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# DIGITALISATION TRENDS: OPPORTUNITIES WITHIN

23 NOVEMBER 2021 - TUESDAY | 2:30 PM - 3:30 PM (UTC+8)

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#WIEFDIGITALISATION2021

LIVE ON zoom

# OVERVIEW

Everything around us, from industries to cities, are more digitally connected. As the world heads into technological advancement, many organisations be it businesses, governments or educational institutions, as well as societies, have moved towards digitalisation in managing their business's operations and communication process. Their willingness to invest in digital transformations ensures that they will not be left behind.

During the COVID-19 pandemic, the demand of internet usage, video conferencing services like Zoom, surged due to nationwide lockdowns and work from home policy. The pandemic created new economic opportunities and higher digital competitiveness. Many companies including start-ups and small businesses adopted the digital business strategy to help grow and expand their businesses internationally.

Although digitalisation is not a new trend, the challenges and opportunities that are associated with it are constantly evolving. To stay competitive and take full advantage of the new opportunities, entrepreneurs must embrace digitalisation.

## KEY TOPICS COVERED

- challenges for organisations in undertaking the process of digital transformation.
- impact of digitalisation on societies, organisations and businesses.
- leadership style for digital transformation.
- digitalisation strategy for business transformation.
- industries that are most likely to invest in digital technology.



# PROGRAMME

## TIME

2:30 PM - 3:30 PM

## SESSIONS

- digital transformation trends for 2021 and beyond
- positive contribution of digitalisation to society
- initiatives in building digital skills for business and workplace
- measuring the success rate of digital transformation
- barriers that block the path to transformation

Q & A

## SPEAKERS

### SONIA BASHIR KABIR

Founder  
SBK Tech Ventures  
Bangladesh

### SHAMSUL MAJID (SAM MAJID)

Chief Technology and Innovation Officer  
Malaysian Communications and Multimedia Commission (MCMC)  
Malaysia

### ANDRES VARELA

Digital Director  
Engine Room Global  
Singapore

## MODERATOR

### NADIAH HANIM ABDUL LATIF

Co-founder  
OpiS International  
Malaysia

# ROLE PLAYERS



**SPEAKER**

**SONIA BASHIR KABIR**

Founder  
SBK Tech Ventures  
Bangladesh

Sonia Bashir Kabir was educated and trained in Silicon Valley, USA. She has worked for Fortune 500 companies, Sun Microsystems and Oracle. She served as Director for Microsoft Southeast Asia New Markets, Country Director for Dell Bangladesh and Managing Director of Microsoft Bangladesh, Myanmar, Nepal Bhutan and Laos. Currently, Sonia is Vice Chair and Governing Council member of the United Nations Technology Bank. She founded SBK Tech Ventures, a licensed venture capital fund, and SBK Foundation, a not-for-profit organisation which empowers rural communities with technology. Sonia is also a board member of UNESCO's Mahatma Gandhi Institute for Education and Peace, member of the Dell CXO Advisory Board for Asia Pacific and Japan, steering committee member of International Network for Government Science Advice Asia. She has received many prestigious and international awards including the Daily Star ICT Awards and Microsoft's Prestigious Founders Award given by Bill Gates.



**SPEAKER**

**SHAMSUL MAJID (SAM MAJID)**

Chief Technology and Innovation Officer  
Malaysian Communications and  
Multimedia Commission (MCMC)  
Malaysia

Shamsul Majid is Chief Technology and Innovation Officer at the Malaysian Communications and Multimedia Commission. He is a business technology leader with vast international experience in driving innovative growth in areas including transportation, utilities, logistics, telecommunications and government, and is recognised for his track record in accomplishing business growth through digital transformation. Sam is responsible for the Malaysian Communications and Multimedia Commission's (MCMC) technology, innovation vision, strategies execution and improving technological advancement. He has bootstrapped startups and driven corporate innovation. He is a regular public speaker garnering innovation awards from IDC, APICTA and iAwards. He holds a Research Masters and Engineering Degree from the University of Melbourne, Australia.

# ROLE PLAYERS



## SPEAKER

### ANDRES VARELA

Digital Director  
Engine Room Global  
Singapore

Andres Varela managed the account strategist side of Google Partners Program in Australia for over five years, increasing product adoption and focusing on improving account performance for Google Ads across digital agencies in Australia. Working with a dynamic portfolio of over a thousand advertising agencies, he was directly responsible for the strategy, execution as well as analysis of thousands of digital advertising campaigns, product training and program development. He now leads Engine Room, a performance digital marketing agency. Thus, employing his valuable skill set in digital advertising across the full range of channels to manage and grow the company's marketing operations as well as client account performance.



## MODERATOR

### NADIAH HANIM ABDUL LATIF

Co-founder  
OpiS International  
Malaysia

Nadiah Hanim is a Strategic Advocacy and Corporate Affairs professional committed to developing effective collaborations for scaling impact. With over 20 years of experience ranging from corporate to NGO and humanitarian work, she is passionate about issues relating to sustainability, business, human rights, social impact, enterprise, youth empowerment, child rights protection and development, disability advocacy and access to resources. A speaker, trainer, moderator, facilitator and youth mentor, Nadiah has had the opportunity to engage stakeholders from grassroots advocacy and to participate in discussions on legislation and national action plans, both in Malaysia and abroad. At present, she is the Head Strategy and Programmes at Yayasan Anak Bangsa Bisa, an NGO based in Indonesia and a Programme Host with BERNAMA TV. Nadiah is also the Co-founder of OpiS International, a social enterprise that is committed to championing better work-life balance in Malaysia.

# 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 PowerTalk (WPT).



### WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

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# ABOUT



## 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.

### **H.E Dato' Dr Norraesah Mohamad**

Chairman, WBN Initiative

### **Nor Azuwa**

Senior Manager, Head of WBN Initiative

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### **Lulu Hanim**

Manager, WBN Initiative

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### **Social Media Links**

📘 [WIEF Businesswoman Network Group](#)

### **Website**

🌐 [www.wbn.wief.org](http://www.wbn.wief.org)