

KEMENTERIAN PEMBANGUNAN USAHAWAN
MINISTRY OF ENTREPRENEUR DEVELOPMENT



MAGIC

Malaysian Global Innovation & Creativity Centre

Entrepreneurial Nation (E-Nation) Symposium

“Shaping an Entrepreneurial Nation”

What is E-Nation?

The last symposium organised by MaGIC was in 2017. Ever since the rebirth of MaGIC at the helm of the new government, there is a need to address rebranding efforts of MaGIC and to share the new shape, form and direction of MaGIC within the entrepreneurship ecosystem.

This inaugural symposium will position MaGIC as an important stakeholder and influencer in the country in driving through programmes and initiatives to groom the next generation of great Malaysian entrepreneurs.

What is E-Nation?



The Entrepreneurial Nation (E-Nation) Symposium is a 4-day entrepreneurship symposium to connect aspiring and existing entrepreneurs, ecosystem influencers and industry leaders with the access and exchange necessary to stimulate and facilitate the spirit of entrepreneurship through creativity and innovation in Malaysia.

Under the theme “Shaping an Entrepreneurial Nation” MaGIC E-Nation aims to paint a canvas of future possibilities by fostering in-depth conversations around emerging technology, fresh entrepreneurial ideas, impact-conscious ventures, industry-specific future challenges and opportunities as well as the collaboration of entrepreneurs in finding new innovative approaches to solve real problems.

E-Nation will be a convening ground for change makers to participate in over 20 stimulating keynotes and panel sessions featuring over 60 locally and internationally renowned speakers, be engaged in startup essential workshops, partake in social entrepreneurship masterclasses, receive mentoring from seasoned entrepreneurs, advisors and investors aside from visiting over 30 career fair exhibition booths.

Powered by Malaysian Global Innovation & Creativity Centre (MaGIC), MaGIC E-Nation is inline with efforts by the Ministry of Entrepreneur Development in transforming Malaysia into entrepreneurial nation by 2030.

What is E-Nation?



Main Event

Date: 30 October 2019- 2 November 2019

Venue: MaGIC, Cyberjaya

Targeted number of attendees: 500 pax per day

What is E-Nation?



**Keynote
Sessions**



**Panel
Sessions**



Forums



**Networking
Sessions**



**Mentoring
Sessions**



SEA Clinic



**Workshops &
Masterclasses**



**Exhibition &
Career Fair**

Objectives

- A. To connect all entrepreneurship ecosystem movers, shakers and builders in one room over three days to share ideas, network and foster collaboration;
- B. To showcase some of the recent SE/E initiatives by MaGIC to the audience;
- C. To gather influential external speakers and entrepreneurs to generate rich knowledge and information to the public, audience and media in the areas of social innovation, entrepreneurship education, impact investment, and
- D. To promote the concept of social innovation, responsible business, inclusive business, social entrepreneurship and to encourage the adoption and understanding of the conscious entrepreneurship concept.

Highlights from E-Nation Cyberjaya



1,500

Attendees

60

International & Local
Speakers

30

Career Fair Exhibitors

7

Partner
Sessions

3

Keynotes and
Panel Sessions

10

Mentors &
Coaches

Expected Impact



1,800

Attendees

300

Job Matches

RM 180,000

Worth of Tickets Sold

100

Mentorship Hours Clocked

5,000

Connections Made

Expected Outcomes

- A. To promote MaGIC as “the ultimate connector” - binding the ecosystem together, piecing the pieces together in order to create as well as catalyse the growth of world class startups;
- B. To reinforce MaGIC’s commitment in aiding the transformation of Malaysia into an entrepreneurial nation by nurturing a generation of resilient entrepreneurs that leverages on IR 4.0 technological trends in alignment with UN’s SDGs;
- C. To highlight efforts at MaGIC in creating a critical mass of aspiring entrepreneurs who are fundable;
- D. To spark a problem solving mindset among the youth and encourage conversations that would generate ideas to solve existing pressing problems;
- E. To provide the rakyat with equal access to entrepreneurship education and an avenue for them to experiment with new ideas and get guidance on how to build a sustainable business;
- F. To provide the audience with valuable insights in shaping their own minds and capacities as well as to think innovatively and embrace the concept of conscious entrepreneurship;
- G. To inspire people to see entrepreneurship differently and enable the public to meet and engage with entrepreneurs, learn more about solving problems while changing lives; and
- H. To impact approximately 1,800 aspiring and inspiring entrepreneurs over the 4 days, with at least 90% of them gaining clarity, inspiration and motivation in their entrepreneurial endeavors.

