



International Entrepreneurs Chamber  
Malaysia

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**INTERNATIONAL  
ENTREPRENEURS  
CHAMBER MALAYSIA**

# **REGIONAL BUSINESS NETWORKING FORUM ON ENTREPRENEURSHIP DEVELOPMENT 2023**

## **Achieving Sustainability in Business and Expanding Internationally**

Saturday, 20th May 2023 Dewan Tun Dr Ismail  
9.00 AM - 5.00 PM World Trade Centre, Kuala Lumpur  
Malaysia

**Supported by:**



Tickets at RM 300  
(IECM Members RM 200)  
Overseas Entrepreneurs USD 100  
Price Includes Breakfast/ Lunch/ Hi-Tea

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### **MODERATOR**



#### **Mr Zaini Yuhyi**

**Malaysia**  
Certified Trainer, News  
Presenter and Talk Show  
Personality

As a trainer and media personality Mr Zaini has wide experience in moderating conventions and business forums. He is passionate in bringing about the best and most incisive sessions, always focusing on audience participation as a paramount feature of Q&A sessions he moderates.

### **AWARD WINNING INTERNATIONAL SPEAKERS**



#### **Datuk Dr Siraj Khan**

**Malaysia**  
Chief Executive Officer,  
SK International Sdn Bhd

Datuk Dr Siraj Khan is a highly respected corporate figure among foreign investors and the local business community alike and is a full time Corporate Advisor for several Multinational Companies. He is known as a critical thinker and trusted mind for unique executive solutions.



#### **Ms Gozde Dizzdar**

**Republic of Turkey**  
Founder & Chief Executive  
Officer  
Governance and  
Development (GD Global)

Ms Gozde has over 20 years experience in international development work, including work with the United Nations (UN) and The World Bank. She is engaged in Youth Empowerment Initiatives, policy and research, Advocacy, Program Management including development and implementation projects.



#### **Ms Zahra Saghafi**

**Iran**  
Founder & Chief Executive  
Officer  
Fabra Fashion House

As the founder of her own successful Sewing and Fashion Design Academy, Fabra Academy, Ms Zahra Saghafi focused on customer satisfaction throughout all stages of the sales life cycles and is also an expert in import/export different products and services.



#### **Mr Rui Jorge Tavares Amorim**

**Portugal**  
Founder & Chief Executive  
Officer  
Eco-Paint - Portugal

Mr Amorim has more than 30 years experience in the construction industry and has won over 35 international and national Awards related to new techniques used by his companies in Modular Construction and Ecological Products, applied in current Construction industry.



#### **Dr Lulwa Al- Mutlaq**

**Kingdom of Bahrain**  
Founding President,  
Chairwoman of the Board  
of Golden Trust Training &  
Consultancy

Throughout her illustrious career in both private and public sectors as a key representative, keynote speaker, presenter and chairperson, Dr Lulwa has served as the President and Board Member of some professional societies in Bahrain and Saudi Arabia.



#### **Mr Sonam Chophel**

**Kingdom of Bhutan**  
Founder & Chief Executive  
Officer  
Exim Logistics

Mr Chophel is a pioneer in e commerce entrepreneurship in Bhutan whose expertise range from marketing, branding, product and business development. He established Bhutan's first online e commerce marketplace and branding agency and has wide experience in tourism, healthcare, construction and financial sectors.

### **GOVERNMENT CORPORATIONS AND INDUSTRY LEADERS**



#### **Mr Abu Bakar Yusof**

**Malaysia External Trade  
Development Corporation  
(Matrade)**  
Deputy Chief Executive Officer

Prior to being appointed as the Deputy CEO of Matrade, Mr Abu Bakar has had more than 30 years experience in Matrade offices in Beijing, China and Seoul, South Korea, through which period he had the opportunity to accumulate invaluable experience in international trade.



