



HIGHLIGHTS

- SME Leaders Programme
- Perdana Discourse Series
- Oral History
- Library Workshops
- Book Discussions



Foreword By

TAN SRI AZMAN HASHIM

Chairman, Board Of Trustees,
Perdana Leadership Foundation

A new year always brings with it fresh hope for the future and a revived resolve to better the present.

The year 2023 was a **challenging** one for Malaysia on many fronts. In light of internal and external disruptions that included conflict, supply chain disruptions, and a global economic slowdown, the Malaysian Government unveiled revised and ambitious plans for environmental sustainability and economic revitalisation. These plans were encapsulated in the National Energy Transition Roadmap and the New Industrial Master Plan 2030.

Through these plans, targets for the next decade are set for Malaysia that include joining the ranks of the world's top 30 largest economies, becoming one of the world's 25 least corrupted countries according to the Corruptions Perceptions Index, leaping up the Global Competitiveness Index to rank among the top 12, and improving our Human Development Index to be in the global top 25. In addition, Malaysia aims to achieve net zero carbon emissions by 2050. These are **lofty yet exciting goals** for Malaysia that require serious commitment on the part of government, business, NGOs, and citizens alike to be achieved.

The best plans, of course, can be derailed by **unexpected shocks**. The world is slowly recovering from the Covid-19 pandemic, but is already beset by conflicts that threaten lives and livelihoods. We began 2023 with the onset of the Russia-Ukraine conflict, and we ended the year with the conflict still ongoing and a new war taking place in Gaza. Peace is still a distant dot on the horizon, and the ongoing military onslaught, especially in Gaza, has resulted in needless loss of lives, including thousands of children, displaced families, and emerging famine. The violence of war is horrific in its own right, but the conflicts also challenge the rest of the world and our international institutions on humanitarian principles and rule of law.

Values make up the moral compass for any leader, and Malaysia is privileged to have had former Prime Ministers with strong guiding principles and courage in decision-making. Our Honorary President, Tun Dr Mahathir Mohamad, is one of them, and PLF had the benefit of his wisdom through two of our programmes in 2023: our Oral History series on Economic Development, in which he recounted turning points in Malaysia's development journey and shared his opinions on current issues, and at our SME Leaders Programme, where Tun took the time to share his experience on translating vision into action, a subject he is more than well-versed with, having implemented numerous plans that industrialised and modernised the Malaysian economy.

We also had the privilege of hosting the Rector of the International Islamic University Malaysia, Tan Sri Dzulkifli Abdul Razak, at our 23rd Perdana Discourse Series (PDS), where he eloquently spoke on how **youth** can reframe the present disruptions of climate change and AI to thrive into the future.

Our Discourses have taken place since 2004, and with the generous sponsorship of DRB-HICOM as series sponsor, PLF published the second edition of Tun Dr Mahathir Mohamad's keynote addresses at these discourses, a **valuable compendium** of Tun's frank thoughts on issues that range from political stability to federal-state relations. This year, we hope to publish the transcripts of Tun's conversations on economic development, for the benefit of all Malaysians.

It was with Malaysians in mind that we established the Perdana Leadership Foundation in 2003. One of the tenets is to become a resource centre for Malaysians to learn from the past, and in particular to mine the leadership of Malaysia's past Prime Ministers and leaders in nurturing the **leaders of tomorrow**. In this regard, we have built an impressive archive of more than 250k digital documents as well as organised programmes to facilitate knowledge-sharing between leaders in public and private sectors, and members of the public. In 2024, we will extend our efforts by organising in-person training programmes and publishing online content that we hope will enrich and expand leadership learning.

While there are many challenges that lie ahead for us this year and the coming years, we can always strive to **build our knowledge** and **sharpen our wisdom** to shape a better Malaysia and a better world.

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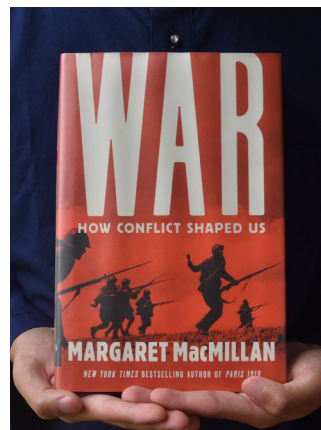
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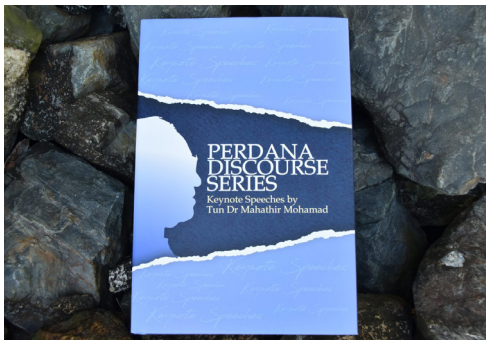