Target Audience



**Aspiring
Entrepreneurs**

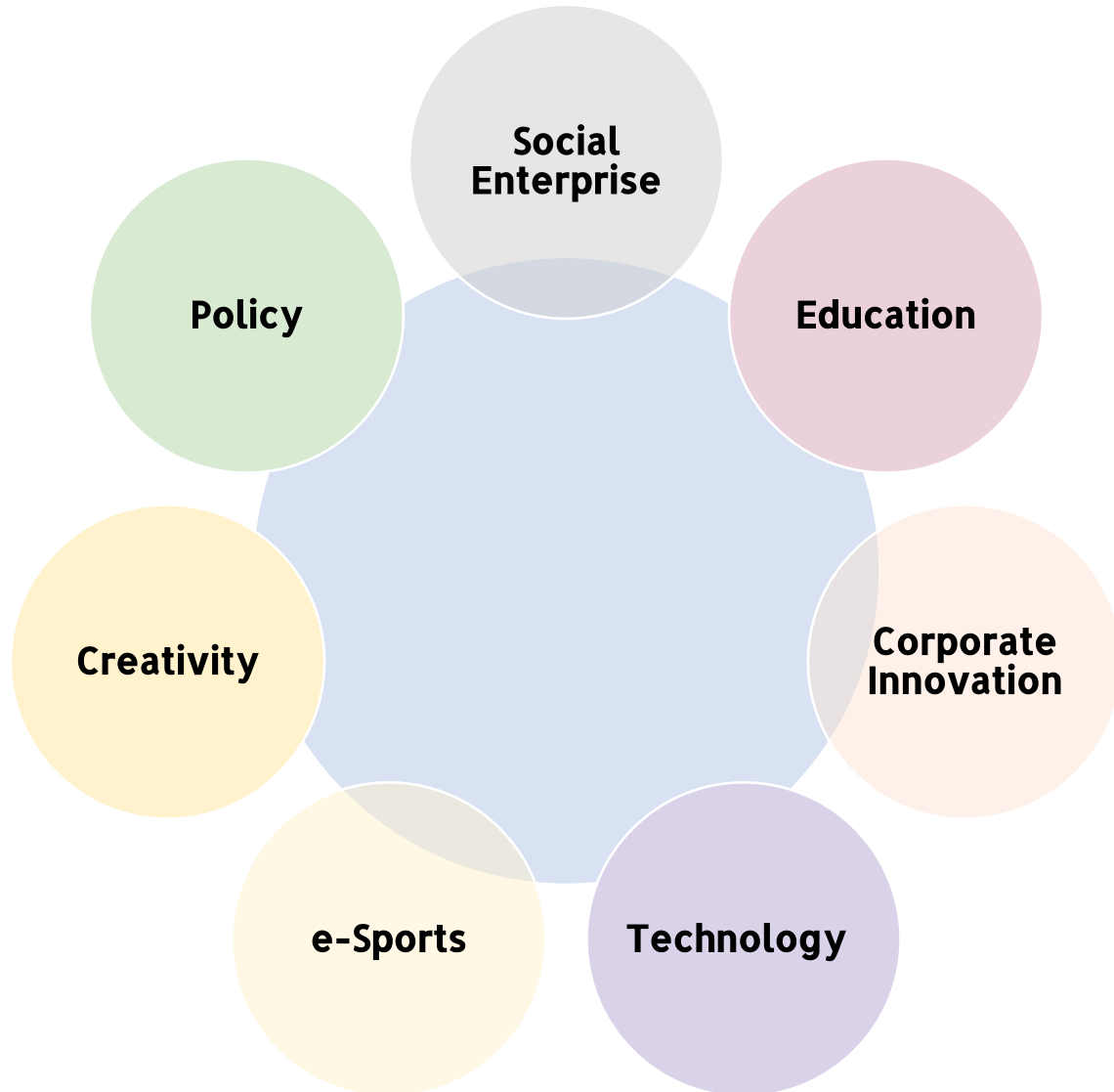
**Social
Entrepreneurs**

Entrepreneurs

**Private &
Policy Sectors**

**Undergraduates
& Job seekers**

The Thrusts



E-Nation 2019 will cut cross over multiple dimensions of entrepreneurship, with an emphasis on creativity, innovation, entrepreneurship and social impact.

