

Host

INVEST
SELANGOR
THE GOLDEN STATE OF MALAYSIA

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INVEST IN
TÜRKİYE



WIEF - INVEST SELANGOR POWERTALK WEBINAR

SELANGOR VIRTUAL
INVESTMENT MISSION -

Turkey Edition

14 SEPTEMBER 2021

3:00PM MYT (UTC+8)
10:00AM TRT (UTC+3)

LIVE ON  zoom

PROGRAMME OVERVIEW

Selangor is a state that has the right ingredients to make up for an ideal business landscape in Malaysia. It is an economic powerhouse contributing to nearly one quarter of Malaysia's gross domestic product. Focusing on the five core clusters of electrical and electronics, transport equipment, life sciences, food and beverages, manufacturing and machinery and equipment. Selangor aims to be an attractive cosmopolitan that is filled with a beacon of abundance and prosperity.

Turkey is a prominent centre of attraction for international investors with broad production potentials, qualified manpower, strategic location, modern logistics infrastructure and incentive packages that cater to any needs. Turkey has the required means to access a giant market of 1.3 billion people and US\$26 trillion worth of trade volume with a four-hour flight radius.

This webinar is to attract and promote investors from Turkey to Selangor and vice versa, as well as to explore mutual investment and trade opportunities and discuss economic challenges faced during the pandemic.

Objectives:

- Share of investment and trade opportunities in Turkey and Selangor.
- To promote Selangor as an investment destination in Malaysia and a regional investment hub in ASEAN.
- To share the existence of the industrial ecosystem in Selangor.
- Economic challenges faced during the COVID-19 pandemic (sharing info between Turkey and Selangor).

The session will explore:

- Information pertaining to investment opportunities from both Turkey and Selangor.
- Current challenges in economic activities and trading. This includes government regulations, restrictions and easy access to market.
- Specific sectors that are beneficial for both parties to venture.

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PROGRAMME

Time (MYT)

3.10pm – 3.20pm

Welcoming Remarks (Pre Recorded)

The Honourable Dato' Seri Amirudin Shari
Chief Minister of Selangor, Malaysia

3.20pm – 3.30pm

Welcoming Remarks (Pre Recorded)

H.E. Merve Safa Kavakci, Ph.D
The Ambassador of Turkey to Malaysia

3.30pm – 3.35pm

Opening Remarks

Hasan Gümüş
Chairman, Turkey-Malaysia Business Council
Foreign Economic Relations Board of Turkey (DEIK), Turkey

3.35pm – 3.50pm

Presentation

Dato' Hasan Azhari Idris
Chief Executive Officer, Invest Selangor Berhad, Malaysia

3.50pm – 4.05pm

Presentation

Ahmed Emre Buyukkilic
ASEAN Representative, Presidency of the Republic of Turkey
Investment Office, Turkey

4.05pm – 4.10pm

Video Presentation by Invest Selangor Berhad

4.10pm – 4.30pm

Question & Answer Session

ROLE PLAYERS



THE HON. DATO' SERI AMIRUDIN SHARI
Chief Minister of Selangor, Malaysia

Dato' Seri Amirudin Shari was appointed as Chief Minister of Selangor in June 2018. As the Chief Minister of Selangor Malaysia's economic epicentre, he plays an active role chairing the financial, economic, education, innovation, disaster management, culture, land and strategic communications portfolios.

Amirudin was first elected into public office in 2008, representing the state constituency of Batu Caves. He chaired the standing committees of youth development, sports, culture and entrepreneurship development during his term as State Executive Councillor from 2014 to 2018. He joined the People's Justice Party in 2004, is a member of the national Central Leadership since 2009 and the chairperson of the Pakatan Harapan coalition in Selangor.

Amirudin was the programme coordinator at Institut Kajian Dasar, a think tank in Kuala Lumpur focusing on issues related to the economy, culture and education. He studied at Universiti Putra Malaysia graduating with an Honours in Social Sciences.



