

PERDANA LEADERSHIP FOUNDATION

SME LEADERS PROGRAMME 2023

KNOWLEDGE EXCHANGE FOR
ENTREPRENEURSHIP EXCELLENCE

DATE

13th July 2023

TIME

8.00am – 5.30pm

VENUE

Perdana Leadership Foundation, Putrajaya



WHO SHOULD ATTEND

**MSME* business owners and leaders,
& aspiring entrepreneurs.**

**Micro-, small-, and medium-enterprise*



**Seats are limited.
Register today!**



WWW.PERDANASMELEADERS.COM

ORGANISED BY:



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An enriching day of speeches, breakout sessions, and informational talks await you at the **PLF SME Leaders Programme 2023**.

Register today at:

www.perdanasmeleaders.com



Featuring A Special Dialogue Session with former Prime Minister,
YABhg Tun Dr Mahathir Mohamad

Programme Itinerary:

TIME	AGENDA
8:30 AM	Registration, Coffee & Networking
9:30 AM	Welcome Remarks by Tan Sri Azman Hashim, Chairman, Board of Trustees, Perdana Leadership Foundation (Virtual) Opening Remarks by Encik Mahmood Razak Bahman, Director, PUSPAKOM, and Alternate Trustee, Perdana Leadership Foundation
10:00 AM	CEO Spotlight I – “How to Make Funders and Investors Say ‘I Do’” with Q&A Speaker 1: Mr Joshua Chan, Co-Founder of InspiresMe Asia Speaker 2: Mr Paramjit Singh, Chief Investment Officer of MAVCAP Speaker 3: Mr Kien Poon Chai, Country Head-Malaysia of Funding Societies Malaysia
11:00 AM	Coffee & Networking
11:30 AM	Parallel Breakout Sessions I & II Breakout Session I: “Build A Brand Customers Love” Mr Ali Hassan Mohd Hassan, Founder & Chairman of Al-Ikhsan Sports Sdn Bhd Ms Arieni Ritzal, Founder & CEO of Gula Cakery Sdn Bhd Ms Kristy Yong, Chief Executive Director of Ms Read (M) Sdn Bhd Breakout Session II: “Social Media Strategies to Skyrocket Sales” Puan Jasmiza Yantee Jamaluddin, Principal Consultant and CEO of Jasmiza Solutions Sdn Bhd Ms Dini Tajudin, Branding Coach & CEO of Diniflix.com Mr Silmyi M. Sadek, Chief Geek of Brand Geeks Inc
12:30 PM	Exhibition Visit & Networking
1:00 PM	Lunch
2:15 PM	CEO Spotlight II – “Unveiling Key Success Factors of Entrepreneurship” with Q&A Speaker 1: Mr Jayson Lim Chin Hau, Founder & CEO of Medicap Sdn Bhd Speaker 2: Mr Ziwei Low, Founder of ZCOVA Speaker 3: Dato’ Mohd Subri Md Isa, Founder of Syauqi Excellent Sdn Bhd
3:15 PM	Talk: “Fueling MSME Expansion with Cross-border E-Commerce” Mr Md Shaiful Md Sharif, Director of Development Assistance Section and Exporter Advisory and Training Services Section, MATRADE
4:00 PM	Coffee & Networking
4:30 PM	Closing Session with Remarks by YABhg Tun Dr Mahathir Mohamad, “Translating Vision into Action: Lessons for Business Leaders”. Former Prime Minister of Malaysia and Honorary President, Perdana Leadership Foundation.
5:30 PM	Refreshments & End

Please note the programme is subject to change at the organiser's discretion.