Tentative Agenda (Day 0: 30 Oct/Wednesday)

	Item
2.15pm	Arrival of YB Datuk Seri Mohd Redzuan Yusof, Minister of Entrepreneur Development
2.30pm-2.50pm	Welcoming Remark: <i>The Future of Entrepreneurship</i> By Dzuleira Abu Bakar [CONFIRMED] Chief Executive Officer Malaysian Global Innovation and Creativity Centre (MaGIC)
2.50pm - 3.10pm	Keynote Address #1: <i>“Keep Thinking Ahead”</i> By Datin Vivy Sofinas Yusof [CONFIRMED] Co-Founder, Fashion Valet and Duck Group
3.10pm-3.30pm	Officiating Speech : <i>“Towards Entrepreneurship Nation”</i> By: YB Datuk Seri Mohd Redzuan Yusof [CONFIRMED] Minister of Entrepreneur Development
3.30pm-3.45pm	Memorandum of Understanding Signing and Exchange MaGIC - Citrine Capital : Impact Investment [CONFIRMED]] MaGIC - Heriot Watt University : Entrepreneurship Community Building [CONFIRMED] [YB Minister and Guests of Honor will leave after MoU Signing for Press Conference and Tea Break]
3.45pm - 4.15pm	Chat Session : <i>“Scientific Selling for Start-Up Entrepreneur”</i> Vicks Kanagasingam, COO Xperanti IoT [CONFIRMED]
4.15pm - 5.15pm	Networking Tea

Tentative Agenda (Day 1: 31 Oct/Thursday)

	Item	
9.15am – 9.45am	<p>Keynote Address #3: “Shifting Paradigm of Future Thinking”</p> <p>By:</p> <p>Jeevan Rajoo [TBC] Country Head Tata Consultancy Services Malaysia Sdn Bhd</p>	
9.45am - 10.45am	<p>Panel Discussion #1 : Driving the Future of Entrepreneurship</p> <p>Moderator: Jeevan Rajoo, Country Head, Tata Consultancy Services [TBC]</p> <ul style="list-style-type: none"> • Panel 1: Surina Shukri, CEO of MDEC [TBC] • Panel 2: Dzuleira Abu Bakar, CEO MaGIC [CONFIRMED] • Panel 3: Philip Rao, Program Director (Entrepreneur of the Year), Ernst & Young Malaysia [CONFIRMED] • Panel 4: Olivier Legrand, Managing Director, Linked In Asia Pacific [TBC] • Panel 5: Dato’ KK Chua, Founder, Armani Media (Entrepreneur Insight, 100 Most Influential Young Entrepreneurs Awards) [TBC] <p>Entrepreneurship cannot exist in isolation. As the role of entrepreneurial ventures in the global economy grows, so must entrepreneurs’ awareness of relevant economic and social factors. The panel discussion aims to understand the complex roles and responsibilities of the entrepreneur, from interacting with corporate incumbents and government regulators to supporting the next generation of innovators, and directing their talent toward the most pressing global issues.</p>	Exhibition

Tentative Agenda (Day 1: 31 Oct/Thursday)