H.E. MERVE SAFA KAVAKCI, PH.D

The Ambassador of Turkey to Malaysia

Dr. Merve Safa Kavakci has been serving as Turkey's Ambassador to Kuala Lumpur since 2017. Prior to her mission, Dr. Kavakci was the Founding Director of The Postcolonial Studies Research Center (PAMER) at Üsküdar University (2014-2017). She was a Lecturer of International Relations at George Washington University and Howard University in Washington DC (2004-2014).

A widely recognized international public figure, Kavakci addressed the British Parliament House of Lords, United Nations Commission on Human Rights, US Congress Helsinki Commission and Interparliamentary Union. She has lectured at myriad of world's renowned universities.

Kavakci is among Georgetown University's The World's Most Influential 500 Muslims (2009). She was awarded with "Appreciation for Social Justice" certificate by New York University (2006). She was recognized among "Women of Excellence" by National Association for the Advancement of Colored People and George Washington University (2004). She was awarded the Public Service Award in Tribute and in Recognition of efforts for the advancement of human rights and Muslim Women's empowerment by International Association for Women and Children (2000). She was awarded Service to Humanity Award by Haus Der Kulturellen Aktivitat und Toleranz (1999).

Kavakci holds a Ph.D in political science from Howard University (2007), an MPA from Harvard University (2003) and a BS in Software Engineering from University of Texas at Dallas (1993).





HASAN GÜMÜŖ

Chairman
Turkey-Malaysia Business Council
Foreign Economic Relations Board of Turkey (DEIK)
Turkey

Hasan Gumus is a Turkish businessman, investor and president of Yayla Agro Sanayi Nakliyat A.S. (Yayla Agro) with more than 25 years of experience in pulses and rice market. He began his working career in 1996 by acquiring and restructuring Durukan Gida (today under the name Yayla Agro) which was founded in 1983. He still acts as chairperson of the board of Yayla Agro.

Headquartered in Ankara today Yayla Agro continues its growth as producer and exporter of pulses, rice and ready to eat food producer in Turkish and International Market in more than 100 countries. Today, Yayla Agro is among Fortune 500 list of Turkish companies.

Hasan is president of Turkey-Malaysia Business Council at Foreign Economic Relations Board of Turkey. He has a bachelor's degree in business administration from Hacettepe University and a master's degree in agricultural economics from Namik Kemal University.

Hasan has board memberships in the Central Anatolian Exporters Association, National Pulses Council, Rice Millers' Association and Agricultural Products, Cereal and Pulses Packaging and Handling Industrialists' Association.



DATO' HASAN AZHARI BIN HAJI IDRIS

Chief Executive Officer
Invest Selangor Berhad
Malaysia

Dato' Hasan Azhari Hj Idris, the Chief Executive Officer of Invest Selangor Berhad, an investment promotion agency of the state of Selangor, with a key role in promoting and attracting both local and foreign direct investments as well as coordinating and facilitating the approval of investors' project application with government agencies. Invest Selangor also assist in providing relevant networking opportunities to improve the business ecosystem in the state.

Dato' Hasan was one of the organisation's founding members in 1999 before he left and pursued his oil and gas industry career in 2009. He returned as the Chief Executive Officer of Invest Selangor in 2012 and remains in the organisation until today.

Dato' Hasan demonstrates his natural leadership in successfully steering the promotion of inward direct investments into Selangor over the years. He has a broad range of multidisciplinary skills and experience in strategic investment promotion & industrial development and holds directorships in a few state GLC companies and members of several industries development councils in Selangor. He is also often invited to share his views in multiple forums and media channels, locally and internationally.



AHMED EMRE BUYUKKILIC

ASEAN Representative
Presidency of the Republic of Turkey Investment Office
Turkey

Ahmed Emre Buyukkilic is an ASEAN Representative at Turkey Investment Office. He is an IPA (investment promotion agency) professional with 10 years of experience at Invest in Turkey.