#### **Mr Sikh Shamsul Ibrahim**

**Malaysian Investment  
Development Authority (MIDA)**  
Senior Executive Director,  
Investment Policy Advocacy

Mr Sikh Shamsul has served MIDA for 25 years in various capacities and functions which include investment promotion, project evaluation and industrial development in MIDA headquarters and overseas offices in the USA, Japan and Singapore.



#### **Dato' Zulfikri Osman**

**Majlis Amanah Rakyat (Mara)**  
Deputy Director General  
(Entrepreneurship)

Dato' Zulfikri has over 30 years of experience in various positions in entrepreneurship, education, and investment in the public and private sectors after which he ventured into various roles in MARA focusing on entrepreneurship development.



#### **Mr Mohammad Hafiz Jamaluddin**

**Halal Development Corporation  
(HDC)**  
Head of Halal Integrated Platform

Mr Mohammad Hafiz has over 18 years of experience in Management Consulting and Digital Transformation. Hafiz has been actively promoting halal awareness and business opportunities, both locally and internationally, through various speaking engagements, training programs and industry collaborations.



#### **Dr Azrie Tamjis**

**The Credit Counselling and Debt  
Management Agency (AKPK)**  
Senior Advisor, SME Financial  
Education Department

Dr Azrie has served Bank Negara Malaysia for almost 20 years in the Banking Supervision Sector. Prior to this, he worked at a number of Audit firms, namely PwC, BDO and KHR. He served as a Council Member of Malaysia Institute of Accountants (MIA) from 2018 to 2022.



#### **Dr YKK**

**Mindbloom Consulting**  
Chief Mind Unzipper, Business  
Innovation Speaker and  
Copywriter

Mindbloom Consulting provides training on business innovation and Innovative Public Governance. Fast and effective with minimum risks, costs and efforts, these specially created techniques are practical and grounded with real business reality. Dr YKK is regarded as a Distinguished Talent by the Australian government and is one of the eight international creativity advisers to Lego to its global project, the Next Generation Forum



#### **Datuk Abdul Malik Abdullah**

**Federation of Malaysian Business  
Associations (FMBA)**  
FMBA Chairman  
Founder and Chairman D' Tandoor  
Group of Companies

The dynamic and visionary Chairman of FMBA is a self made entrepreneur who together with his wife opened the first D'Tandoor Restaurant in Damansara Jaya in 1993 after returning home from Sydney. Today the brand has seven partnership and franchise outlets, and seven company owned branches in Malaysia, Australia, New Zealand, Saudi Arabia and Cambodia.



International Entrepreneurs  
Malaysia

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# REGIONAL BUSINESS NETWORKING FORUM ON ENTREPRENEURSHIP DEVELOPMENT 2023

## Achieving Sustainability in Business and Expanding Internationally



20th May 2023  
9:00 AM to 5:00PM

Dewan Tun Dr Ismail  
World Trade Centre  
Kuala Lumpur  
Malaysia

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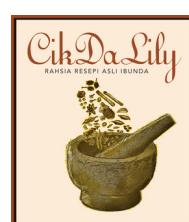


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## Achieving Sustainability in Business and Expanding Internationally