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Tun Dr Mahathir delivering a video address on the Palestine-Israel Conflict



Tun Dr Mahathir participating in the 28th edition of Nikkei's Future of Asia Forum



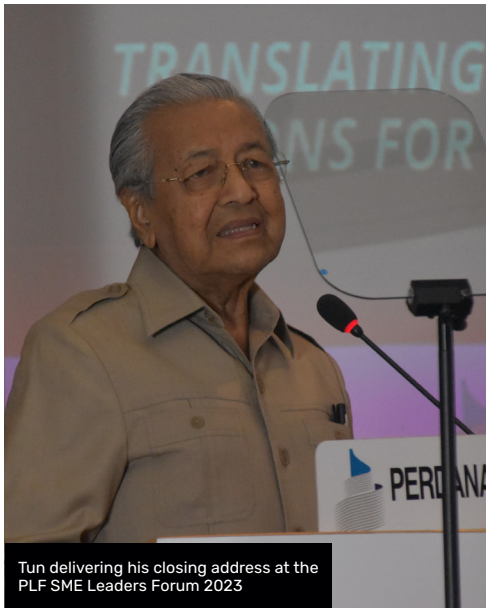
TYT Prof Dr (H.C.) Megawati Soekarnoputri, the former President of Indonesia, handing over a token of appreciation to Tun Dr Mahathir Mohamad



Tun Dr Mahathir Mohamad during PLF's Oral History Session



MAHATHIR & N. MOHAMAD



Tun delivering his closing address at the PLF SME Leaders Forum 2023



(L to R) Mr Mahmood Razak Bahman, Puan Zarina Abu Bakar, Tun Dr Mahathir Mohamad, and Tan Sri Nik Mohamed Nik Yaacob



Tan Sri Syed Faisal Albar, Syed A.R Albar (DRB-HICOM) showcasing the latest Proton X90 to Tun Dr Mahathir Mohamad



Proton team presenting a birthday gift to PLF's Honorary President, Tun Dr Mahathir Mohamad

A FULL 2023 FOR TUN DR MAHATHIR MOHAMAD



Former Prime Minister of Malaysia and PLF's Honorary President, YABhg Tun Dr Mahathir Mohamad, remains as active as ever even as he approaches his 99th birthday this July. Apart from clocking in almost daily at his PLF office, Tun has spoken at Malaysian and international events in the past year, and has received visitors of note from within and outside Malaysia.

We were privileged to have our Honorary President speak for the fourth part of our **Oral History series on Economic Development** in March, where Tun shared his views on a wide range of issues related to Malaysian policies and global concerns.

In keeping with previous years, Tun Dr Mahathir participated in the **28th edition of Nikkei's Future of Asia Forum in Japan**. Throughout the forum, he was asked about his thoughts on which side the focus should be directed towards between China, the United States of America, or Russia. Tun responded by emphasising the importance of not aligning with any particular side. Instead, he stressed that our primary focus should be on enhancing the well-being of the global community.

In October, the **former President of Indonesia, TYT Prof Dr (H.C.) Megawati Soekarnoputri**, visited Tun Dr Mahathir Mohamad. During their meeting, they engaged in discussions about the prevailing issues in both Malaysia and Indonesia. The diplomatic relations between Malaysia and Indonesia remains strong to this day.

In July, PLF and DRB-HICOM staff celebrated **Tun Dr Mahathir's 98th birthday** at PLF, during which occasion the former Prime Minister inspected - and drove - PROTON's newly launched X90. Later in the month, Tun shared his experience on translating vision into action at PLF's second **SME Leaders Programme**.

Tun's speeches, past and present, always yield surprising insights, and to ensure the speeches can continue to enlighten present and future readers, PLF published the second and revised edition of **Tun Dr Mahathir Mohamad's keynote speeches at the Perdana Discourse Series**. This handsome hardcover is available for purchase at our Library as well as at selected bookstores, with the new edition containing additional speeches of Malaysia's former Prime Minister that were delivered at our CEO Forums.

Even as Prime Minister of Malaysia, Tun has spoken out on the plight of the Palestinians, and he has continued to do so even after stepping down from government. It was no surprise that he was invited to speak at **Global Solidarity and Rally Free Palestine** organised by FORSEA (Forces of Renewal for Southeast Asia).