	Item	
10.45am - 11.05am	<p>Impact Storytelling #1: “SHE helps me feels better” by Dr Poonchai Chitanuntavitaya, Founder of SHE [CONFIRMED]</p> <p>The story of SHE, how SE help female ex-prisoner restore their Human value while make office people well being and lightness. As the therapists, SHE works with women from disadvantaged situations in Thailand as ex-offenders and women from deforested areas in the country. For them, becoming a therapist of SHE can be their chance to earn a salary, have a decent and fulfilling job, being a option for the ex-offenders to rebuild their lives.</p>	Exhibition
11.05am - 11.25am	<p>Impact Storytelling #2: “Oh, I see” by Stevens Chan Kum Fai, Founder of Dialogue in The Dark [TBC]</p> <p>So often we judge from our sight. The term ‘oh, I see’ denotes that you have seen and understood the subject at hand. But what if we told you that sight is also the root of judgment and division and misunderstanding and animosity? What if we told you that the removal of sight leads to the absence of judgment and the absence of judgment allows you to see clearly and make better decisions?</p>	
11.25am - 11.45am	<p>Impact Storytelling #3: “Healing by friendly sound” by Juvita Tatan Wan, Founder of Tuyang Initiatives [CONFIRMED]</p> <p>The sape was once played solely during healing ceremonies within the rumah panjang (longhouses), but gradually became a social instrument that is used as a form of entertainment. The colourful jungle motifs that adorn the body of the sape mark this change in purpose. The heart of The Tuyang Initiative is in the inclusive development and promotion of Dayak cultural heritage. This is for the communities’ chance, especially its rural members, at sustainable alternative income and in preservation of tradition, art & culture.</p>	
11.45am - 12.05pm	<p>Impact Storytelling #4: “Risking it with Youth at Risk” by Kuhan Pathy, Co-Founders of Masala Wheels [CONFIRMED]</p> <p>“One of those we helped was a wayward youth from Johor whom we found living under a bridge in Puduraya. He survived by mugging people,” “While looking through the CCTV footage, we saw a boy stabbing the serving dish. When we confronted him, he said the knife was meant for me because I had scolded him earlier and he did not like it,” Masala Wheels empowering marginalised youths by teaching them life skills and on-the-job training related to F&B</p>	
12.05pm - 12.45pm	<p>Coffee Chat Session #1 Title: <i>Why Being A Responsible Business Provides that Extra Edge</i> Speaker: Thomas Ng, Genashtim Sdn Bhd [CONFIRMED]</p>	
12.45pm - 2.00pm	LUNCH	

Tentative Agenda (Day 1: 31 Oct/Thursday)

		Item	
2.15pm – 4.00pm	<p>Forum #1: Education</p> <p>[Education Thrust Presented by British Council]</p> <p><i>How do education institutions play a role in entrepreneurship education and cultivation of entrepreneurs?</i></p> <p>Proposed Partner: British Council</p> <p>Moderator: British Council [CONFIRMED]</p> <p>Panel 1: Prof Dr Rofina Yasmin Othman, Universiti Malaya [CONFIRMED] Panel 2: Prof. Rajesh Nair, Asia School of Business [TBC] Panel 3: UK Lecturer (to be suggested by BC) [TBC] Panel 4: UK Lecturer (to be suggested by BC) [TBC]</p> <p>Universities have taken education and development of entrepreneurial thinking into account in their curricula and developing entrepreneurial skills and innovations has become a major academic educational concern in different societies. The forum will touch on various aspect of education: classes and non-classes elements, in order to strive needs of having entrepreneurs being spurs from education institutions.</p>	<p>Forum #2: Impact Investment</p> <p>[Financing the Growth of Entrepreneurs presented by MaGIC]</p> <p><i>Impact Investment: The Current Landscape</i></p> <p>Moderator: Michael Walsh, Chief Executive, Pacific Basin Economic Council [CONFIRMED]</p> <p>Panel 1: Yap Mun Ching, Executive Director, Air Asia Foundation [TBC] Panel 2: Alan Lim, MBAN [TBC] Panel 3: Lehui Liang, Head of Purpose Capital, Social Ventures Hong Kong [CONFIRMED] Panel 4: Jian Li Yew, CEO, Citrine Capital [CONFIRMED] Panel 5: Dr Sivapalan Vivekarajah, Chief Proficeo Ventures [CONFIRMED] Panel 6: Vivian Marcelino S. Lima, PM, Inclusive Business, UNESCAP [TBC]</p> <p>Investors who want to support social enterprises and earn returns at the same time must think about the impact they want to have and whether the returns must be financial in nature. The forum will touch on various things like Pay for Success (PFS), Social Impact Exchange (SIX), Social Outcome Fund, and the current landscape and trend.</p>	Exhibition
	MaGIC Mentorship and Social Enterprise Accreditation (SE.A) Clinic		

