASS 3**  
**INNOVATIVE COMMUNICATION TOOLS FOR SOCIAL ENTERPRISE**

This Session will explore innovative and cost-efficient communication tools for social enterprises to allow beneficiaries and stakeholders access information about the offers and monitors its progress.

**Speakers**

- Vivian Lines, Global Vice Chairman and Chairman Asia Pacific, Hill+Knowlton Strategies, Singapore
- Redza Shahid, Co-founder and Chief Executive Officer, Grub Cycle, Malaysia

Venue: Level LG, Seminar Room 8

**MASTERCLASS 4**  
**BREAKING THE GLASS CEILING: WOMEN AS SOCIAL ENTREPRENEURS**

This Session will allow speakers to share their experience of the opportunities and challenges faced by them as well as the strategies to help navigate their way to success.

**Speakers**

- Sasibai Kimis, Founder, Earth Heir, Malaysia
- Joycelyn Lee, Co-founder, Pit Stop Community Café, Malaysia

Venue: Level G, Main Hall

---

3.30pm - 5.00pm

**MASTERCLASS 5 (45 mins)**  
**IMPROVING BUSINESS EFFICIENCY THROUGH ENTREPRENEURSHIP COLLABORATION AND DIGITAL TECHNOLOGY**

Collaboration between entrepreneurs through co-innovation creates an opportunity to combine resources among partners and help them expand into new markets. Initiatives that focus on IoT and machine learning projects as part of the digital assets and IoT line of business will enable entrepreneurs engage the society's ecosystem more impactfully.

This Session will explore capabilities and methods, infrastructure, legal framework, knowledge brokering and operations expertise to support a broad portfolio of co-innovation initiatives.

**Speaker**

- Datin Dr Norrizan Razali, Founder and Managing Director, Tech Capacity Sdn Bhd, Malaysia

Venue: Level LG, Seminar Room 8

---

**MASTERCLASS 6 (1.5 hours)**  
**CROWDFUNDING AND OTHER FINANCIAL TOOLS FOR SOCIAL ENTERPRISE**

This Session will explore the various ways for social entrepreneurs to fund their ventures. Speakers will also share the latest trends and best practices for seeking social enterprise funding.

**Speakers**

- Vishnu Swaminathan, Global Leader for Partnerships, Planning and Management, Ashoka United States
- Edmond Yap, Co-founder and Chief Education Officer, EduNation, Malaysia

Venue: Level G, Main Hall

---

5.00pm - 5.15pm

**CLOSING REMARKS BY**

Datuk Professor Dr Rohana binti Yusof, Director, Higher Education Leadership Academy (AKEPT), Malaysia

Venue: Level G, Main Hall

---

5.15pm

End of Day Two / Refreshments

---



# SPEAKERS



**The Hon. Tun Musa Hitam**  
Chairman of WIEF Foundation and Former Deputy Prime Minister of Malaysia

Tun Musa Hitam, who is currently Chairman of the World Islamic Economic Forum (WIEF) Foundation was Malaysia's Deputy Prime Minister until 1986. In the course of his service in the Malaysian government, he held various positions including Minister of Home Affairs, Education, Primary Industries and Trade and Industries and Chairman of the Federal Land Development Authority (FELDA). Among his major official activities were as Leader of Malaysian Investment Missions to Europe, United States and Japan, Leader of the Commonwealth Observers Delegation to the Malawi and Pakistan general elections and Member of the Commonwealth Ministers Action Group Delegations to Nigeria, Fiji and the Gambia. He also represented Malaysia at UN, UNESCO and United Nations Economic and Social Council (ECOSOC) related negotiation and regular conferences. He was also elected for one term Chairman of the UN Commission on Human Rights.

Since Tun Musa's retirement from politics in 1987, he held Chairmanships of three Public Listed Companies and various business related institutions both at domestic and international levels. He was Chairman of the Malaysia - China Business Council, Co-Chair of the Eminent Persons Group (EPG) of the ASEAN - China, 15 year economic cooperation programme and Chairman of the EPG to draft the ASEAN Charter. Currently, Tun Musa is Chairman of the International Advisory Panel of CIMB Bank, Chairman of the International Selection Panel of the Royal Award on Islamic Finance and member of the Advisory Panel of the Iskandar Development Authority as well as member of the High-Level Group (HLG) on Commonwealth Governance. He also represented the Malaysian Prime Minister to the 32nd ASEAN Summit 2018 in Singapore.

Tun Musa holds a BA from the University of Malaya and an MA from the University of Sussex and held a resident Fellowship at Harvard University. For his services to the nation, The Yang Di Pertuan Agong, King of Malaysia, conferred him Malaysia's highest award which carries the title 'Tun'.