We can expect that Tun Dr Mahathir Mohamad will continue speaking out on issues close to his heart this year and beyond.

“Leadership is very important. The leader must have ideas, and the leader must understand what assets the country has and how to leverage or maximise those assets. At the same time, the people themselves must be motivated to do something in order to develop the country. You need good leaders, and you need a good population.”

Tun Dr Mahathir Mohamad on leadership.



Tun Dr Mahathir Mohamad and Tun Dr Siti Hasmah cutting 'pulut kuning'



A CONVERSATION ON GLOBAL AND MALAYSIAN ISSUES WITH TUN DR MAHATHIR MOHAMAD



Through the looking glass

In March 2023, the Perdana Leadership Foundation organised the fourth session of its Oral History series with former Prime Minister of Malaysia, YABhg Tun Dr Mahathir Mohamad. Interviewing Tun Dr Mahathir Mohamad were Dato' Seri Dr Vaseehar Hassan, an Associate of Kets de Vries Institute, and Mr Eddin Khoo, Founder-Director of PUSAKA. It was a wide-ranging interview covering economic development, growth, economic policies then and now, as well as global issues. As always, Tun Dr Mahathir provided incisive responses that demonstrated his sharp intellect.

The full transcripts of all of our Oral History sessions with Tun will be published this year.



YABhg Tun Dr Mahathir Mohamad

Excerpts from the Oral History Session with YABhg Tun Dr Mahathir Mohamad.

On Terrorism & Islamophobia

Eddin Khoo:

*Tun, let's talk about something that has been of global concern for quite a few decades now, which is the issue of terrorism and Islamophobia. You've been quite vocal on this in a very interesting way, where you have referred to the rise of terrorism as the result of **power plays** in the politics of the world. At the same time, you have been very critical of Muslim societies for their inability to deal with modernity and progress. What are your thoughts today on where things stand? And how do you feel Malaysia, with its own particular experience, can truly be a voice of peace and moderation in this very troubled world?*

Tun Dr Mahathir:

First of all, terrorism is not something that is promoted by governments. They are carried out by people or organisations outside of the government who are dissatisfied with the government and want to take things into their own hands. What can they do? They can attack where they have access. This is very unfortunate because in many countries in the Middle East, the government is weak and unable to control its people, who then gain access to weapons or develop their own such as bombs, which are easy to make. The terrorists who have sophisticated weapons get them from trading with rich countries or the West. The **arms trade** is very big because it is very profitable. Part of the blame for terrorism is due to the supply of arms by rich countries.

The other problem is that, in the Middle East, their own people feel that the government is not protecting them well, so they resort to their own devices. They want to take revenge so they carry out actions that, to us, are terrorism. For them, it is not terrorism; it is part of their fight but to us, it is terrorism because the people they kill are not soldiers but ordinary civilians. Ordinary people become victims when, for example, suicide bombers blow themselves up. There was a case where this man stole a truck and drove it through a crowd, killing 80 people. He was not asked to do this by any government, but he felt angry, so he took this course of action.

We need to find out why they are angry. Why do they end up like this? It is not because of Islam. **Islam is against killing people**, and these people are killing innocent people even in countries where they have sought refuge. The Muslim countries and the Muslim people must explain that this is not what is advocated by Islam. Islam is for peace.

I think there needs to be investigations to find out why terrorists resort to acts of terror, but no proper effort has been made in this direction. All that has been done is to blame. Many people blame Islam, but then we have people of other faiths also committing the same kinds



Dato' Seri Dr Vaseehar Hassan (left), and Mr Eddin Khoo



Session in full swing



(L to R): Puan Zarina Abu Bakar, Mr Eddin Khoo, Tun Dr Mahathir Mohamad, Dato' Seri Dr Vaseehar Hassan and Tan Sri Nik Mohamed Nik Yaacob

of acts. We must know the reasons why, and we must tackle the reasons.

Eddin Khoo:

*Tun, you mentioned earlier that states or governments are not involved in terrorism. But the US State Department has a whole list of nations that are regarded as **state sponsors of terrorism**. You yourself have argued that Israel is sponsoring terrorism. What do you see as the link between state ideologies and individual factional groups?*

Tun Dr Mahathir:

What we see is the **one-sidedness** of Western foreign policy. When Israel commits acts of terror, they are allowed to do so. Israel has arrested thousands of Palestinians and incarcerated them; some of them have been killed. Israel even attacked a ship in international waters and killed a number of people in the West Bank. All these acts are against international

law, but Israel did them, and they were permitted. The Western governments made no comment or objection.