Tentative Agenda (Day 2: 1 Nov/Friday)

	Item
9.30am – 10.15am	<p>Keynote Address #4: “Building the Entrepreneurship Ecosystem”</p> <p>By:</p> <p>YBhg Dato Wan Suraya Wan Mohd Radzi [TBC] Secretary General Ministry of Entrepreneur Development</p>
10.15am - 11.15am	<p>Panel Discussion #2 : Policy Road To Be Taken Ahead</p> <p>Moderator: Tristan Ace, Global Lead, Partnerships and Development, Social Enterprise and Creative and Inclusive Economies, British Council [CONFIRMED]</p> <ul style="list-style-type: none">• Panel 1: Dato Wan Suraya Wan Mohd Radzi, Secretary General, Ministry of Entrepreneur Development [TBC]• Panel 2: Dato' Saiful Anuar bin Lebai Hussien, Secretary General, Ministry of Economic Affairs [TBC]• Panel 3: Dato' Suriyani Dato' Ahmad, Secretary General, Ministry of Communications and Multimedia [TBC]• Panel 4: Dato' Dr. Ahmad Jailani Bin Muhamed Yunus, Secretary General, Ministry of Rural Development [TBC] <p>Entrepreneurship development are the heart of many countries economy and any country giving its special attention has a better chance of an improved economy. In recognition of the need for entrepreneurship policies, many countries have implemented both general and specific policies to promote entrepreneurial activities. General policies such as tax rates, labour laws, and market regulations have shaped the entrepreneurship climate to a great extent in different economies; some specific policies have been specially targeted to promote entrepreneurship. Next round of Malaysia's Plan (RMK-12), what it is for Entrepreneurship and how it going to be for our policy direction.</p>

Tentative Agenda (Day 2: 1 Nov/Friday)

		Item	
11.30am - 12.30pm	<p>Forum #3: Corporate Innovation</p> <p>[Corporate Social Innovation Thrust presented by Venture, MaGIC]</p> <p><i>Reforming Corporate Model: Innovation</i></p> <p>Moderator: Pradeeban 'Ben' Letsumanasingam, Ventures MaGIC [CONFIRMED]</p> <p>Panel 1: Nicole Tan, Country Manager, Facebook Malaysia [TBC] Panel 2: Suresh Sidhu, CEO Edotco [TBC] Panel 3: Hasniza Mohamed, Head of Digital, UEM Sunrise [CONFIRMED] Panel 4: Praveen Rajan, DiGi-X Chief Digital Officer [TBC] Panel 5: Rob Sewell, Chief Digital & Transformation Officer, Maxis [TBC] Panel 6: Joanne Kua, CEO, KSK Group [TBC]</p> <p>During this Session experienced professionals from established institutions and scholars will offer substantial insights regarding the lessons learned, the status quo and the potential of corporate involvement when it comes to tackling social issues and fostering progress. Today, corporate innovation remains one of the hottest topics in Fortune 500 board rooms. As startups are increasingly outperforming their corporate counterparts, it is essential for established companies to embrace the corporate innovation model. A considerable amount of enterprises are proactively thinking about innovation through internal R&D, corporate innovation teams, in-house innovation labs, and external accelerator programs. So, what is the landscape for Malaysia's corporate innovation?</p>	<p>Forum #4: SE Ecosystem</p> <p>[Social Entrepreneurship Thrust presented by MasSIVE]</p> <p><i>SE Ecosystem</i></p> <p>Moderator: Yasmin Rasyid, Programme Director, MaGIC [CONFIRMED]</p> <p>Panel 1: Gomer Padong, Director, Philippine Social Enterprise Development and Innovation [CONFIRMED] Panel 2: Dr Poonchai Chitanuntavitaya, Social Enterprise Thailand [CONFIRMED] Panel 3: Casper Ng, Head Partnership and Engagement, Singapore Centre for Social Enterprise (raiSE) [CONFIRMED] Panel 4: Yong Jongtae, Chief Director, Korea SE Promotion Agency [TBC]</p> <p>Despite the promising economic outlook, Southeast Asia is facing challenges as the region remains highly fragmented. Each country has its different economic level, political context and entrepreneurial ecosystems. There is a need of identifying these challenges as well as opportunities as the region becomes more vibrant with its growing social entrepreneurs. The forum will be paneled by entrepreneurs from Southeast Asia countries to talk about having ecosystem building.</p>	Exhibition
12.30pm - 2.30pm	Networking Lunch Sessions by Pacific Basin Economic Council (PBECC) (TBC)		