**Professor Tan Sri Dato' Dr Dzul kifli Abdul Razak**  
Rector  
International Islamic University Malaysia (IIUM)  
Malaysia

Professor Tan Sri Dato' Dr Dzul kifli Abdul Razak is the sixth Rector of the International Islamic University Malaysia (IIUM). He is the Immediate Past President of the Paris-based International Association of Universities (IAU). He is also the Chairperson of the Board of Directors of Universiti Sains Islam Malaysia (USIM). Prior to this, he was the inaugural holder of the Islamic Leadership Chair and Principal Fellow from 2014 to 2016 at USIM's Faculty of Leadership and Management.

He has been an Honorary Professor at the University of Nottingham since 2014. His latest 2018 scholarly contributions are *Fourth Industrial Revolution - The Leadership Dilemma* and *Voicing Concern*. His other contribution *Nurturing a Balanced Person - The Leadership Challenge* (2015, 2017) won the Anugerah Buku Negara (ABN) 2016 award and is listed as one of the 50 Best Malaysian Titles for International Rights by the National Book Council of Malaysia (MBKM).







**Datuk Professor Dr Rohana binti Yusof**  
Director  
Higher Education Leadership Academy (AKEPT)  
Malaysia

Datuk Professor Dr Rohana binti Yusof is the Director of Higher Education Leadership Academy (AKEPT). She was the Deputy Vice Chancellor of Student Affairs as well as Alumni at the University of Malaya for 7.5 years. Since May 2014, she has been a Fellow at the Academy of Sciences Malaysia (ASM) for Medical and Health Sciences.

Professor Rohana received the High Commissioner's Award for Academic Excellence in London for her work on Adenovirus. Upon her return to Malaysia in 1993, she was appointed as a lecturer in the University of Malaya. Among her many accolades, she has received the Japanese Society for the Promotion of Science award (JSPS) by Kindai University, Japan. She also obtained a fellowship from the ASEAN Molecular Biology Organization to work at the National Institute of Genetics in Mishima, Japan.

Professor Rohana holds a PhD in Biochemistry from the University of Leeds, United Kingdom.



**Tan Sri Dato' Seri Dr Wan Mohd Zahid Mohd Noordin**  
Chairman  
WIEF Education Trust

Tan Sri Dato' Seri Dr Wan Mohd Zahid Mohd Noordin is the Chairman of the WIEF Education Trust and a member of its International Advisory Panel (IAP) Board of Trustee. He is an educationist and was a teacher and education manager within the Ministry of Education. His last position was as the Director General of Education of Malaysia. He is also the Chairman of Management and Science University (MSU), Universiti Pendidikan Sultan Idris (UPSI), Furukawa Electric Cables (M) Sdn Bhd and Chairman of the Board of Advisors of the Higher Education Leadership Academy.

Tan Sri Dato' Seri Dr Wan Mohd Zahid is the Director of Amanah Saham Nasional Berhad, Perbadanan Usahawan Nasional Berhad, SP Setia Berhad and Amanah Mutual Berhad. He is also a Board Member of the Securities Industry Development Corporation (SIDC), the training and development arm of the Securities Commission Malaysia (SC).

He holds a PhD from the University of California, Berkeley.

# SPEAKERS



**Datin Paduka Ir Dr Siti Hamisah Tapsir**  
Director General of the  
Department of Higher Education  
Ministry of Higher Education  
Malaysia

Datin Paduka Ir Dr Siti Hamisah Tapsir is the Director General of the Department of Higher Education at the Ministry of Higher Education, Malaysia. She was involved in the development of the Malaysia Education Blueprint 2015-2025 (Higher Education) and tasked to implement the initiatives for the public and private higher education institutions. She was pivotal in the establishment of a rating system for private colleges, the liberalisation of private higher education, contributed significantly to the formation of several foreign university branch campuses in Malaysia and the enhancement of the public universities' policies as well as governance. Previously, Dr Siti Hamisah was the Deputy Vice Chancellor of the University of Technology, Malaysia.

She received an honorary doctorate from the University of Southampton, United Kingdom, and numerous education accolades including the Asia Human Resources Development (HRD) Awards 2017 and the honorary fellow of ASEAN Federation of Engineering Organisations (AFEO) in 2017.



**Syed Mahmudul Huq**  
Chairman  
Bangladesh Shrimp and Fish Foundation (BSFF)  
Bangladesh

Syed Mahmudul Huq is the Chairman of the Bangladesh Shrimp and Fish Foundation (BSFF), a non-profit research and advocacy organisation engaged in R&D works. BSFF works as an interface between the government and the industry in collaboration with development partners and holds dialogues with different stakeholders as well as government, non-government organisations and academia for development of a hygienically safe, economically viable, environmentally friendly and socially responsible aquaculture industry in the country.

