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An Initiative By

A vertical column of various business and technology icons on the left side of the page. The icons include a globe, a target, a calendar showing the number 15, a bar chart with an upward arrow, a smartphone, and a gear. The icons are rendered in a flat, colorful style with semi-transparent circles behind them.

WIEF IDEALAB 2020 SERIES

SUSTAINING STARTUP
ECOSYSTEMS

FINAL *Edition*

ThinkTalk: Enticing Youth
to Agribusiness

29 SEPTEMBER 2020, TUESDAY | 3.00 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. This final edition of WIEF Idealab 2020 Series will explore the potential of agriculture as a business, ways to make farming attractive to youth and how to start small, then scale up through innovation.



PROGRAMME

29 SEPTEMBER 2020

TUESDAY



3.00pm - 3.05pm

MOCAfest Pop-up

A solo performance by a remarkable WIEF MOCAfest artist.

Artist

Nisa Addina

Nisa Addina, an incredible young contemporary R&B/pop violinist, composer and producer from Sarawak, Malaysia.

3.05pm - 4.00pm

ThinkTalk: Enticing Youth to Agribusiness

The world risks an impending food crisis due to COVID-19 pandemic. Quick actions and measures should be taken to save the most vulnerable, create more jobs for young people and keep the food supply chains thriving.

In this final edition of the WIEF Idealab 2020 Series, the ThinkTalk speaker uncovers:

- how to better develop an entrepreneurial mindset in agriculture for young people
- ways to engage youth in agriculture
- the new agricultural mechanisation from technological revolution
- how tech and agricultural companies should collaborate and build trust to create new agricultural innovations

Speaker

• Darren Tan

Head, Education and Community Outreach, ComCrop, Singapore

Moderator

• Jessy Chahal

TV Personality and Broadcast Journalist, Malaysia

ROLE PLAYERS



MOCAFEST ARTIST

NISA ADDINA

Violinist
Malaysia

Nisa Addina is a contemporary violinist, composer and producer born and raised in Kuching, Sarawak. She represents Sarawak and its culture through her music, having played various differing styles from classical, R&B, pop and jazz to a broad global audience. While in Berklee College of Music, she performed with various artists such as Jacob Collier and Tia Ray, as well as recorded many compositions and arrangements.

Nisa has released a debut EP “Yakina” produced by Syafiee Obe and an album dedicated to the Malaysian music icon, Tan Sri P Ramlee produced by Malaysian Berklee Alumni Helen Yap, featuring Aubrey Suwito, Jenny Chin and Azlan Abu Hassan.

In 2011, Nisa was the first Malaysian to win the Junior Grand Champion in the instrumentalist category at the World Championships of Performing Arts in Los Angeles. This placed her in the Malaysian Book of Records. She played with the Permata Seni Music (PSM) ensemble of Istana Budaya in Malaysia from 2010-2011 under the tutelage of principal conductor Mustafa Fuzer Nawi.



SPEAKER

DARREN TAN

Head, Education and Community Outreach
ComCrop, Singapore

Darren Tan heads the Education and Community Outreach efforts at ComCrop, which is Singapore's first and only AVA-licensed rooftop greenhouse farm. There, he ensures the continuity of knowledge to the next generation of farmers, as well as help the farm stay relevant and supportive of the community they are in. His science background has helped the farm keep up to date with developments in plant growth and nutrient formulation for yield optimisation. Having accumulated different experiences in the Ministry of Foreign Affairs as well as various roles as an educator in a local secondary school, he has balanced perspectives on Singapore's environmental sustainability and food security matters.

Darren was awarded the Young Southeast Asian Leaders Initiative (YSEALI) Professional Fellowship by the American Department of State in 2017 and represented Singapore on an exchange focusing on environmental sustainability. He was nominated to be part of the Singapore Leaders Programme (OSLP) in 2018, a leadership programme that develops a network of high potential young Singaporeans. Darren is also part of the MEWR-NYC Youth Circles, that work closely with the two agencies on ground-up initiatives to co-deliberation of policies. He also mentors through the American Embassy Alumni Mentoring Programme and the 2019 Youth Action Challenge.

ROLE PLAYERS



MODERATOR

JESSY CHAHAL

TV Personality and Broadcast Journalist
Malaysia

Jessy Chahal is a television anchor and presenter of news and live talk shows on current issues. She has over 16 years of corporate and media industry experience, with Frost & Sullivan, Oracle, Media Prima Berhad and Bernama. She hosted and moderated events such as President Obama's visit to Malaysia, The Economic Times Business Leaders Conclave with Prime Ministers of Malaysia and India, as well as the World Islamic Economic Forum (WIEF).

Jessy is the founder of boutique communications firm, Bloom PR MediaComm. She is passionate about women empowerment, youth and technology. She holds a bachelor's degree in computing and multimedia from Staffordshire University, United Kingdom, and a Master of Business Administration from Cardiff Metropolitan University, United Kingdom.

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

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www.wief.org

WIEF YOUNG LEADERS NETWORK (WYN)

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Social Media Links

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