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An Initiative By



In Collaboration With



CREATIVE INDUSTRY:

#iEmPOWER

HARNESSING EMERGING TECHNOLOGIES

19 AUGUST 2021 • THURSDAY
11:30 AM – 12:45 PM (UTC+8)

LIVE ON  zoom

#WIEFDIGITALISATION2021

01. OVERVIEW

The creative industry is important in terms of its economic footprint for employment and revenues. It also stimulates inspiring innovation as well as contributes positive direction for social impact, communities and quality of life.

According to UNESCO Global Report 2018, cultural and creative industries currently provide nearly 30 million jobs worldwide and employ more people aged between 15 – 29 than any other sectors. As women represent nearly half of the people working in the creative industry, it opens new opportunities to address gender inequalities.

In recent years, creative communities worldwide have adopted various digital technology applications such as virtual reality (VR) and AI to align with their entrepreneurial orientation and innovation capacity. This approach has resulted in creation of new models of entrepreneurship and business venture.

Adjustment and finding new ways to thrive in the digital era is crucial for creative industry practitioners, artists and professionals. Thus, enabling them to keep up with technological transformations, remain dynamically competitive as well as relevant, while staying true to their mission and values.

02. KEY TOPICS COVERED

- Unlocking the potential of creative industry.
- Current challenges and regulatory issues impacting the creative industry.
- Adapting to emerging technologies in the creative industry.
- Advantages and disadvantages of innovative technologies for the creative industry.
- Significance of social change and sustainability for the creative industry.



03. PROGRAMME

TIME

11:30 AM - 12.45 PM

SESSIONS

- How does the creative industry adapt and benefit from the digital world?
- How do emerging technologies such as AI, virtual reality (VR) and blockchain reshape creative economy?
- How can digitalisation enable sustainable operations during and post COVID-19 pandemic?
- Optimise the economic potential of the creative sector for job creation, trade expansion and social equality.

Q & A

SPEAKERS

Marina Tabassum

Founder and Principal Architect
Marina Tabassum Architects (MTA)
Bangladesh

Peter Gould

Founder and CEO
Gould Studio
Australia

Raymond Siva

Senior Vice President, Investment and Brand
Chief Marketing Officer
Malaysia Digital Economy Corporation (MDEC)
Malaysia

MODERATOR

Alex Fox

Founder
Origin of Mind
United State of America



04. ROLE PLAYERS



SPEAKER

MARINA TABASSUM

Founder and Principal Architect
Marina Tabassum Architects (MTA)
Bangladesh

Marina Tabassum is the Owner and Principal Architect of Marina Tabassum Architects (MTA) in Dhaka, Bangladesh. She has been the Director of Academic Programme at the Bengal Institute for Architecture, Landscapes and Settlements since 2015. She is also a Visiting Professor of BRAC University in Bangladesh, Technical University Delft in the Netherlands, Harvard University Graduate School of Design in the US and Technical University of Munich in Germany.

Marina is a recipient of many awards including Arnold W. Brunner Memorial Prize (2021), Jameel Prize from Victoria and Albert Museum (2018), Ananya Shirshwa Dash (2005) and Architect of the Year Award (2001). Marina was the designer of Bait Ur Rouf Mosque in Dhaka, Bangladesh which was completed in 2012. In 2016, she won the Aga Khan Award for Architecture for the design of Bait Ur Rouf Mosque and listed among the Top Ten Thinkers of the World by Prospect Magazine UK in 2020.



SPEAKER

PETER GOULD

Founder and CEO
Gould Studio
Australia

Peter Gould leads a strategic design team based in Sydney, Dubai and Jakarta. Gould Studio advocates for Heart-Centered Design to create meaningful brands, cross-cultural understanding and spiritually inspired positive change. Over nearly 20 years, his clients have included United Nations, Greenpeace, Dubai Future and a diverse portfolio from senior government projects to USD100 million start-ups.

Peter is a recipient of the Stanford Certificate of Innovation & Entrepreneurship and has lectured design thinking at the University of Technology, Sydney. His personal journey has been a major influence on his creative vision for a globally connected, like-hearted community. His contributions to design have resulted in international acclaim, including a major award from the UAE Vice-President. In 2020, he was appointed as an UNHCR Ambassador for his work in supporting refugees.



04. ROLE PLAYERS



SPEAKER

RAYMOND SIVA

Senior Vice President, Investment and Brand
Chief Marketing Officer
Malaysia Digital Economy Corporation (MDEC)
Malaysia

Raymond Siva has more than 25 years of experience in journalism, strategic marketing as well as crisis and issues response. He is a sought-after Reputation and Influence Strategist for international brands, local conglomerates and CEOs. He has conducted over 100 spokesperson and crisis trainings, messaging workshops as well as talks in Malaysia, Indonesia and Singapore.

Raymond was promoted to Senior Vice President, Digital Investments Division in 2020 after being appointed as Chief Marketing Officer of MDEC in 2019. Currently he is overlooking a 110-member team which includes the Investment and Grants Development, MSC Services and Brand and Strategic Partnerships Departments.

He holds an LLB from the University of London and a professional diploma in public relations from the Institute of Public Relations Malaysia.