He is a Member on the Board of Trustees of both the Independent University, Bangladesh and Chittagong Independent University and Vice Chairman of the Board of Directors of Premier LP Gas Limited, a subsidiary of TOTAL, France. He is also Honorary Consul of Malta in Chittagong, Bangladesh.

He holds a bachelor's and master's degree in Economics from the University of Dhaka, Bangladesh.





**Professor Dr Hafid Abbas**  
Professor of Education  
Jakarta State University  
Indonesia

Professor Hafid Abbas was the Vice Rector of the Jakarta State University and served as the Director General of Human Rights Protection at the Ministry of Justice and Human Rights. He was also the Director General and Head of the Agency of Research and Development at the Ministry of Law and Human Rights in Indonesia. He was President of the South East Asia Human Rights Institution Forum (SEANF) and former Commissioner and President of the National Human Rights Commission of Indonesia (Komnas HAM).

Professor Hafid was recognised for his contribution in promoting peace and protecting human rights in Indonesia during its most crucial period of transition. He obtained a Doctorate Degree in Education from the Jakarta State University and a Post-Doctoral Studies in Technology of Education at the Syracuse University in New York. He has a Honorary Doctorate Degree in Human Rights and International Peace from Hartford Seminary in the United States.



**The Honourable Nurul Izzah Anwar**  
Member of Parliament  
Malaysia

YB Nurul Izzah Anwar is a third-term Malaysian Member of Parliament, currently representing the Permatang Pauh seat, a federal constituency in Penang, Malaysia. As a proponent of human and civil rights, she has worked with a number of agencies and institutes on advocacy work. Among them are the Malaysian Islamic Youth Movement (ABIM), Suara Rakyat Malaysia (SUARAM) and Women Leaders International Forum (WLIF).

Her political career began with the creation of the People's Justice Party (KEADILAN) in 1999. She previously held the position of Vice President for two terms, while successfully commanding the party in the recent 14th General Election in her capacity as the party's Election Director – a post she held jointly with Dato' Saifuddin Nasution.

She holds a master's degree in International Relations from the Johns Hopkins University, United States, and a bachelor's degree in Electrical and Electronics Engineering from Universiti Tenaga Nasional, Malaysia.

# SPEAKERS



## **Ina Michael**

Director of Strategy and Business  
Investment, Cook Islands Development  
Agency New Zealand (CIDANZ)  
New Zealand

Ina Michael is the Director of Strategy and Business Investment of Cook Islands Development Agency in New Zealand. His social enterprise journey began at 11 years old when he helped his family by earning money looking for golf balls. In 2009, he, along with other community members, established the Cook Islands Development Agency New Zealand (CIDANZ) and served as its Chief Executive.

CIDANZ has won a number of national business as well as innovation awards, and has a growing operational team and professional board. 50 startup family enterprises will benefit until 2020 through its Enterprising Families Program. It also has a range of early children's education centres as well as a social housing project followed by the building of the oneVILLAGE facility in 2020.

Ina has a degree in Commerce from the Auckland University, New Zealand.



## **Ashran Dato' Ghazi**

Chief Executive Officer  
Malaysian Global Innovation &  
Creativity Centre (MaGIC)  
Malaysia

Ashran Dato' Ghazi is the Chief Executive Officer of the Malaysian Global Innovation & Creativity Centre (MaGIC) since 2016. He started his career in the oil and gas sector with Petronas Malaysian International Trading Corporation (MITCO). Previously, he led many organisations and served in positions such as, Chairman of New Entrepreneurs Foundation (myNEF), Chairman of myHarapan, President of Malaysian Association of Bumiputera ICT Industry and Entrepreneurs (NEF), and Deputy Chairman of Global Innovation & Entrepreneurship Foundation (GIEF).

In 2011, Ashran co-founded Joota, a social content networking site which secured private investments of USD2.1 million with patent and distribution partners in the USA. His recent initiatives include creating an accelerator for the creative sector via comics – ComicXcel and a new ASEAN regional award for startups, the Rice Bowl Startup Awards.

He holds a BA in Business Administration (Finance and CIS) from the University of Michigan, Ann Arbor, USA.



**Gomer Padong**

Director of Training  
Development Cooperation and Advocacy,  
Philippines Social Enterprise Network  
Philippines

Gomer Padong leads the Philippine Social Enterprise Network's development cooperation and advocacy. He represents the Network in the United Nations Civil Society Advisory Committee, a 15-seat civil society platform to engage the Philippines UN country team on policies and strategies. He is the focal person of the Social and Community Enterprises constituency of the Asia Pacific Regional Civil Society Engagement Mechanism, a civil society platform for engagement across the UN system.

He is a member of the Together 2030 Core Group, a global action-oriented initiative. Its aim is to generate and share knowledge on the implementation and accountability of the 2030 Agenda for Sustainable Development.