Meanwhile, if these things are committed by a Muslim, they blame it on Islam. These Muslims are not acting for religion or government. They are acting on their own. Their actions are not state nor religious actions yet an entire religion or nation is blamed.

At the end of the day, you need to be just and fair. If something is wrong, it doesn't matter who does it.

Futureproofing Malaysians

Dato' Seri Dr Vaseehar Hassan:

Given your vast experience as a Malaysian leader, what is your advice to Malaysians to prepare for the future?

Tun Dr Mahathir:

Malaysians need to keep up with current knowledge.

The world is changing very quickly, and we have to **chase after knowledge**. This is why I introduced the teaching of science and mathematics in English, because knowledge comes to us mostly in English. You can have direct access to knowledge if you understand English. If you don't, the knowledge needs to be translated into Malay, and to translate it, you need a person with dual skills. First, he must understand the subject. Second, he must be fluent in Malay and English. How many people are there who are capable of translating all the new knowledge being produced? Almost every day, new scientific discoveries are found. Who is going to translate that for you?

We live in the **age of knowledge**. We should be proud of our language and our culture, but we have to acknowledge that most discoveries are not made in our language or by our people. It is made by other people, and

they publish their papers and theses in English. We have to understand English to keep up with knowledge, especially scientific research.

Technological Advances

Dato' Seri Dr Vaseehar Hassan:

*I think this is a good time to ask about the **Multimedia Super Corridor** because you said knowledge is power. You had the foresight to introduce the Multimedia Super Corridor in Cyberjaya and you had a few international advisors including Bill Gates. We were ahead of many countries at that time but now, we seem to be lagging in terms of digitalisation and technology. How do you feel about this and what can be done?*

Tun Dr Mahathir:

At one time, the media were all separate. There's the print media, radio, television, telephone and other kinds of communications. But suddenly we realised that they could come together, and when they come together, you can do a lot more things. For example, Zoom enables you to sit in your room and talk to people who are thousands of miles away, almost as if they were in front of you. That is multimedia. Multimedia means you make use of all the media; they all come together. So, when we realised that we were moving into the multimedia age, we thought that this must be given special attention. At that time, we didn't know much about how to make use of it. Of course, there was no Zoom during that time but we decided that we must **provide incentives** and attract people to come to Malaysia where they can do **research**, in a special town devoted to the research and development of new products that can make use of all kinds of different media.

Dato' Seri Dr Vaseehar Hassan:

*Let us move on to **technology adoption in Malaysia**. Recently, Tun wrote an article in which you said that Malaysia is behind some African countries in terms of development and that is because we are not prepared to use the latest technology to achieve efficiency and limit corruption. As this technology may*

expose the wrongdoings of members of Parliament, there would be loud protests from them. Could we ask about the technology you were referring to?

Tun Dr Mahathir:

I was talking about information technology, where the speed of information, the availability of information, and the systems make it **difficult for people to accept corrupt money**. For example, when you pay, you don't need to pay with cash anymore. You just press a few buttons and the bank records your payment. You would only want the cost recorded, not the bribe. So, corruption becomes a bit more difficult. Of course, there are other ways but corruption becomes more difficult with the new methods that are available.

But even though technology can make it more difficult for people to cheat, we find that some people do not like it. It can help to obstruct corruption in some ways but there are other ways for them to be corrupt. **Technology gives them power to do things** that you couldn't do before, because now you can transfer money electronically and do business without signing a single cheque.

With new technology we also have big data that gives you an idea of what is happening. If a man normally buys hats, every purchase is recorded. The

data will show that this man likes hats so you know you can sell hats to him. That's why there are companies like Cambridge Analytica that analyse your behaviour. They know what you like and where you like to go, and they sell to you based on what you like. With online access, you don't have to go to the shop. You can just look at the online catalogue, order it, and have it delivered to your house. That's the new way of doing business. What has happened is that because of this new channel, the market has become much bigger. In fact, the market is now the whole world. You can sell anything, to the world.

Before this, when you were in the village, and you made a basket, you sold it only in the village. The market is small so you can only sell one or two. To get to a bigger market, you need to go to town. **Today, the whole world is your market and people can order anything, from anywhere.** You can deliver anything through couriers. The way of doing business has changed, and Malaysians must adopt this new way of doing business. It is much easier than normal business where you have to display the goods, have people come and look at the goods, bargain, argue, and all that before you can sell. But here, there is a catalogue. You look at the catalogue; if you want to have mee goreng you just place an order and it's delivered to you. Doing business today is different from before.



