Taking Your Business Online: Starting Strong, Growing Fast

15 JULY 2020, WEDNESDAY | 5:00 PM (GMT+8:00)
KUALA LUMPUR, MALAYSIA
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 second WIEF Idealab 2020 Series is a workshop that empowers startups and small businesses to venture into online business.
5.00pm - 5.05pm

MOCAfest Pop-up

A solo performance by a remarkable WIEF MOCAfest artist.

Artist

Zohab Zee Khan
International Artist, Performance Poet, Motivational Speaker, Didgeridoo Player, Hip Hop Artist and YouTube Film Maker
United Kingdom

5.05pm - 6.30pm

Workshop: Taking Your Business Online: Starting Strong Growing Fast

Startups and small businesses have been heavily affected by the global pandemic, especially those without online presence. Post-pandemic, small business landscape is no longer the same and it is essential that they follow the trend to stay in the market.

This workshop marks the second Edition of WIEF Idealab 2020 Series, and it explores:

• new trending online business ideas and opportunities
• the journey to launching your business online
• online business planning as well as marketing strategies, building an online store, and the necessary supports to scale

Trainer

• Mohammed Yacoob Abdullah Humayun
  - Director of Client Services ASEAN at Virtusa Inc, Malaysia
  - Former Digital Officer at Maxmoney
  - Former Vice President of Regional Vendor Acquisition & Management at Lazada
Zohab Zee Khan is a performance poet, motivational speaker, didgeridoo player, hip hop artist and YouTube filmmaker. He has conducted over a thousand poetry and self development workshops around the world. Through the use of his high energy poetry and self development writing techniques he inspired change and confidence in countless young people. He regularly creates online self-development as well as wellness video content for his followers and uses his dynamic ability to connect with young people to provide tailored mentoring sessions.

In 2014, Zohab was crowned the National Poetry Slam Champion of Australian and co-founded the Pakistan Poetry Slam in 2015. His first poetry collection I Write became a bestseller in Australia within months of its release. Also, he has performed his poetry at some of the world renowned literary festivals.
Mohammed Yacoob Abdullah Humayun is an e-commerce pioneer of South East Asia. As a founding member of some of the biggest and successful internet brands such as Lazada and Groupon, together with his team, they have enabled more than 10,000 SMEs to go online. Currently, he is the Director of Client Services ASEAN for Virtusa, a NASDAQ listed global digital-engineering leader.

Yacoob was previously a Chief Digital Officer, and he oversaw the digital transformation of a traditional brick and mortar money service business to a fintech company. As an experienced digital leader he has led design thinking workshops and consulted companies for go-to-market strategies, business development and marketing across several industries from telco, banking as well as financial services, to social enterprises.

Yacoob graduated with a master’s degree in e-business management from International University of Japan and studied computer science at International Islamic University Malaysia.
ABOUT

WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

World Islamic Economic Forum (WIEF) Foundation was established in 2006. It is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET) and Roundtable Series (WRT).

WIEF FOUNDATION’S YOUNG LEADERS NETWORK (WYN)

Aimed at promoting cross-border business opportunities and social projects for the common good, the WYN is a global youth network for young pioneers and changemakers to connect and collaborate. WYN’s flagship leadership programme, Young Fellows, focuses on creating a top-class leadership mentality in the next generation, coupled with a strong moral compass embodied in its philosophy of altruistic leadership under the tagline ‘Learn. Empower. Earn. Return’. Other initiatives include IdeaLab, a boutique startup conference that connects global investors to the most promising startups around ASEAN, and MOCAfest, which aims to bridge the gap between the creative industries and the business world.
EVENT ORGANISER & PARTNER

Organised By

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