**Dr Wan Nur Ibtisam Wan Ismail**

Deputy Director of Centre for Leadership  
Sustainability, Higher Education Leadership  
Academy (AKEPT)  
Malaysia

Dr Wan Nur Ibtisam Wan Ismail is the Deputy Director of Higher Education Leadership Academy (AKEPT) at the Ministry of Higher Education, Malaysia. She is responsible for positioning top talents and nurturing emerging talents for higher education leadership. She was the Under-Secretary of the Strategic Collaboration Division, Ministry of Women, Family and Community Development, served as Deputy Director at the Public Service Department and Principal Assistant Secretary at the Ministry of Human Resources.

In 2007, Dr Wan Nur Ibtisam was selected as a Chevening Fellow for Course on Gender, Social Justice and Citizenship at the University College London. She was also involved in the International Labour Organisation (ILO) Long-Term Fellowship Project in Labour and Employment Policy Administration in 2000 focusing on Youth Employment in East and South East Asia.

Wan Nur Ibtisam holds a PhD in Public Policy from the University of Malaya, Malaysia.

# SPEAKERS



## **Caroline Fong**

Founder  
CoffeeZone Malaysia Sdn Bhd  
and Cauz Factor Awards  
Malaysia

Caroline Fong is an entrepreneur, Founder and Director of CoffeeZone Malaysia Sdn Bhd. She won several titles in her pageantry pursuits which shaped her passion for social entrepreneurship and started the social enterprise CoffeeZone to reduce unemployment among single mothers, youth and the differently-abled. CoffeeZone mobile coffee kiosks provide equal employment opportunities to individuals and also barista training.

She specifically hopes to reduce the high percentage of unemployment among disabled individuals in Malaysia and helps motivate other entrepreneurs to succeed. In the long term and based on their ability, CoffeeZone plans to franchise their mobile kiosks to beneficiaries for a sustainable source of income.



## **Tengku Ahmad Syamil**

Co-founder and Chief Executive Officer  
Skolafund  
Malaysia

Tengku Ahmad Syamil is the Co-founder and Chief Executive Officer of Skolafund, Malaysia. With a passion for community development, entrepreneurship and leadership, Tengku Syamil established Skolafund in 2014. It is a crowdfunding platform that helps higher education students raise funds transparently and effectively for fees, study expenses and various projects. He is also the Co-founder of Urbane Academy, a teen mentoring and training programme created in 2011 to combat delinquency. In 2016, he was listed as the youngest entrepreneur on the *Forbes 30 Under 30 Asia* and *Digital News Asia's Digerati50* (2016-17).

He holds a bachelor's degree in business administration from the International Islamic University Malaysia (IIUM).





**Dr Izza Arsyika Abdul Rahim**  
Secretary  
Hospitals Beyond Boundaries  
Malaysia

Dr Izza Arsyika Binti Abdul Rahim is the Secretary of Hospitals Beyond Boundaries (HBB) in Malaysia and was among the first few members that helped launch the organisation in 2012. In HBB, she provides consultation and treatment to patients who come to the HBB mobile clinic or during health screening campaigns.

She is currently working at Hospital Serdang in Malaysia as a medical officer and represented the hospital at Selangor State level in 2017 for 'Karnival Inovasi dan Kumpulan Kreatif & Inovatif Peringkat Jabatan Kesihatan Negeri Selangor' where her team emerged as champion in the competition. She was awarded 'Anugerah Pekerja Cemerlang' (Excellent Employee Award) in March 2018 for her contribution. She holds a Bachelor of Medicine degree from Melaka-Manipal Medical College, Malacca, Malaysia.



**Mohd Senu bin Awang**  
Director of Entrepreneurship  
Development Centre (EDC)  
International Islamic  
University Malaysia (IIUM)  
Malaysia

Mohd Senu bin Awang is the Director of Entrepreneurship Development Centre at the International Islamic University Malaysia (IIUM). He is a coach, trainer and mentor with eight years of experience developing entrepreneurship among students at the International Islamic University Malaysia (IIUM) as well as an educator among the staff. In 2011, he founded and developed the Entrepreneurship Development Centre (EDC) in IIUM and in 2017, he led IIUM to become one of the top four finalists in the Ministry of Higher Education (MOHE) Entrepreneurship Award.

He has also developed strong networks and collaborations with leading organisations, such as SME Corp Malaysia, Human Resources Development Fund Malaysia (HRDF), Malaysia External Trade Development Corporation (MATRADE), Agensi Kaunseling dan Pengurusan Kredit, Federal Land Consolidation and Rehabilitation Authority (FELCRA), Amanah Ikhtiar Malaysia, CELCOM, Malaysia Digital Economy Corporation (MDEC), Perbadanan Usahawan Nasional Berhad (PUNB) and many more that helped accelerate entrepreneurship in IIUM.



