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IIF2024 PROGRAMS:

Time	Description
9.05am – 9.15am	Opening Speech Salwana Ali IWFCIM President.
9.15am – 9.35am	Special Keynote by the Guest of Honour YBrs Puan Nurul Izzah Dato’ Seri Anwar Co-chairperson of the Secretariat, Advisory Committee to Finance Minister (ACFIN)
9.35am – 10.50am	Fireside Chat: Founders Experience in Fund Raising Moderator: Wan Intan Wan Suffian IDC Committee Member, MFPC and Former HOD Marketing and Investor Development, Bursa Malaysia Derivatives Berhad Speakers: Lennise Ng, Group CEO, Borong Raudhah Nazran, CEO and Founder, Accelerate Global Raja Jesrina Raja Arshad, Founder and CEO, PurelyB Ahmad Kamal bin S. Awab, Director and Responsible Person, Crowd Sense Sdn Bhd <u>Abstract:</u> The unplugged, backstory of fund raising. Sharing experiences of fundraising through the various stages of business. Unplugged, back story of founders on what it takes in each stage of the fundraising -- from startups which could be in the form of grants or alternative financing to Series A, B and C types of fundraising.
10.50am – 11.20am	Coffee break and networking

<p>11.20am – 12.35pm</p>	<p>Panel Session 1: The Way Forward in Addressing the Gender Parity in Investments for Women Founders / Entrepreneurs</p> <p>Moderator: Shareen Shariza Dato’ Abdul Ghani VP and Special Envoy, IWFCIM Co-Founder and Managing Director, Sorga Innovation Adjunct Professor UNITAR International University</p> <p>Panelists: Rina Neoh, CEO and Co-Founder, Ficus Venture Capital. Adjunct Professor UNITAR International University Noor Amy Ismail, Chief Operating Officer, MAVCAP. Adjunct Professor UNITAR International University. Tunku Danny Nasaifuddin Mudzaffar, Founder and CEO, microLEAP Amy Baum, Consultant, Women Economic Empowerment, UN Women Regional Office for Asia Pacific</p> <p><u>Abstract:</u></p> <p>Line up of speakers to engage in a discourse on gender parity in investment with only 2 percent of investment given to the women founders. Investors’ evaluation and engagement with women founders have always been typical on the gender stereotypes that limiting women roles in building businesses. Many efforts are underway to enhance awareness among the investors community to shift the conversation to a much more neutral ground. One key aspect as well that needs to be emphasized is women founders need to know how to respond to the stereotypical questions that investors typically pose to them. Smart answers that enhance their capabilities in preparing the company to grow without depending on just ‘one person’. How far have we come? What’s the benchmark in Malaysia? What can we learn from the top winners? How do we create aggressive pipelines of women founders seeking for funds? How can we balance the supply and demand?</p>
<p>12.35pm – 1.00pm</p>	<p>Group reflection 1:</p> <p>Delegates reflection on panel session 1 by sharing their group’s learning regarding the issues discussed.</p>
<p>1.00pm – 2.15pm</p>	<p>Lunch and networking</p>
<p>2.15pm – 3.30pm</p>	<p>Panel Session 2: Profit for Purpose: Measuring Social Impact as a Business Success</p> <p>Moderator: Sofea Farida Mohd Shukri</p>

	<p>Co-Founder and Director of Planning and Development Eco Garage</p> <p>Panelists: Sasibai Kimis, Founder EARTH HEIR Juliana Adam, CEO Biji-biji Dr Melati Nungsari, Deputy Dean for Research, Asia School of Business Samantha Chee, Managing Director, Glasfil Polymer Sdn Bhd</p> <p>Social enterprises need to demonstrate the values that they deliver to their beneficiaries and society. Such clarity will help them to access finance and showcase how well they run their organization, which will appeal to donors and investors. And now, the same measurements are also expected from common businesses that used to measure profit contribution as their sole reason of existence. Where do you begin to measure social impacts? How can you elevate the importance of social impact to the same pedestal as profit contribution? How can you shift the mindsets of your employees, stakeholders, and shareholders to place an equal weight on social impact as they value profit. What are the factors that matter to investors when measuring social impact?</p>
3.30pm – 3.50pm	<p>Group reflection 2</p> <p>Delegates reflection on panel session 2 by sharing their group’s learning regarding the issues discussed.</p>
3.50pm – 4.50pm	<p>Pitching Session</p> <p>Moderator: Nur Sarah Sariffudin Senior Marketing Executive Crowd Sense Sdn Bhd</p> <p>Several women founders will pitch their businesses to raise funds.</p>
4.50pm – 5.00pm	<p>Closing remarks</p> <p>Gina Phan Secretary IWFCIM Managing Consultant, Zinfinity Consulting Sdn Bhd.</p>
5.00pm – 6.00pm	<p>Coffee and networking</p>