

HIGHLIGHTS OF PRESS CONFERENCES TAKING PLACE IN CONJUNCTION WITH THE 10TH WORLD ISLAMIC ECONOMIC FORUM PRESS CONFERENCE ROOM, LAKE AREA, MADINAT JUMEIRAH CONFERENCE CENTRE

DAY ONE | TUESDAY, 28 OCTOBER 2014

Kazakhstan is the first former Soviet country to introduce Islamic Finance and it was announced in June 2014 that the country's will start drafting new Islamic banking law to further boost the industry in the country. In conjunction with the 10th WIEF, **The President of Kazakhstan, H.E. Nursultan Ābishuly Nazarbayev**, will be receiving the **Global Islamic Finance Award 2014** on behalf of Kazakhstan for its commitment in advancing the Islamic Finance Services Industry.

28 October 2014, 11:10am – 11:30am

In support of Dubai's vision to become a Global Capital of Islamic Economy, **Hamdan bin Mohammed Smart University (HBMSU), UAE** and **The Open University of Catalonia (UOC), Spain** are working in concert to introduce the ground-breaking **Executive MBA in Islamic Banking & Finance**. This session will be graced by **HE Mohammad Abdullah Al Gergawi, UAE Minister of Cabinet Affairs, Chairman of the Sheikh Mohammed bin Rashid Al Maktoum's Executive Office and the Chairman of the Higher Committee for the Development of the Islamic Economy Sector**.

28 October 2014, 1:00pm – 1:30pm

Malaysia and Dubai are working alongside each other in advancing the Islamic economy. **The Hon. Dato' Sri Mohd Najib Tun Abdul Razak, the Prime Minister of Malaysia and Patron of the WIEF Foundation**, and **HE Mohammed Al Gergawi, Minister of Cabinet Affairs in the Federal Government of the UAE** will share their thoughts on both countries' continuous effort in bringing upon a new era of sustainable, inclusive prosperity. The session will then be followed by a series of **MOU Exchange**, marking the bloom of 11 synergistic cross-border and cross-sector collaboration. Prime Minister Najib will also be receiving the **Global Islamic Finance Leadership Award 2014** on behalf of Malaysia.

28 October 2014, 2:30pm – 3:30pm

Human capital deficit has always been a challenge despite the speedy growth of Islamic finance across the globe. In view of that, Malaysia and United Arab Emirates are collaborating to offer the one of **world's first Master Degree on Islamic Banking and Finance**. Join us to find out how developing a world-class academic system could help boost the Islamic finance industry.

MOA Signing between Binary University and Emirates Institute for Banking and Financial Studies

28 October 2014, 3:30pm – 4:00pm

As Islamic finance increasingly becomes an institutionalised part of the world's capital markets, Islamic banks stand to reap the rewards. **PwC** will be revealing the findings of their latest survey

Voice of the Customer that touches upon some of the most pertinent themes in today's Islamic Finance industry. The main areas to be discussed are **(1) Penetration of Islamic banking in the region, (2) Aspirations and needs of current and potential users of Islamic financial services, (3) Importance of technology as a springboard for growth, and (4) What women want? How to grow the female customer base.**

28 October 2014, 4:00pm – 5:00pm

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DAY TWO | TUESDAY, 29 OCTOBER 2014

The global Muslim population is standing at 1.6 million now (23% of the world population), and it is expected to reach 2.2 billion by 2030 (approximately 40% growth). These figures show that demand for halal food and products can only increase. Hence, there is an urgent need for a centralised global platform where information, content, communities and transaction can take place seamlessly. We cordially invite you to join us to witness the ground-breaking **launch of the world's first global halal online trading platform, ZILZAR**. This will be officiated by **The Hon. Dato' Sri Mohd Najib Tun Abdul Razak, the Prime Minister of Malaysia**.

29 October 2014, 9:30am – 10:30am

Growth amongst the advanced economies is expected to pick up in 2015, but Japan is projected to experience a slower progress, comparing to the US and elsewhere. Japan's economy is also facing several challenges such as ageing and declining population. Already the number one export partner of GCC, Japan is venturing into Islamic economy. **Will the adoption of halal business and Islamic finance help revive Japan's economy?** Join us at the **launch of the WIEF-AFF Roundtable 2015** to find out more. The Roundtable is scheduled to take place in Tokyo on 26 May 2015.