# SPEAKERS



## **Nurfarini Daing**

Co-founder and Chief Executive Officer  
Youth Trust Foundation  
Malaysia

Nurfarini Daing is the Co-founder and Chief Executive Officer at Youth Trust Foundation which was established in 2010. It has engaged and developed over 26,000 Malaysian youths and funded over 140 social initiatives. It is also a research partner of the Centre of Asian Philanthropy and Society in Hong Kong which is currently developing a Doing Good Index in, and for, 15 economies.

Nurfarini garnered 18 years of startup experience including business development, training and coaching for SMEs as well as unemployed graduates through past employments such as Multimedia Development Corporation of Malaysia. She has received many awards including the Social Innovation Leadership Award by World CSR Congress, India, and others such as the Women Icons Malaysia by the Business Excellence and Research Group (BERG) Singapore.

She graduated from the University of Warwick, United Kingdom, in Accounting and Finance.



## **Jamil Abbas**

Member of Board of Trustees  
Rahmania Foundation  
Indonesia

Jamil Abbas is a Member of the Board of Trustees of the Rahmania Foundation in Indonesia. He has more than 20 years of experience and in the last five years he has focused on Islamic microfinance and social enterprises. He spent almost five years as General Manager at Perhimpunan Baitul Maal Wat Tamwil Indonesia (PBMT), one of the largest Islamic microfinance groups in the world.

He is very active in promoting social enterprises in Indonesia and encouraging Islamic microfinance institutions to play an important role in the development of social enterprise in the country. He is currently a member of the Islamic Development Bank's Islamic Microfinance for Poverty Alleviation and Capacity Transfer (IMPACT) team.

He holds a degree in Accounting and Finance from the University of Melbourne, Australia and an MBA in Islamic Finance from the International Islamic University Malaysia.







**Jerryson Abraham G. Doss**

Co-founder  
Viva Starfish Sdn Bhd  
Malaysia

Jerryson Abraham G. Doss is the Co-founder of the Viva Starfish Project and CEO-Futurist for Viva City Global. Viva City Global has been involved with the homeless and educating the underprivileged youths since 2011. He is a philanthropist, motivational speaker and facilitator for various youth and entrepreneurial development programmes nationwide. Since 1997, his work has involved rehab centres and integration programmes that helped create business opportunities.

Jerryson received several awards in recognition of his service to marginalised communities including the recent Top Outstanding Young Malaysian Award. He is also Director of Viva Odyssey, an international company that provides safety consultancy for the oil and gas industry.

He holds a degree in Accounting and Finance from the University of Southern Queensland, Australia.



**Datin Dr Norrizan Razali**

Founder and Managing Director  
Tech Capacity Sdn Bhd  
Malaysia

Datin Dr Norrizan Razali is Founder and Managing Director of Tech Capacity Sdn Bhd, focused on sustaining and scaling the mission of building educators and education leaders' capacity with collaborators. Her 25-year career in the education industry encompasses experiences in sales operations from multinational organisations, government-linked corporations and academia. Having led the management of sales operations at Microsoft and Apple, Datin Dr Norrizan Razali is now a resolute entrepreneur dedicated to pursuing her passion in helping educational institutions, educators and school leaders meet their fullest potential.

She is an Ivy League qualified educationalist who has been featured in local and global forums and engages with students through mentoring and lecturing. She is also a recipient of many awards including The China Wenhui-UNESCO Award for the Rural Smart School Benchmarked Programme.

She holds a PhD in Education from the University of Pennsylvania, United States.

# SPEAKERS



**Talib Syed Karim**  
President  
Institute of Business Management  
Pakistan

Talib Syed Karim is the President of Pakistan's Institute of Business Management and President and Executive Director of Pakistan's Entrepreneurship and Management Excellence Centre (EMEC). He represents the institute as a member of the International Association of Universities in Paris; Asian Media, Information and Communication Centre (AMIC) in Singapore; Association of Universities of Asia and the Pacific (AUAP) in Thailand; and the Association of Commonwealth Universities in the United Kingdom.

He is also a member of a number of associations in Pakistan and has represented the institute in various international forums and conferences.

Talib received his bachelor's degree in Systems Engineering and master's degree in Economics from the University of Arizona, Tucson, United States.



**Anand Chowdhary**  
Co-founder and Chief Executive Officer  
Oswald Labs  
India/Netherlands

Anand Chowdhary is the Co-founder and Chief Executive Officer of Oswald Labs, an award-winning accessibility technology company based in India and Enschede in the Netherlands. He is the inventor of the world's first web reading tool for people with dyslexia and other disabilities and the first blind-friendly smartphone operating system. He was a design and technology consultant to over 10 startups and organisations. He has also worked on projects alongside the United Nations Development Programme (UNDP), the National Skill Development Corporation (NSDC) among others.

