

Organised By



An Initiative By



thinkTALK
a community dialogue session



SME TRENDS
**DISRUPTIVE
INNOVATIONS
IMPACTING
SMES**

📍 30 MARCH 2021, TUESDAY

📍 3.00PM - 4.00PM (+GMT8:00)

1st EDITION



OVERVIEW

WIEF thinkTALK is a virtual session specially designed to empower young changemakers with compelling ideas plus deep knowledge on leadership, business, entrepreneurship and pressing issues from prominent leaders as well as industry experts. It welcomes inspired thinkers willing to contribute their thoughts and individuals from every discipline seeking knowledge in this world of disruption in which we live.

At this crucial time when the prosperity of SMEs and startups has been brutally hit by the COVID-19 crisis, WIEF ThinkTALK Series 2021, a virtual initiative by WIEF Young Leaders Network (WYN), serves as a recovery guide for small businesses through online discussions with experts.

PROGRAMME

TIME (MY)

30 MARCH 2021

3.00pm - 3.05pm

MOCAfest Pop-up

A solo performance by WIEF MOCAfest artist.

Artist:

Endah N Rhesa, Musical Group, Indonesia

3.05pm - 3.10pm

Opening Remarks by **Ebrahim Patel**,
Chairman of WIEF Young Leaders Network

3.10pm - 4.00pm

SME Trends: Disruptive Innovations Impacting SMEs

COVID-19 has been a gamechanger for many small businesses worldwide. It has enforced financial constraints and other limitations that require small businesses to think up inventive solutions to stay in business. The crisis is a call to action for SMEs to shift to capitalise on consumers' digital footprint for business engagement. Although the impact of the pandemic has been significant, it should not distract entrepreneurs from other economic trends that affect business.

This first edition of WIEF thinkTALK Series 2021 discusses:

- what small businesses and entrepreneurs should expect in 2021 and beyond
- key opportunities for innovations that help SMEs set their businesses apart
- how SMEs should capitalise on latest technological disruptions like AR, VR and AI

Speaker:

- **Joel Shen**, Vice Chairman, Singapore Chamber of Commerce Indonesia

Moderator

- **Charlotte Kan**, International Print & Broadcast Journalist
United Kingdom

ROLE PLAYERS



Ebrahim Patel

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

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.



Moderator

Charlotte Kan

International Print & Broadcast Journalist
United Kingdom

Charlotte Kan is an international print and broadcast journalist. She specialises in finance, tech, disruption, lifestyle as well as travel. She has worked for some of the world's largest media outlets including Bloomberg, Standard & Poor's, Reuters, Euronews, M6, i-télé, RTL and Le Figaro.

She hosts and moderates international conferences as well as events such as ITU's AlforGood, WSIS Forum, Veuve Clicquot Business Woman Awards and Monaco Superyacht Awards. Furthermore, she has interviewed countless CEOs, executives, ministers, politicians, leading scientists, artists and VIPs. She is also a media and presentation coach.

ROLE PLAYERS



Joel Shen

Vice Chairman
Singapore Chamber of Commerce
Indonesia

Joel Shen is the Vice Chairman of the Singapore Chamber of Commerce in Indonesia and partner in the corporate team at Withers KhattarWong. He advises corpo retailers, payment companies and venture capital fund managers. He is also a member of Withers Tech and recommended by Chambers for his mergers and acquisition work in Singapore.

Joel is listed by Chambers in its inaugural FinTech Guide as one of only seven Notable Fintech Practitioners in Indonesia. He was one of four lawyers from Indonesia to have been included in Asian Legal Business' 40 Under 40 listing for 2019. He was twice recognised as a Rising Star and the only non-Indonesian practitioner in Asian Legal Business' Rising Stars in Indonesia. He is a non-faculty lecturer at the Law and Business Faculties of the University of Indonesia and Universitas Pelita Harapan.



MOCAFest Artist

Endah N Rhesa
Musical Group
Indonesia

Endah N Rhesa is a duo husband-wife musician team from Indonesia. They started their career in 2004 and was inspired to play in minimalist acoustic format, acoustic guitar, bass and vocal. The musical nuance that they aim to bring out is folk, jazz, blues, rock and roll, and ballads. To date, they have released five albums with their first titled *Nowhere to Go* in 2009. The hit single from that album was *When You Love Someone*. In 2010, they released *Look What We've Found* album.

In 2011, they were awarded the Best Performance for Alternative Artists and Best Producer Alternative Album by Indonesian Music Awards (AMI). Endah N Rhesa performed in many places around Indonesia and have been invited to perform in Malaysia, Singapore and Kazakhstan. In 2013, they released their third album *Escape*, which was influenced by progressive rock. Two years later, they released another album titled *Seluas Harapan* and their latest effort was released in 2020, titled *Regenerate*.

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

Organised By








CONTACT DETAILS

WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

A-9-1, Level 9, Hampshire Place Office
157 Hampshire, No 1 Jalan Mayang Sari
50450, Kuala Lumpur, Malaysia

T +6 03 2163 5500
F +6 03 2163 5504
E marketing@wief.org

Social Media Links

-  World Islamic Economic Forum Foundation
-  @WIEF_Foundation
-  @WIEF_Foundation
-  WIEF_Foundation
-  WIEF Foundation TV

www.wief.org




Initiative By



WIEF YOUNG LEADERS NETWORK (WYN)

Said Hamadi
Senior Manager, WYN Initiative
E said@wief.org

Social Media Links

-  WIEF Young Leaders Network (WYN)
-  @WIEF_WYN
-  [wyn_wief](https://www.linkedin.com/company/wyn_wief)

www.wyn.wief.org