Tentative Agenda (Day 2: 1 Nov/Friday)

Item	
<p>Forum #5: Technology</p> <p><i>Crafting the Tech Ahead</i></p> <p>Partner: StartUp Mamak</p> <p>Moderator: Heislyc Loh, Founder, Startup Mamak [CONFIRMED]</p> <p>Panel 1: Vicks Kanagasingam, COO, Xperanti IoT [CONFIRMED]</p> <p>Panel 2: Eric Cheng, CEO of CarSome [TBC]</p> <p>Panel 3: Arif Tukiman, Founder of RunCloud [TBC]</p> <p>Panel 4: Tan Yee Siang, SM MaGIC [CONFIRMED]</p> <p>Panel 5: Iszudin Ismail, CTO Jomweb [TBC]</p> <p>Panel 6: Azran Osman-Rani, Founder, Naluri Hidup [TBC]</p> <p>2.30pm - 4.15pm</p> <p>We are living in the era of entrepreneurship, and the growth of entrepreneurship produces new jobs and creates new opportunities to improve infrastructure for better quality of services and life; policymakers & entrepreneurs also need to be aware of the technologies that will create the most opportunities in future. The forum will focus to how idea come forth, incubation and technology transfers, pivotal factors in the success of techno-entrepreneurship. This by showcasing entrepreneurs that will illustrate and substantiate the successful techno-entrepreneurship paradigm.</p>	<p>Forum #6: Impact Measurement</p> <p><i>Measuring Impact of Social Entrepreneurship</i></p> <p>Partner: Pacific Basin Economic Council</p> <p>Moderator : Adelena L. Chong, Pacific Basin Economic Council [CONFIRMED]</p> <p>Panel 1: Gomer Padong, Director, Philippine Social Enterprise Development and Innovation [CONFIRMED]</p> <p>Panel 2: Dr Poonchai Chitanuntavitaya, Social Enterprise Thailand [CONFIRMED]</p> <p>Panel 3: Alfie Othman, CEO, Singapore Centre for Social Enterprise (raiSE) (Singapore) [CONFIRMED]</p> <p>Panel 4: Stanley Siva, SVP, Yayasan Hasanah [TBC]</p> <p>Panel 5: Ahmed Faris, CEO, Impact Integrated [TBC]</p> <p>Panel 6: Yong Jongtae, Chief Director, Korea SE Promotion Agency [TBC]</p> <p>Exhibition</p> <p>As a social enterprise, creating positive social impact is at the heart of what it do and must be able to identify, understand and capture the full value of the impact of the SE activities. Understanding, measuring and communicating impact is extremely important to know whether the SE are meeting its mission and vision in the long-term. Measuring the social impact will help the SE to understand, manage and communicate the social value that the SE creates in a clear and consistent way.</p>
<p>Program Partners Workshop - B CORP : Balancing Purpose and Profit [CONFIRMED]</p>	
<p>MaGIC Mentorship and Social Enterprise Accreditation (SE.A) Clinic</p>	

Tentative Agenda (Day 3: 2 Nov/Saturday)

