

thinkTALK
a community dialogue session

SERIES 2021

Organised By



An Initiative By



GAME ON

TAPPING INTO GAMING AND ESPORTS BUSINESSES

27 JULY 2021, TUESDAY
4.00PM - 5.00PM (UTC+8)



#WIEFDIGITALISATION2021

3rd EDITION

O V E R V I E W

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, who seek knowledge in a world of disruption in which we now 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, and positively affect growth.



PROGRAMME

TIME (MY)

27 JULY 2021

4.00pm - 4.05pm

MOCAfest Pop-up

A solo performance by WIEF MOCAfest artist.

Artist:

Sukina Pilgrim

Poet and Spoken Word Artist

United Kingdom

4.05pm - 5.00pm

Game On: Tapping into Gaming and Esports Businesses

Esports as well as gaming have burst into mainstream businesses in recent years and are becoming multi-billion-dollar opportunity for progressive investors. The global gaming market was valued at USD162.32 billion in 2020 and is expected to reach a value of USD295.63 billion by 2026.

This session will discuss:

- Investing in gaming and esports businesses
- Role and benefits of blockchain and crypto in gaming and esports
- Market potentials of esports and gaming beyond sponsors

Speakers:

• **Chester King**

Chief Executive Officer, British Esports Association, United Kingdom

• **Wan Hazmer**

Co-founder and Chief Executive Officer, Metronomik Sdn Bhd, Malaysia

Moderator:

• **Kamarul Bahrin Haron**

Journalist, Editor, Anchor, Moderator & Trainer, Malaysia



S P E A K E R S

CHESTER KING

Chief Executive Officer
British Esports Association
United Kingdom

Chester King has a 28 year career in healthcare, sport and since 2015 in esports. In 2016, he founded the British Esports Association, with authority from the UK Government, as the national body (not-for-profit) for esports in the UK.

British Esports has co-created with Pearson esports qualifications for schools and colleges (approved by the UK Gov's Department of Education). In 2019, Chester created the London Royal Ravens, the UK's Call of Duty League franchise, with ReKTGlobal (owners of ROGUE) and is a co-owner.

Chester was appointed a member (volunteer) of the International Olympic Committee's 'Esports and Gaming Liaison Group' in April 2019. Chester was appointed a member of the board (volunteer) of the Global Esports Federation in December 2019.

In 2020, Chester was the chair of the Education, Culture and Wellness Commission and sat on the Membership and Technical Commissions with Tencent. He was appointed a Vice President in August 2020.

Currently, Chester is the co-chair of the Technical Commission and sits on the Governance, Ethics and Standards Commission. In August 2020, he was appointed as a Trade Advisor Group member for the UK Government's Department of International Trade (DIT) for the Creative Industries.

www.britishesports.org
www.globalesports.org



S P E A K E R S

WAN HAZMER

Co-founder and Chief Executive Officer
Metronomik Sdn Bhd
Malaysia

Wan Hazmer is the co-founder and chief executive officer of Metronomik Sdn Bhd, a Malaysian video game company that creates original IPs with seamless music and game design integration. He is the game director of Metronomik's debut game No Straight Roads, available for PC, PS4, Xbox One and Nintendo Switch. Before establishing Metronomik in December 2017, Hazmer lived in Japan for ten years. He worked for Square Enix for eight years as Lead Game Designer for Final Fantasy XV, among other games in the franchise. Hazmer's main goal in life is to craft memorable experiences that put Malaysia on the world map.



M O D E R A T O R

KAMARUL BAHRIN HARON

Journalist, Editor, Anchor, Moderator & Trainer
Malaysia

Kamarul Bahrin Haron is a Journalist, Editor, Anchor, Moderator and Trainer. He has been in the print, broadcasting as well as digital media industry of Malaysia for over 20 years. He was an Editor in Chief at Astro Awani, a Malaysian pay television news channel. Kamarul now freelances his media consultancy, training and moderating services online, and he is based in Kuala Lumpur.



A R T I S T

SUKINA PILGRIM

Poet and Spoken Word Artist
United Kingdom

Sukina Pilgrim is a Poet, Spoken Word Artist and Playwright. As a workshop facilitator and event organiser, she launched a workshop series called The Art of Speaking from the Heart, played an elemental role within the British Muslim creative communities, created platforms for many Muslim artists to express themselves and launch their careers. Her work has been featured on BBC, ITV, Channel 4, and Al Jazeera screened a documentary about her group called Hip Hop Hijabis in 2015. It has been written about in many international media including Huffington Post and Daily Mail.

Sukina made her theatre debut in 2016 in a production called Malcolm X at the Royal Flemish Theatre in Brussels. She wrote her first play called Afropean/Human Being that premiered at the same theatre in 2020. In 2017, she delivered a Tedx Talk on the healing potential of poetry. She holds a bachelor's degree in English literature and Caribbean studies. She is currently pursuing a master's degree in creative writing for therapeutic purposes.

A B O U T

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