



## MEDIA ADVISORY

### PERDANA LEADERSHIP FOUNDATION SME LEADERS PROGRAMME 2023 WILL FEATURE A CLOSING SESSION BY TUN DR MAHATHIR MOHAMAD

**PUTRAJAYA, 11<sup>th</sup> JULY** – Perdana Leadership Foundation SME Leaders Programme 2023 “Knowledge Exchange for Entrepreneurship Excellence” will take place on 13th July at Perdana Leadership Foundation in Putrajaya.

The one-day programme for micro, small, and medium business leaders will cover topics such as **MSME funding, branding, social media strategies, and global e-commerce**. Speakers include: **Mr Ali Hassan Mohd Hassan**, Founder of Al-Ikhsan Sports Sdn Bhd, **Ms Arieni Ritzal**, Founder & CEO of Gula Cakery Sdn Bhd, **Mr Jayson Lim Chin Hau**, Founder & CEO of Medicap Sdn Bhd, **Mr Joshua Chan**, Co-Founder of InspiresMe Asia, **Mr Kien Poon Chai**, Country Head (Malaysia) of Funding Societies Malaysia, **Ms Kristy Yong**, Chief Executive Director, MS.READ (M) Sdn Bhd and **Mr Md Shaiful Md Sharif**, Director of Development Assistance Section and Exporter Advisory and Training Services Section, MATRADE.

Participants will also have the opportunity to dialogue with Yang Amat Berbahagia **Tun Dr. Mahathir Mohamad**, former Prime Minister of Malaysia and Honorary President of PLF, who will deliver the Closing Address on “Translating Vision Into Action: Lessons for Business Leaders”.

The PLF SME Leaders Programme is organised by Perdana Leadership Foundation, and sponsored by **DRB-HICOM (Gold Sponsor)**, **MIDF (Bronze Sponsor)**, **AmBank (Bronze Sponsor)** and **Bank Rakyat (Bronze Sponsor)**.



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Details of the event are as below:

**Perdana Leadership Foundation SME Leaders Programme 2023:**

**“Knowledge Exchange for Entrepreneurship Excellence.”**

**Date: 13<sup>th</sup> July 2023 (Thursday)**

**Time: 8.30am - 5.30pm**

**Venue: Perdana Leadership Foundation, Putrajaya.**

Members of the media are cordially invited to cover the event. The event’s programme is attached. Please visit our official website: <https://www.perdanasmeleaders.com/> for the full list of speakers and latest itinerary.

**ABOUT PERDANA LEADERSHIP FOUNDATION**

[www.perdana.org.my](http://www.perdana.org.my)

The Foundation is a non-profit organisation established in 2003 to document, disseminate, research, and archive materials related to the past Prime Ministers of Malaysia, and nation-building. The Foundation intends to become the premier institution for the study of Malaysia’s Prime Ministers and the central resource centre for research into national stewardship as well as a platform for reflection, debate, and discussion with distinguished figures in Malaysian leadership. Our Honorary President is the fourth and seventh Prime Minister of Malaysia, YABhg Tun Dr Mahathir Mohamad. To date, we have digitised more than 500k materials, half of which are available through our website [www.perdana.org.my](http://www.perdana.org.my).

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**Our Address:**

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## PROGRAMME:

Time	Agenda
8.30am	<b>Coffee, Registration &amp; Networking</b>
9.30am	<b>Opening Session</b>
	<b>Welcome Remarks</b> by Puan Zarina Abu Bakar CEO, Perdana Leadership Foundation <b>Opening Remarks</b> by Encik Mahmood Razak Bahaman, Head, Group Strategic Communications, DRB-HICOM
10.00am	<b>CEO Spotlight I – “How to Make Funders and Investors Say ‘I Do’” with Q&amp;A</b>
	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
11.00am	<b>Coffee &amp; Networking</b>
11.30am	<b>Parallel Breakout Sessions I &amp; II</b>
	Breakout Session I: “Build A Brand Customers Love”
	Speaker 1: Mr Ali Hassan Mohd Hassan, Founder & Chairman of Al-Ikhsan Sports Sdn Bhd
	Speaker 2: Ms Arieni Ritzal, Founder & CEO of Gula Cakery Sdn Bhd
	Speaker 3: Ms Kristy Yong, Chief Executive Director, MS.READ (M) Sdn Bhd
	Breakout Session II: “Social Media Strategies to Skyrocket Sales”
	Moderator: Ms Safura Atan, Co-Founder & Alchemist of StratNaviGo Consulting
	Speaker 1: Ms Dini Tajudin, Branding Coach & CEO of Diniflix.com
	Speaker 2: Mr Silmyi M. Sadek, Chief Geek of Brand Geeks Inc
12.30pm	<b>Exhibition Visit and Networking</b>
1.00pm	<b>Lunch</b>
2.15pm	<b>CEO Spotlight II – “Unveiling Key Success Factors of Entrepreneurship” with Q&amp;A</b>
	Speaker 1: Mr Jayson Lim Chin Hau, Founder & CEO of MediCap Sdn Bhd
	Speaker 2: Mr Ziwei Low, Founder of ZCOVA

## PROGRAMME:

Time	Agenda
	Speaker 3: YBhg Dato' Mohd Subri Md Isa, Founder of Syauqi Excellent Sdn Bhd
3.15pm	<b>Talk: "Fueling MSME Expansion with Cross-border E-Commerce"</b> by Mr Md Shaiful Md Sharif, Director of Development Assistance Section and Exporter Advisory and Training Services Section, MATRADE
4.00pm	<b>Coffee &amp; Networking</b>
4.30pm	<b>Closing Session with Remarks by YABhg Tun Dr Mahathir Mohamad, former Prime Minister of Malaysia and Honorary President, Perdana Leadership Foundation</b>
5.30pm	<b>Refreshments &amp; End</b>



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