29 October 2014, 10:30am – 11:00am

As a pioneer of Islamic finance, Malaysia continues to be the largest sukuk issuer, contributing to 63% of the total issuers in first 6 months of 2014. Continuing the momentum, the 10th WIEF will see the **launch of Maybank Global Sukuk Fund**. The Fund is expected to complement and diversify investors with investment exposures in Ringgit denominated sukuk funds and/or equity funds. Additionally, the Fund also provides access to the GCC economies, which have strong credit profiles as reflected by their credit ratings. It is also suitable to investors seeking ethical investments. Join us to see how this particular fund could play a role in accelerating the Islamic economy as a whole.

29 October 2014, 11:00am – 11:30am

Republic of Korea has one of the most-developed economies in world. It ranked 15th in the Human Development Index, the highest in East Asia. In terms of average wage, it has Asia's highest and the world's 10th highest income. It ranks highly in education, quality of education, quality of healthcare, rule of law, ease of doing business, government transparency, job security, tolerance, and inclusion. **Why such advanced country would like to participate in the Islamic economy? Find out why at the Launch of WIEF PyeongChang Roundtable 2014, which will take place from 15-16 December 2014**

29 October 2014, 11:30am – 12:00noon

Thomson Reuters, renowned for its leading source of intelligent information for the world's businesses and professionals, has been in the forefront Islamic finance information services since its ground-breaking release of 'State of The Global Islamic Economy 2013 Report'. In conjunction with the 10th WIEF, **Thomson Reuters will be launching 2 key reports as part of their continuous effort to track the health and development of the Islamic Finance industry worldwide**, allowing the industry to identify key challenges and make informed decision when devising next course of actions.

29 October 2014, 12:00noon – 1:30pm

Hamdan bin Mohammed Smart University (HBMSU)
29 October 2014, 1:30noon – 2:00pm

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DAY TWO | TUESDAY, 29 OCTOBER 2014 (CONT'D)

In line with Malaysia's agenda to internationalise Islamic finance, Maybank Islamic Berhad has successfully structured and arranged a **Syndicated Islamic Facilities** of up to £466.7 million for Phase 3 of the **Battersea Power Station (BPS)** project in the UK. The amount is considered to be one of the largest Pound Sterling financing structured based on the Islamic principles of Commodity Murabahah. We cordially invite you to join **The Hon. Dato' Sri Mohd Najib Tun Abdul Razak, the Prime Minister of Malaysia**, to celebrate this successful completion of this funding arrangements.

29 October 2014, 2:00pm – 2:30pm

**this event will take place at Sponsor Room 2, Murjaan*

Muslim travel, not including Hajj and Umrah, is expected to hit the USD 181 billion mark by 2018, which is more than 30% growth from 2012's USD 137 billion. Certainly there is a need to ensure the comfort of Muslim travellers and to help industry players and investors understand and keep track of the growth potential of each destination has to offer. In view of that, **MasterCard will sign an agreement with CrescentRating, the world's leading authority on Muslim Travel Market, to co-develop the MasterCard-CrescentRating Global Muslim Travel Index (GMTI)**. Join this session to explore how this initiative could help keep the Muslim tourism industry flourishing.

29 October 2014, 3:30pm – 4:00pm

AJ PHARMA
29 October 2014, 4:00pm – 4:30pm

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DAY THREE | THURSDAY, 30 OCTOBER 2014

Sheriffah Noor Khamseah, Innovation & Nuclear Advocate of Imperial College, University of London is launching book on “Technological Innovation”. This book will be a useful reference for business community to have **an insight into the prescription for success as well as issues and challenges for introducing, enhancing and advancing *Technological Innovation*** in the Muslim world. This book launch will be witnessed by **Tun Abdullah bin Haji Ahmad Badawi, Former Prime Minister of Malaysia**. We cordially invite you to join us in this momentous event.

30 October 2014, 9:30am – 10:00am

Our food culture is an essential part of who we are. Food truly brings us together and is the means through which we share with each other. Halal foodies are searching for high quality, interesting and innovative food guide. Tapping into a market with a need for access to information and specifically ideas for where to find interesting halal food experiences, **the launch of first ever premium interactive digital magazine for halal-conscious diners, Halal Gems, is poised to make a huge mark on the luxury halal lifestyle industry**. Don’t miss out on this momentous event.

30 October 2014, 10:00am – 11:00am

Under the overarching theme of the 10th WIEF, Innovation Partnerships for Economic Growth, UMLand is highlighting their collaboration and strategic arrangement with some of established organisations as part of UMLand Group business plans to explore potential business opportunities in Iskandar Malaysia. This corporate initiative is to serve the common interest between the joint companies **to strengthen, promote and develop cooperation in the fields relating to contribute to the enhancement of UMLand foothold in the region**. Join Datuk Charlie Chia, UMLand Group Chief CEO to find out more.

30 October 2014, 11:00am – 12:00pm