Anand also founded Made with Love in India, an initiative to promote Indian-made brands and products, and is a software engineering consultant to El Niño, a digital development studio in the Netherlands.

Anand is currently a creative technology student at the University of Twente, Enschede.





**Sharon Xueqing Feng**  
Managing Director  
Code.Game  
China

Sharon Xueqing Feng is the Managing Director of Code. Game, a graphical programming platform for kids to learn coding. Its interface is equipped with multiple levels of difficulty for students of different skill sets to eventually advance to JavaScript.

Sharon has 11 years of experience in the technology and education field, specifically in the United States, the United Kingdom and Southern Asia. She leads the youth coding programme in UNESCO, Harvard University, MIT Media Lab and the United Kingdom's Innovation and Enterprise Foundation.

Sharon holds a master's degree from the Imperial College Business School, United Kingdom.



**Royston Braganza**  
Chief Executive Officer,  
Grameen Capital India Limited  
India

Royston Braganza is the Chief Executive Officer of Grameen Capital, India, a social enterprise that enables microfinance institutions and social enterprises develop wider access to capital markets. Royston, along with Grameen Capital, promoted Grameen Impact Investments India which is a unique vehicle to provide debt financing to social enterprises across sectors, such as affordable education and skills development, affordable healthcare, clean energy and innovation, agriculture, financial inclusion and livelihoods.

Royston was a Senior Vice President with HSBC and was instrumental in setting up and heading HSBC's microfinance and priority sector business. He was also the Head of HSBC's SME business. He also worked in Citibank India for over eight years and served on many advisory boards including the United Nations microfinance resource group.

Royston holds a master's degree in Management from the prestigious Jamnalal Bajaj Institute of Management Studies, Mumbai, India.

# SPEAKERS



**Professor Dr Hassanuddeen B. Abd Aziz**  
Dean of Kuliyah of Economics  
and Management Sciences  
International Islamic University Malaysia (IIUM)  
Malaysia

Professor Dr Hassanuddeen B. Abd Aziz is currently the Dean of the Faculty of Economics and Management Sciences, International Islamic University Malaysia (IIUM). Previously, he was the Director of Quality Assurance Unit of IIUM and Deputy Dean at the Office of Corporate Strategy.

He holds many positions including Quality Consultant and Technical Expert to the Organisation of Islamic Cooperation (OIC), Senior Quality Assurance Consultant for Islamic Development Bank (IDB), Performance Assessor of the Islamic University Technology Dhaka, Bangladesh, Academic Assessor to the Ministry of Higher Education Malaysia and an External Associate Supervisor for Griffith University, Australia.

He is a member of the Islamic Advisory Agency for Quality and Accreditation of the Federation of the Universities of the Islamic World (FUIW). He also writes and conducts workshops in the areas of financial management, Islamic finance and quality management.



**Mohammad Yusuf Mohammed Jaffar**  
Programme Consultant  
Malaysian Global Innovation &  
Creativity Centre (MaGIC)  
Malaysia

Mohammad Yusuf Mohammed Jaffar is the Programme Manager at MaGIC's Social Inclusion & Vibrant Entrepreneurship (MasSIVE) department. His experience in the social impact industry includes being part of the founding team that developed Malaysia's first social venture capital fund. He was also part of the founding team that drafted Malaysia's first guidelines for social enterprise accreditation.

Mohammad's expertise lies in the areas of corporate finance, investment banking, impact audit and social venture capital. He scales social enterprises through MaGIC's Push programme that would catalyse the rapid growth of social enterprise models across Malaysia. In his spare time, he conducts training on business model canvas and theory of change to entrepreneurs. He holds a master's degree in Islamic Finance.



**Liyana Jalal**

Project Manager of MasSIVE  
Malaysian Global Innovation &  
Creativity Centre (MaGIC)  
Malaysia

Liyana Jalal is a Project Manager for Malaysia's Social Inclusion and Vibrant Entrepreneurship (MasSIVE) which is a strategic unit under the Malaysian Global Innovation & Creativity Centre (MaGIC). She has vast experience in areas of project management, strategic planning and community development type of engagements.

Prior to MaGIC, Liyana worked with the British Council on international projects and partnerships specialising in education and arts initiatives. Her interest in social entrepreneurship drives her to continuously create change and impact the Southeast Asian ecosystem development efforts in Malaysia.

She holds a master's degree in Design Management from the Birmingham City University, United Kingdom.

**Yasmin Rasyid**

President and Founder  
EcoKnights  
Malaysia

Yasmin Rasyid is the President and Founder of EcoKnights, Malaysia. She started her career as a scientific officer in WWF-Malaysia in 1997 and was responsible for the water quality research efforts of the Selangor river basin. In 2002, Yasmin joined Profound Vaccine Sdn Bhd as Head of the Research and Product Development team. She later founded EcoKnights, a not-for-profit environmental organisation, in 2005.