He took over the position of Project Director in 2010 at Investment Support and Promotion Agency of Turkey (ISPAT) under the auspices of the Prime Ministry, and progressed through various roles at the Agency. Following his promotion to the position of Senior Project Director in 2014, he has led team in charge of Korean market in order to manage promotional activities and support services for the Korean investors. He was appointed as the head of Japan desk in January 2017 to focus on one of ISPAT's main target markets. He has been appointed as the Regional Representative in Singapore by December 2018 to represent Presidency of The Republic of Turkey Investment Office (former ISPAT) within ASEAN Countries.

Ahmed Emre holds a bachelor's degree in business administration from Middle East Technical University, as well as an MBA degree in strategic marketing and brand management from Bahcesehir University.





Invest Selangor Berhad

Invest Selangor Berhad is an investment promotion agency playing a pivotal role in promoting and attracting local and foreign direct investments to encourage the economic development of Selangor. Invest Selangor also coordinates and facilitates the approval of investors' applications with government agencies and provides relevant business matching and marketing opportunities to improve the business ecosystem in the state.

For Selangor investment enquiries, please visit www.investselangor.my

Contact:

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Foreign Economic Relations Board of Turkey (DEİK)

Upon its establishment in 1985, the Foreign Economic Relations Board of Turkey (DEİK) was assigned with the following tasks: to organise and manage the foreign economic relations of the Turkish private sector, in particular with respect to foreign trade, international investments, services, contracting and logistics; to analyse investment opportunities at home and abroad; to help boost the country's exports, and to coordinate similar business development activities.

For more information, please visit www.deik.org.tr

Contact us at info@deik.org.tr



Turkish Embassy in Kuala Lumpur

The mission of the Turkish Embassy in Kuala Lumpur is to further maintain and develop close relations between Turkey and Malaysia. The Embassy comprises the offices of Commercial and Press Counsellors as well as Military and Culture Attachés.

For more information, please visit www.kualalumpur.be.mfa.gov.tr/Mission

Contact us at embassy.kualalumpur@mfa.gov.tr



Office of the Commercial Counsellor, Turkish Embassy in Kuala Lumpur

Office of the Commercial Counsellor in Kuala Lumpur is the representative of Ministry of Trade of the Republic of Turkey which is the responsible Ministry for customs and trade related affairs. Engaging closely with the private sectors of the two countries, Office of the Commercial Counsellor works towards enhancing trade and investment relations between Turkey and Malaysia.

For more information, please visit www.trade.gov.tr

Contact:

Ms. Elif Halilođlu GÜNGÜNEŞ

Commercial Counsellor

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The Investment Office of the Presidency of the Republic of Turkey

The Investment Office of the Presidency of the Republic of Turkey is the official organization for promoting Turkey's investment opportunities to the global business community and for providing assistance to investors before, during, and after their entry into Turkey. Directly reporting to the President of Turkey, the Investment Office is in charge of encouraging investments that further enhance the economic development of Turkey. To this end, the Investment Office supports high-tech, value-added, and employment-generating investments with its facilitation and follow-up services during whole processes of relevant investments.

Active on a global scale, the Investment Office operates with a network of local consultants based in a number of locations including China, Germany, Italy, Japan, Qatar, Saudi Arabia, Singapore, South Korea, Spain, the UAE, and the UK. The Investment Office offers an extensive range of services to investors through a one-stop-shop approach, ensuring that they obtain optimal results from their investments in Turkey. The Investment Office's team of professionals can assist investors in a variety of languages, including English, German, French, Italian, Spanish, Arabic, Japanese, and Chinese.

For more information, please visit www.invest.gov.tr

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A B O U T W I E F

World Islamic Economic Forum (WIEF) Foundation was established in 2006. It 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), Roundtable Series (WRT) and PowerTalk (WPT).

A B O U T P O W E R T A L K

POWERTALK is a series of short and powerful talks on global economic trends and updates, aimed to spread inspiring thoughts and ideas. The power of ideas can change lives, bridge islamic and non-islamic countries as well as solve current global issues. POWERTALK is a platform for influential thinkers to deliberate and share knowledge, inspiring communities near and far. POWERTALK series are held during major WIEF Foundation events as well as POWERTALK webinars. These sessions shared on WIEF's social media platforms, namely YouTube and Facebook.

WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

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