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WIEF IDEALAB

2020 SERIES

SUSTAINING STARTUP ECOSYSTEMS

23 JUNE 2020, TUESDAY | 3:00 PM (GMT+8:00)
KUALA LUMPUR, MALAYSIA

First Edition : Supporting Startups in the COVID-19 Era



PROGRAMME OVERVIEW

IdeaLab, an initiative of WIEF Foundation's Young Leaders Network (WYN), is an established startup conference that cultivates entrepreneurs and assists in the development of startup ecosystems. IdeaLab's relevance stems from its assorted features, developed and refined through five years, that spur key players in the global startup ecosystem to share experiences and find ways to sustainably scale up.

At this crucial time when startup ecosystems are disrupted by the COVID-19 pandemic, the virtual arm of WYN called WIEF Idealab 2020 Series, serves as survival guide for startups during the pandemic and beyond through online discussions and workshops by industry experts. The first WIEF Idealab 2020 Series will explore durable, sustainable, and applicable strategies for longevity of the global startup ecosystem.

PROGRAMME

23 JUNE 2020

TUESDAY

3.00pm - 3.05pm

MOCAfest Pop-up

A solo performance by a remarkable WIEF MOCAfest artist.

Artist

Kilema Clement

International Musician, Madagascar

3.05pm - 4.00pm

Supporting Startups in the COVID-19 Era

As the COVID-19 pandemic takes over the world, entrepreneurs and startups are desperately in need of protective measures and funding avenues to reinforce their endurance through this crisis.

This first edition of WIEF Idealab 2020 Series explores:

- COVID-19 opportunities for startups and young entrepreneurs
- How does a startup re-engineer itself and move on in a post-COVID world?
- New ways of doing business rather than reinventing the wheel
- The required support for startups and small businesses

Speakers

- **Ebrahim Patel**
Chairman, WIEF Young Leaders Network & Managing Director SiyaXoxa Technologies, South Africa
- **Gopi Ganesalingam**
Vice President - Global Growth Acceleration, Malaysia Digital Economy Corporation (MDEC) Sdn Bhd, Malaysia

Moderator

- **Anisa Hassan**
Founder & Chief Executive Officer, Joomba Pte Ltd, Singapore

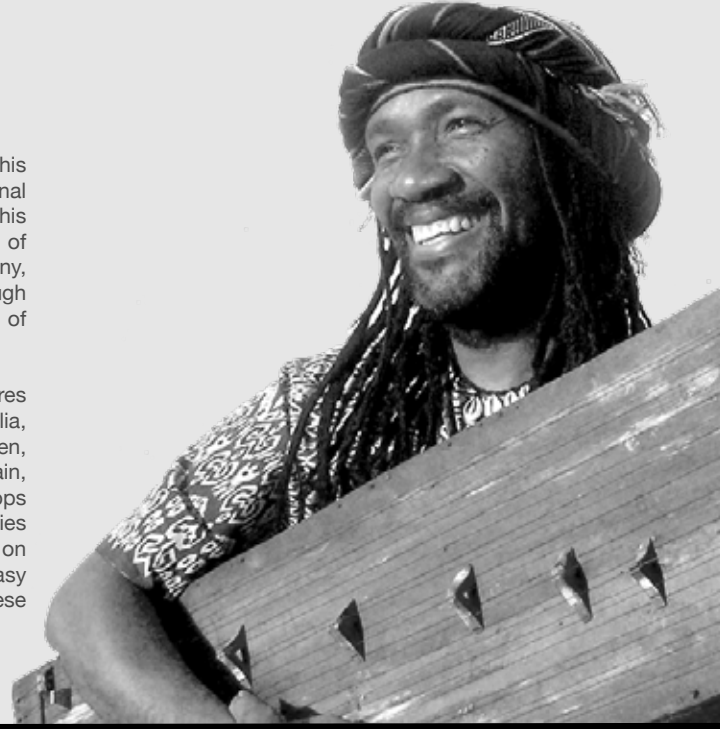
ROLE PLAYERS

MOCAfest Pop-up KILEMA CLEMENT

An acknowledged cultural ambassador of his homeland, with over 20 years of professional experience, Kilema is currently preparing his fourth LP titled Ampy Zay. He's a master of Malagasy instruments such as the marovany, valiha, kabosy and katsà, conveying through them the magic and rhythmic soul of Madagascar.

Kilema has performed at festivals and theatres in around 20 countries including Australia, Japan, America, Malaysia, France, Sweden, Uzbekistan, Switzerland, Portugal, and Spain, where he resides. He also conducts workshops and didactic concerts at colleges, universities as well as conservatories. He focuses on understanding and approaching Malagasy cultures and contexts, through these workshops.

International Musician, Madagascar



Moderator ANISA HASSAN

Founder & Chief Executive Officer of Joomba, a mobile dating and matchmaking app for Muslim singles in Southeast Asia. She is also the Founder of Date High Flyers and is an award-winning entrepreneur better known as Asia's ultimate matchmaker to millionaires and high net worth individuals. For the last 15 years, she has paired more than 1,000 couples through her international luxury matchmaking service Date High Flyers.

Anisa is a regular columnist on regional publications, from Singapore to Jakarta and Bangkok, and is also the author of two guide books on dating and relationships. She was a former news anchor with Channel NewsAsia based in Singapore and is active in the startup space as she has taken her business from idea to implementation.

Anisa holds a Bachelor of Social Sciences in International Relations from the National University of Singapore.

Founder & Chief Executive Officer
Joomba Pte Ltd, Singapore



ROLE PLAYERS

EBRAHIM PATEL

Ebrahim Patel is the Managing Director of SiyaXoxa Technologies. He is also the Chairman of the WIEF Young Leaders Network and member of the WIEF International Advisory Panel. He was the Founder and Past President of the Minara Chamber of Commerce and is an Advisory Board Member of the University of KwaZulu Natal ELC. Ebrahim was recently appointed as the Honorary Consul of the Republic of Indonesia and serves on the KwaZulu Natal Economic Council which advises the provincial government on economic strategy. He is passionate about youth and entrepreneurship.

Chairman, WIEF Young Leaders Network
Managing Director, SiyaXoxa Technologies, South Africa



GOPI GANESALINGAM

Gopi Ganesalingam is Vice President of Global Growth Acceleration at Malaysia Digital Economy Corporation Berhad (MDEC). At MDEC, the government agency tasked with developing Malaysia's Digital Economy, he is at the forefront of championing talented entrepreneurs, by empowering them to actualise their business vision.

Gopi is a finance professional and an entrepreneur who served in executive and board positions in the Asia Pacific region for the last 30 years. Gopi has worked in organisations such as Matsushita, American Express International, Lucent Technologies, Telstra Australia, Salesforce.com and Google. He is passionate about developing Malaysia's nascent digital economy towards achieving sustainable and inclusive socioeconomic development. His end goal is to connect and propel the global digital economy via government intervention as well as business chambers, aligning investors, government and business chambers, all of which will link global tech entrepreneurs.

Vice President, Global Growth Acceleration,
Malaysia Digital Economy Corporation (MDEC)
Sdn Bhd, Malaysia



EVENT ORGANISER & PARTNER

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