She is also a Co-founder of PopTani, an agriculture-based startup which specialises in aquaponics and does training on sustainability and social responsibility. She is the Vice Chairman of the Malaysian Environmental NGOs (MENGO). The Chairperson of the Malaysian community-based Sungai Bonus River's Rehabilitation Committee and works closely with the Kuala Lumpur Local Council to address the conservation, protection and rehabilitation of Sungai Bonus river.

She holds a master's degree from the University of Malaya in Biotechnology and is currently pursuing her PhD at the University of Malaya's Faculty of Science.

# SPEAKERS



**Suzanne Ling**  
Co-founder  
The Picha Project  
Malaysia

Suzanne Ling is the Co-founder of The Picha Project, a growing social enterprise in Malaysia that empowers refugees through a sustainable food business. She heads The Picha Project's marketing and sales. The Picha Project has grown exponentially within a short span of two years and was a national winner of the Chivas Venture, a global competition for social enterprises.

Suzanne and her co-founders have also received the Inspiring Young Leaders Awards in 2017 from *The Edge* for the work they do. She was also awarded the Gold Chancellor's Award during her university graduation due to her outstanding performance in academics and societal impact and represented Malaysia in several international exchange programmes, including YSEALI (Young South East Asia Leaders Initiative) and has a background in psychology.



**Vivian Lines**  
Global Vice Chairman and Chairman Asia Pacific  
Hill+Knowlton Strategies  
Singapore

Vivian Lines is the Global Vice Chairman and Chairman Asia Pacific at Hill+Knowlton Strategies, in Singapore. Having worked with Hill+Knowlton since 1984, Vivian has extensive experience in designing and implementing strategic communication programmes for a broad range of multinational and local clients across multiple markets.

Vivian has also worked closely with the ASEAN Secretariat to develop their first communications master plan for ASEAN in 2014. He has recently rewritten this to encompass the many changes in ASEAN since the launch of the ASEAN Community and the new focus of ASEAN Vision 2025. This experience has enabled him to identify different communications techniques that can be effective in the rural villages of ASEAN nations as well as those tactics for the highly developed and connected ASEAN smart cities.

Vivian holds an MBA from the Duke University, United States and an MA in Political Science from Georgetown University.



**Redza Shahid**

Co-founder and Chief Executive Officer  
Grub Cycle  
Malaysia

Redza Shahid is the Co-founder and Chief Executive Officer of Grub Cycle, a social supermarket dedicated to reducing food waste. Within two years since its launch, Grub Cycle has reduced 3,000 kilograms of food from being thrown to waste while helping customers save up to RM30,000.

Redza started his career at WorleyParsons in Malaysia focusing on finance in the oil and gas industry. He then decided to put his numbers skills to help startups at a Malaysia-based angel investment firm Qeerad and then joined the Malaysian Global Innovation and Creativity Centre's (MaGIC) accelerator programme to validate his idea and officially launch Grub Cycle two months later with three friends in Kuala Lumpur, Malaysia.

Redza was selected as the only representative from Malaysia at the Australia ASEAN Emerging Leaders Program (A2ELP).

**Sasibai Kimis**

Founder  
Earth Heir  
Malaysia

Sasibai Kimis is the Founder of Earth Heir, an award-winning social enterprise that empowers artisans from marginalised communities to achieve sustainable livelihoods. Its social and ecological mission focuses on the sustainability of its products and supply chain. In 2015, Earth Heir won the British Council and Arthur Guinness Projects Social Enterprise Award.

Sasibai is also the Country Coordinator for Fashion Revolution Malaysia. She has spoken widely at universities, conferences, such as TEDx and forums in Malaysia, Singapore, Indonesia, United States and Japan. She was one of Wharton's '40 under 40' award winners and an Eisenhower Fellow in the 2015 Women's Leadership Program (WLP).

She holds a bachelor's degree in Economics from the Wharton School of the University of Pennsylvania, United States and a Master of Philosophy in Environment and Development from Cambridge University, United Kingdom.



# SPEAKERS



**Joycelyn Lee**  
Co-founder  
Pit Stop Community Café  
Malaysia

Joycelyn is the Co-founder of the Pit Stop Community Café in Malaysia. The Pit Stop Community Café aims to reach three objectives; to reach out to groups and individuals looking to serve the community; to reach out and assist marginalised groups with food in an effort to reintegrate them into society via training and job placements; and to minimise food waste through the rescuing and re-purposing of raw food.

Prior to co-founding the Pit Stop, Joycelyn worked with the Secretariat of the Roundtable on Sustainable Palm Oil (RSPO) as its Global Communications Director. Before the RSPO, she was Country Head and Director of Burson Marsteller Malaysia. She was also Acting General Manager of Fleishman-Hillard Kuala Lumpur after almost 15 years in journalism and publications. Joycelyn still conducts life and leadership coaching on a one-on-one basis.