20th May 2023  
9:00 AM to 5:00PM

### WHO SHOULD JOIN?

Business Owners, Company  
Presidents, CEOs and Decision  
Makers

### DISCUSSIONS AND INSIGHTS

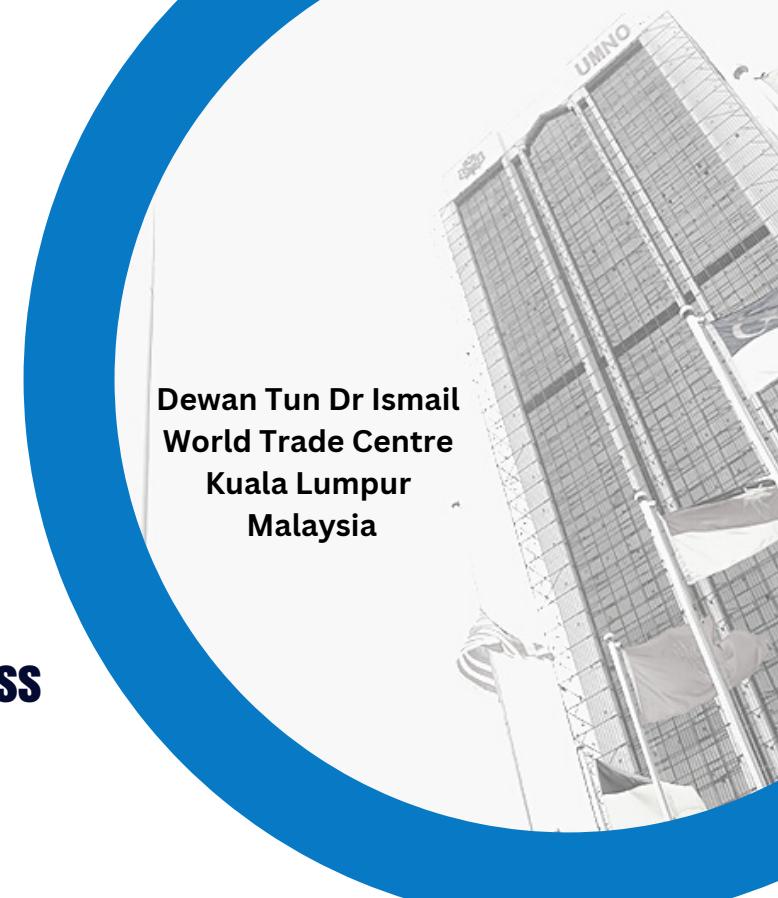
ENTREPRENEURIAL APPROACHES TO  
DEVELOPING INNOVATIVE STRATEGIES

BUSINESS SUSTAINABILITY IN A CONSTANTLY  
CHANGING ECONOMY

CREDIBLE INDUSTRY PERSPECTIVES FROM  
SUCCESSFUL ENTREPRENEURS

ENLIGHTENING PERSPECTIVES FROM CEOS  
AND KEY PERSONNEL OF GOVERNMENT  
CORPORATIONS

Dewan Tun Dr Ismail  
World Trade Centre  
Kuala Lumpur  
Malaysia



GAIN ACCESS TO  
GLOBAL THOUGHT  
LEADERS!

HI TEA NETWORKING  
WITH  
SUCCESSFUL  
INTERNATIONAL  
ENTREPRENEURS!

LEARN VITAL ASPECTS  
OF BUSINESS  
SUSTAINABILITY!

LEARN HOW TO  
EXPAND YOUR  
BUSINESS GLOBALLY!



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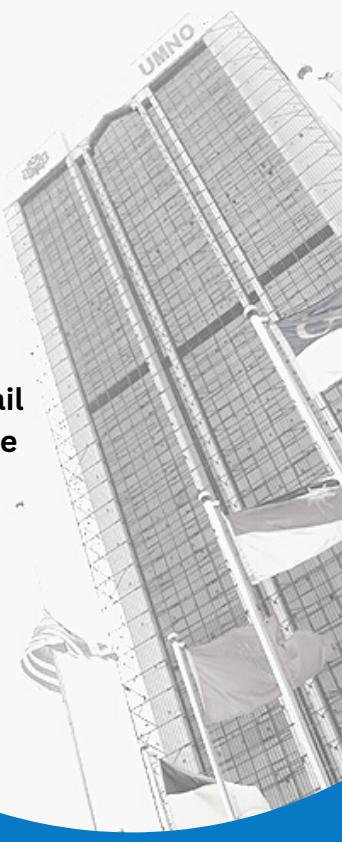
# REGIONAL BUSINESS NETWORKING FORUM ON ENTREPRENEURSHIP DEVELOPMENT 2023