	Item
9.45am – 10.15am	<p>Keynote Address #5: “Transforming arts for growth and inclusivity”</p> <p>By: Tiara Jacqueline Eu Effendi [TBC] Chief Dream Maker Enfiniti (M) Sdn Bhd</p>
10.15am - 11.15am	<p>[Creative Entrepreneurship Thrust]</p> <p>Panel Discussion #3 : Creative Entrepreneurship</p> <p>Moderator: Izan Satrina, CEO, Cultural Economy Development Agency [TBC]</p> <ul style="list-style-type: none">• Panel 1: [Performing Arts] Tiara Jacqueline, Chief Dream Maker, Enfiniti [TBC]• Panel 2: [Content Creation / Movie] Yusry Abdul Halim, Chief Creative Officer, KRU Studios [TBC]• Panel 3: [Fashion] Afiq Iskandar, Founder, TarikJeans [TBC]• Panel 4: [Design] Mohd Nizam Abd Razak, CEO Animosta Studios [TBC]• Panel 5: [Music] Ariz ‘Caprice’ Ramli, Founder, UmrahLoka [TBC] <p>What does it mean to be a creative entrepreneur? If you work in a creative field—photography, writing, design, film, music, etc—and you are self-employed, running a business where you have clients who pay for your creative talents, whether in the form of a service or a product, then you can call yourself a creative entrepreneur. But how do you get to the part where you actually get to make money off your creative talents? What is the creative process for creative entrepreneurship?</p>

Tentative Agenda (Day 3: 2 Nov/Saturday)

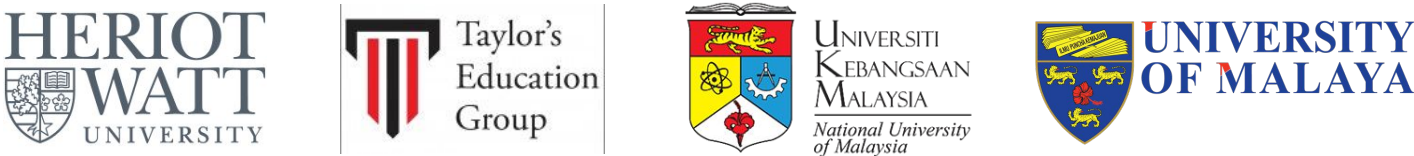
	Item
11.30am - 12.30pm	<p>Forum #7: Esports</p> <p><i>Finding the Entrepreneurship in Gaming</i></p> <p>Partner: MDEC</p> <p>Moderator : Hasnul Hadi Samsudin, VP Creative Content & Technologies, MDEC [TBC]</p> <ul style="list-style-type: none"> • Panel 1: Adrian Gaffar, Managing Director, Fallout Gaming [TBC] • Panel 2: Allan Phang, Air Asia Esports [TBC] • Panel 3: Edward Ng Sun Kong, SAVP, Astro eSports Channel eGG [TBC] • Panel 4: Kieran 'ZergRush' Lam, Principal, Academy of Esports Malaysia [TBC] <p>Esports has evolved from a hobby job to a full-time career path with several different options within the industry ranging from being a player, marketing director, manager, and the famous owner. The esports industry is still in its early adopting phase which allows it still be open to changes and newcomers. This startups range anywhere from Esports Organizations, to media production or even a new innovative look at what players need.</p>
12.30pm - 2.00pm	Lunch Break
2.00pm - 5.00pm	Career Fair
	Program Partner Event - DOTA2 League Tournament [TBC]
	Program Partner Event - Mobile Legend League Tournament [TBC]
	Program Partner Event - SE Activities [TBC]

Proposed Partners

Programme Partner



Educational Partner



Supported by:





KEMENTERIAN PEMBANGUNAN USAHAHAWAN
MINISTRY OF ENTREPRENEUR DEVELOPMENT

DKN
2030
Dasar Keusahawanan Nasional
"Negeri Keusahawanan Unggul 2030"

MAGIC
Malaysian Global Innovation & Creativity Centre

Invitation to be Speaker

Speakers' Arrangement

Offer:

- Free One 4-day Pass to E-Nation 2019
- Free Booth Space
- Free Logistic Arrangement (Return Flights, Ground Transportation, 4 night-stay in Hotel and meals throughout E-Nation 2019)
- Speakers Buddy to assist need during E-Nation 2019
- Free Arranged Session (Business Session, Meetings, Mentoring, etc) in MaGIC during E-Nation
- Free Social Media mention
- Potential Media Interview / write up
- Free MaGIC freebies and goodies

Reach Out To Us..



E-NATION SYMPOSIUM

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Thank you!