**Vishnu Swaminathan**  
Global Leader for Partnerships  
Planning and Management  
Ashoka United States

Vishnu Swaminathan is the Global Leader for Partnerships, Planning and Management at Ashoka: Innovators for the Public in Washington DC. He is also the Founding Director of two initiatives which have spun off from his earlier work at Ashoka - Indian Housing Federation (IHF) and Nourishing Schools Foundation (NSF).

Vishnu is an entrepreneur and his first two for-profit ventures were based in Singapore. He has been involved in launching and relaunching various Ashoka offices in Asia. He integrates efforts to build funding partnerships across more than 37 Ashoka offices globally. He is also leading an effort to organise the planning and management of the organisation towards the Everyone a Changemaker Vision.







**Edmond Yap**  
Co-founder and Chief Education Officer  
EduNation  
Malaysia

Edmond Yap is the Co-founder and Chief Education Officer of EduNation which is helping 100,000 Malaysian students a month. With 6,000 videos, EduNation, which is now a free school, has become Asia's largest free educational resource. He is also the Co-founder of Education Republic and the Development Lead at Acton Academy Kuala Lumpur.

In 2019, he will start an open source innovation school called KITA in an attempt to reimagine Malaysian public education. Today, he is a Consultant at Thoughts In Gear (TIG) for Malaysia's largest collective impact initiative called FINCO that brings together all financial institutions in Malaysia in an effort to promote social and educational good.



## HIGHER EDUCATION LEADERSHIP ACADEMY (AKEPT)

"Shaping Minds, Building Leadership"

Since its inception on 19 October 2006, the Higher Education Leadership Academy has been known as Akademi Kepimpinan Pendidikan Tinggi (AKEPT). AKEPT's objectives are to train and develop leaders in order to impact local higher learning institutions and elevate global standing.

In January 2008, AKEPT was established under the Ministry of Higher Education, currently known as Ministry of Education Malaysia to enable leadership capacity building through leadership development of the top and middle management of higher education institutions. In line with the tagline "Shaping Minds, Building Leadership", AKEPT initiatives are designed for leadership development.

AKEPT has been playing an active role in reshaping the higher education landscape in Malaysia, specifically related to academic and institutional leadership. Its role both supports and strengthens the overall strategy of transforming higher education in Malaysia, in order to realise the aspiration of Malaysia Education Blueprint 2015-2025 (Higher Education), which clearly states the need to develop current and future higher education leadership talents.



## ABOUT WIEF

The World Islamic Economic Forum (WIEF) Foundation, established in 2006, is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET) and Roundtable Series.

[www.wief.org](http://www.wief.org)



## ABOUT IIUM

The International Islamic University Malaysia (IIUM) is the manifestation of one of the major aspirations of Muslim scholars in Malaysia to have an Islamic university in Malaysia to lead the Muslim ummah in all branches of knowledge. The plan to establish IIUM was revealed by Tun Dr Mahathir Mohamad, the Fourth Prime Minister of Malaysia, on 12 January 1982 after deliberating with the Education Minister, senior government officers and senior academics from local universities. The university was officially established on 20 May 1983 by the Government of Malaysia. The philosophy of IIUM was inspired by the outcomes of the 1977 First World Conference on Muslim Education in Makkah.

IIUM was founded under the Companies Act of 1965 that enabled it to use English and Arabic as the medium of instruction and enhance its global orientation. IIUM integrates Islamic values and world-view into its humanities, scientific and technical curricula, befitting its university slogan 'The Garden of Virtue and Knowledge'. This is reflected in IIUM educational philosophy and its logo. IIUM aspires to restore the roles of Muslims in education and knowledge creation and acquisition and to contribute to the improvement of quality of life for all mankind.

**WORLD ISLAMIC ECONOMIC FORUM FOUNDATION**

A-9-1, LEVEL 9, HAMPSHIRE PLACE OFFICE  
157 HAMPSHIRE, NO 1 JALAN MAYANG SARI  
50450 KUALA LUMPUR, MALAYSIA

T: +603 2163 5500 F: +603 2163 5504

W: [www.wief.org](http://www.wief.org)

Facebook: WIEF\_Foundation

Instagram: [wief\\_foundation](#)

twitter: WIEF\_Foundation

flickr: WIEF Foundation

**HIGHER EDUCATION LEADERSHIP ACADEMY (AKEPT)**

LEBUH ENSTEK, 71760 BANDAR ENSTEK  
NEGERI SEMBILAN, MALAYSIA

T: +606 7979 400 F: +606 7997 440

w: [akept.mohe.gov.my](http://akept.mohe.gov.my)