## Achieving Sustainability in Business and Expanding Internationally



20th May 2023  
9:00 AM to 5:00PM

Dewan Tun Dr Ismail  
World Trade Centre  
Kuala Lumpur  
Malaysia



**THE IECM REGIONAL BUSINESS NETWORKING FORUM ON ENTREPRENEURSHIP DEVELOPMENT 2023 - "ACHIEVING SUSTAINABILITY IN BUSINESS AND EXPANDING INTERNATIONALLY" AIMS TO PROMOTE AND SHOWCASE THE CURRENT ECONOMIC PROGRESS AND DEVELOPMENT OF ENTREPRENEURS. DURING THE YEAR 2020, THE WHOLE ECONOMIC AND SOCIAL ECOSYSTEM OF THE NATION'S SMALL AND MEDIUM ENTERPRISE WERE SERIOUSLY AND ADVERSELY AFFECTED BY THE COVID 19 PANDEMIC.**

**THIS IS AN OPPORTUNITY FOR ENTREPRENEURS TO GET TOGETHER AND DISCUSS ABOUT THE KEY CHALLENGES AND OPPORTUNITIES IN THE POST PANDEMIC RECOVERY ERA. THIS PROGRAM FOCUSES ON THE KEY SECTORS AND FACTORS DRIVING ENTREPRENEURSHIP GROWTH AND FUTURE DEVELOPMENT. IT WILL ALSO SERVE AS A FORUM FOR EXCHANGE OF BUSINESS VIEWS AND SHARING OF KNOWLEDGE AND INFORMATION AMONG INTERNATIONAL SPEAKERS, BUSINESS COMMUNITY AND THE GLCS.**

**MALAYSIA IS AN ATTRACTIVE AND VIABLE INVESTMENT DESTINATION. PARTICIPANTS WILL GAIN VALUABLE INSIGHTS WITH NUMEROUS AWARD-WINNING INTERNATIONAL SPEAKERS AND NOTABLE LEADERS IN THE GLCS ON HOW ENTREPRENEURS CAN BE TRANSFORMED INTO A VIBRANT AND DYNAMIC INDUSTRIAL PLAYER. THIS FORUM WILL ALSO BE A MEETING OF MINDS FOR ALL WHO ARE INTERESTED IN MALAYSIA'S FUTURE. GLCS WILL DISCUSS WAYS TO SUPPORT OUR ENTREPRENEURS TO BECOME SUCCESSFUL IN THE GLOBAL MARKET. SHARING SESSIONS WITH NOTABLE SPEAKERS WILL HELP ENTREPRENEURS ACHIEVE SUSTAINABILITY IN BUSINESS AND GET AN IN-DEPTH KNOWLEDGE ON HOW THEY CAN EXPAND THEIR BUSINESSES INTERNATIONALLY.**

# PROGRAMME

8:15 am	:	<b>REGISTRATION</b> Arrival and Registration of Participants
9:15 am	:	<b>OPENING CEREMONY</b> WELCOME SPEECH YBrs Puan Badariah Binti Dato' Haji Badaruddin President, International Entrepreneurs Chamber Malaysia
9:30 am	:	OPENING KEYNOTE ADDRESS Launch of IECM REGIONAL BUSINESS NETWORKING FORUM ON ENTREPRENEURSHIP DEVELOPMENT 2023
10:05 am	:	<b>TEA BREAK AND NETWORKING</b> Morning Refreshments and Networking
10:30 am	:	<b>Session 1</b> Datuk Dr.Siraj Khan Chief Executive Officer SK International Sdn Bhd (Malaysia)  Malaysia has emerged strongly from the Covid 19 pandemic and has generated good growth rates paving the way forward for continued progress and prosperity. What is the future challenges Malaysia will face amidst a global downturn in 2023? What are the new opportunities for entrepreneurs in business?
10:50 am	:	<b>Discussions and Q&amp;A moderated by Mr Zaini Yuhyi</b>
11:00 am	:	<b>Session 2</b> Mr Rui Jorge Tavares Amorim Founder & Chief Executive Officer Eco-Paint (Portugal)  Driving Smart in Sustainable Construction and Green Building. Property Development and Construction is a strategic sector driving international growth. What are the future trends in Property Development and Construction Sectors? How can Sustainable Social Construction and Green Building assist in Property Development growth? What are the future challenges faced by the entrepreneurs in this industry. What is the state and prospect of the property sector post pandemic?
11:20 am	:	<b>Discussions and Q&amp;A moderated by Mr Zaini Yuhyi</b>

