

PROGRAMME:

Time	Agenda
8.30am	Coffee, Registration & Networking
9.30am	Opening Session
	Welcome Remarks by Puan Zarina Abu Bakar CEO, Perdana Leadership Foundation Opening Remarks by Encik Mahmood Razak Bahaman, Head, Group Strategic Communications, DRB-HICOM
10.00am	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
11.00am	Coffee & Networking
11.30am	Parallel Breakout Sessions I & II
	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	Exhibition Visit and Networking
1.00pm	Lunch
2.15pm	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

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



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