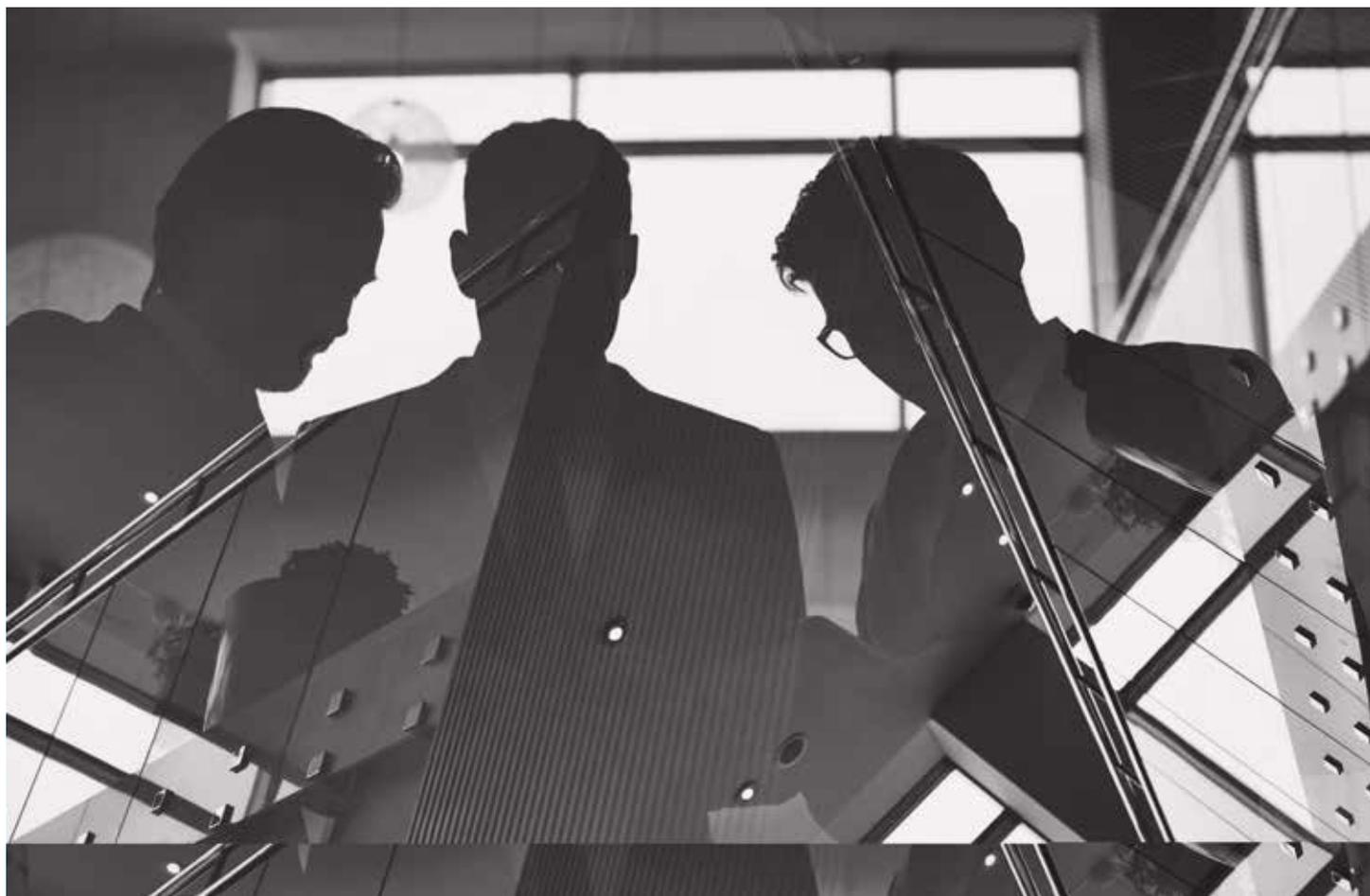
MODERATOR

ALEX FOX

Founder
Origin of Mind
United States Of America

Alex Fox is a product leader, software engineer and writer committed to building inclusive tech and teams. She is the founder of Origin of Mind, a lifestyle brand and e-commerce platform designed to raise awareness around, and channel support for, critical social issues. Their latest product, Marketplace, amplifies independent creators of colour by helping bring their businesses online.

Alex is exploring ways to better engage, support and foster community through personal transformation and service. She regularly hosts conversations around faith, identity and justice in partnership with Muslim scholars as well as leaders. She is passionate about racial equity and Oakland.



05. 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), Roundtable Series (WRT) and Power Talk (WPT).



WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

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WIEF BUSINESSWOMEN NETWORK (WBN)

WIEF Businesswomen Network (WBN) was introduced at the inaugural World Islamic Economic Forum in 2005. It marked the Foundation's recognition of the importance of women's contribution to economic growth. WBN is aimed at providing a networking platform for women entrepreneurs globally. Thus, creating valuable connections between businesswomen from both Muslim and non-Muslim worlds, as well as empowering their business potential and widening their market reach.

WBN initiatives are designed to equip women entrepreneurs with business know-how, e-commerce capabilities as well as knowledge in business growth and diversification. To this effect, WBN has initiated several entrepreneurship programmes such as WIEF Women Entrepreneurs Workshop, WIEF Regional Online Marketing Workshop, WIEF Entrepreneurial Retreat, WIEF Tea Talk, WIEF Women Entrepreneurs Strategic Workshop, WIEF Social Media Workshop for Women Entrepreneurs, WIEF Businesswomen Forum held in Gangneung, Korea and #iEmPOWER workshop series.

During the COVID-19 pandemic, WBN introduced webinar programmes with various business topics that are relevant to the current situation. The webinar programmes have helped WBN's global participants remain actively engaged in business instead of stagnating.

To date, WBN entrepreneurship programmes have continued to evolve with the times and benefitted more than 1000 women from 60 countries. WBN will continue its efforts in empowering and advancing women in the economic fields at national, regional and international levels.

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