11.30 am	: <b>Session 3</b> Ms Gozde Dizdar Founder & Chief Executive Officer Governance and Development (GD Global) (Republic of Türkiye)  Entrepreneurs achieving sustainability in business and expanding internationally.
11:50 am.	: <b>Discussions and Q&amp;A moderated by Mr Zaini Yuhyi</b>
12:00 pm	: <b>Session 4</b>  Mr Sonam Chhopel Founder & Chief Executive Officer Exim Logistics (Kingdom of Bhutan)  Digital Transformation – How Digitalization and Digital Talent can Accelerate Business Growth. Digital technology will spearhead growth, prosperity, and transformation in business. How has Malaysia developed the digital sector? How can entrepreneurs meet the need for e-commerce and digital talent. What are the opportunities in the digital economy?
12:20 pm	: <b>Discussions and Q&amp;A moderated by Mr Zaini Yuhyi</b>
12.30 pm	: <b>Session 5</b>  Ms Zahra Saghafi Founder and Chief Executive Officer Fabra Fashion House (Iran)  How Entrepreneurs achieve business sustainability in the fashion industry.
12:50 pm	: <b>Discussions and Q&amp;A moderated by Mr Zaini Yuhyi</b>
1:00 pm	: <b>LUNCH AND NETWORKING</b> Networking lunch
2:00 pm	: <b>Session 6</b>  Dr Lulwa Al-Mutlaq Founding President, Chairwoman of the Board of Golden Trust Training & Consultancy (Kingdom of Bahrain) The role of Entrepreneurs in sustaining Businesses. 10 Golden Rules.
2:20 pm	: <b>Discussions and Q&amp;A moderated by Mr Zaini Yuhyi</b>

2.30 pm

: **Session 7**

Dato' Zulfikri Osman  
Deputy Director General  
Majlis Amanah Rakyat (Mara)

MARA ENTREPRENEURSHIP ECOSYSTEM. The mission: To develop a dynamic entrepreneurship community. The aim: Work closely together in developing entrepreneurship sustainability. Majlis Amanah Rakyat (Mara) holds the responsibility to develop, encourage, facilitate, and implement the socio-economic development and the society with focus on the rural area. What more Majlis Amanah Mara (Mara) can assist to help entrepreneurs? Various Business funding and grants for entrepreneurs and potential entrepreneurs to build and expand their business. Financing for the purchase of machinery and equipment with a 40 funding grant. What MARA can provide to entrepreneurs and potential entrepreneurs in getting guidance in developing entrepreneurs.

2:50 pm

: **Discussions and Q&A moderated by Mr Zaini Yuhyi**

3:00 pm

: **Session 8**

**DISCUSSIONS 1: Moderator Mr Zaini Yuhyi**

Mr Abu Bakar Yusof  
Deputy Chief Executive Officer  
Malaysia External Trade Development Corporation (Matrade)

What can entrepreneurs benefit from Matrade? MDG Grant, Trade Mission and Matrade assistance programmes, including capacity building and training, market intelligence reports as well as a series of export promotional activities, including cross border e-commerce. What are the export opportunities from Malaysia? How Global Business Matching by Matrade positively impact Malaysian SMEs. Familiarizing SMEs with Financial Facilitation by Matrade. How entrepreneurs can expand business internationally.

Mr Mohammad Hafiz Jamaluddin  
Head of Halal Integrated Platform  
Halal Development Corporation (HDC)

How does Halal Development Corporation (HDC) focus on real economic indicators, namely the contribution of Halal Industry to the GDP, Exports and Investments, Quality Employment and Strengthening Halal Integrity along the supply chain of Halal products. What is Halal Development Corporation key role in economic recovery and helping industry players to join the Halal Economy. How this will help to increase Malaysia's halal export and bring in more direct investment into the country's Halal Industrial parks and increasing quality employment opportunities for the people thus opening the doors for economic recovery. How Halal Development Corporation can bring 200,000 Small and Medium Enterprises (SMEs) onboard the Halal economy.

3.30 pm

:

### **Session 9**

Mr Sikh Shamsul Ibrahim

Senior Executive Director

Malaysian Investment Development Authority (MIDA)

Vibrant Manufacturing Ecosystem. How Entrepreneurs can kickstart business ventures in Malaysia. and MIDA's role in assisting entrepreneurs. Malaysia's manufacturing sector continues to play a vital role in the country's economic transformation. It's contributions to the nation's export revenue and job creation ensured the country's growth despite global economic uncertainties. What are the future trends in manufacturing sector for entrepreneurs and the other two high potential growth sub-sectors, namely aerospace and medical devices? Talent pool development and Industry 4.0. How companies are encouraged to increase their productivity by accelerating automation and innovation, implementing green and sustainable production practices, and leveraging industry associations in sharing best practices.

3:50 pm

:

### **Discussions and Q&A moderated by Mr Zaini Yuhyi**

4:00 pm

:

### **Session 10**

### **DISCUSSIONS 2: Moderator Mr Zaini Yuhyi**

Dr Azrie Tamjis

Senior Advisor

The Credit Counselling and Debt Management Agency (AKPK)

Why Financial Literacy is key For Entrepreneurs? Save your Business and seek debt management assistance early. How AKPK can give breathing space to owners to focus and re-strategize and provide time for the entrepreneurs to achieve sustainability in business. Valuable tips for young entrepreneur in business. How AKPK aids SMEs in all economic sectors that are facing difficulties in servicing their debts with financial institutions, by facilitating specialized solutions.

Dr YKK

Chief Mind Unzipper, Business Innovation Speaker and Copywriter

Mindbloom Consulting

Successful companies that achieve and sustain impressive growth and profits tend to be characterized by a corporate culture in which innovation thrives at all levels. The first step in innovation is creativity. Creativity comes from treating workers at all levels as a set of brains rather than a pair of hands. In this excerpt from his book, "You Are Creative: Let Your Creativity Bloom" Dr YKK emphasises on the importance of creativity in business. Unlock your potential to become a successful entrepreneur by learning from our esteemed guru of creative thought.

4.30 pm	: <p><b>Session 11</b></p> <p>Datuk Abdul Malik Abdullah Federation of Malaysian Business Associations (FMBA) FMBA Chairman Founder and Chairman D' Tandoor Group of Companies</p> <p>The dynamic and visionary Chairman of FMBA is a self made entrepreneur who together with his wife opened the first D'Tandoor Restaurant in Damansara Jaya in 1993 after returning home from Sydney. Today the brand has seven partnership and franchise outlets, and seven company owned branches in Malaysia, Australia, New Zealand, Saudi Arabia and Cambodia.</p> <p>Datuk Malik will discuss the advantages of Franchising a Business. Franchising as a way of creating Entrepreneurship and Innovation.</p>
4:50 pm	: <p><b>Discussions and Q&amp;A moderated by Mr Zaini Yuhyi</b></p>
5:00 pm.	: <p><b>HI TEA AND NETWORKING</b> Hi Tea and B2B Networking</p>
6.00 pm.	: <p><b>END OF FORUM</b></p>

IECM reserves the right to alter the content and timing of the programme in the best interest of the Regional Business Networking Forum on Entrepreneurship Development 2023 and are not responsible for cancellation of the event due to unforeseen circumstances which in such situations all fees shall be fully refunded.