The interviewers glean insights from Tun Dr Mahathir Mohamad

VISITORS GET TO KNOW

PERDANA LEADERSHIP FOUNDATION

From enquiring librarians in Nilai, Negeri Sembilan to eager students in Miri, Sarawak, and all the way from Iraq and Sudan, the Perdana Leadership Foundation's (PLF) visitors came from local and international institutes and organisations. And towards the end of 2023, a small team from PLF got to be visitors when we visited the Department of Information Malaysia (JAPEN).

Visitors to PLF were given a tour of our Perdana Library, which houses 12,000 physical titles and over 250,000 digital documents, encompassing speeches, policy papers, and articles. There are also curated gift items to YABhg Tun Dr Mahathir which we put on display in the gallery situated at our main lobby.

PLF is open to group visits by appointment. If you are interested, please contact our Librarian, Mr Adnan Haris, at 03-88858940 or via email at library@perdana.org.my.



One for the memory. Students from Tun Datu Tuanku Haji Bujang College, Miri, Sarawak.



Officers from Pustaka Negeri Sarawak with Puan Zarina Abu Bakar, CEO, Perdana Leadership Foundation, and PLF's communications and library team.



Visitors from the Development Academy of the Bangsamoro, Bangsamoro Autonomous Region of Muslim Mindanao in Pustaka Perdana, PLF.



Delegates of the Republic of Iraq enquiring about PLF's publications.



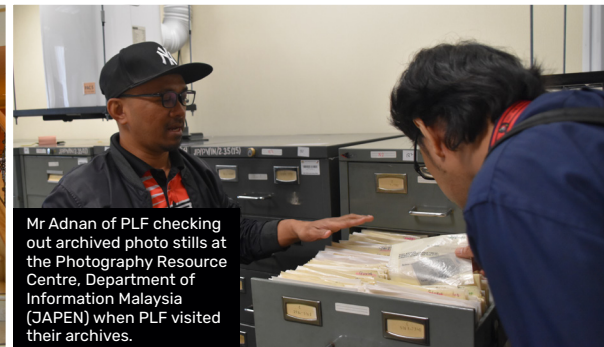
Visitors from Sudan Jawdah Group.



Students from UiTM Johor at the briefing session.



Perpustakaan Institut Aminuddin Baki Bandar Enstek, Nilai visiting PLF.



Mr Adnan of PLF checking out archived photo stills at the Photography Resource Centre, Department of Information Malaysia (JAPEN) when PLF visited their archives.

THE IMPORTANCE OF NARRATIVES IN INTERNATIONAL RELATIONS

HOW STORYTELLING SHAPES OUR LIVES

By Ambassador Datuk Dr Shazalina Zainul Abidin

International relations used to be such a clandestine thing: diplomats negotiating behind closed doors; leaders talking to each other in hushed whispers; envoys on secret missions carrying who-knows-what in their sealed missives. No one really knew who was talking to whom, and what deals were being struck, until the actors themselves chose to disclose it.

At least that was the case until the middle of the 20th century. By 1965, the world caught on to a new method of conducting international relations: public diplomacy. With it, the age of storytelling was born.

Public diplomacy is about influencing the public of a foreign country, of **winning their hearts and minds**, to the benefit of the country that is exercising public diplomacy. The reasoning behind public diplomacy activities is therefore two-pronged.

The first is a basic necessity of ensuring the country is not seen as 'the other' – therefore it is a necessity of building trust. Studies show that it is an intrinsic human trait to distrust that which is different from us, or to fear the unknown. Introducing a country so that it becomes familiar to a foreign public is public diplomacy at its most basic. Trade, investment, and other

economic collaboration all flow from knowing the other country we are dealing with.

Public diplomacy is meant to create that **bridge** between different viewpoints, between different cultures, and between different nations. We always think of public diplomacy as something intrinsically good. But like all stories, it depends on the storyteller and the plot.

Conversely, there are some countries that have benefited from 'demonizing' another. The use of **"us versus them"** in international relations is well-known: in the portrayal of the USSR as the bad guy in Hollywood movies; Dubya's

chilling yet resonating cry of "you are either with us or with the terrorists"; the general view of African immigrants (but not European refugees) as threats to a country's security and well-being.

These are all narratives to demonize the other, or those different from us.

Thus, we come to the second function of public diplomacy – to **weave a story** that is to our benefit, a story that can capture the attention of an audience so that they will be swayed to believe our version of the story. It is an accepted fact that stories will be shaped by the microstructure of the narrative, and put into the context by which the message is designed.

Therefore, 'version' in this case refers to the multiple angles by which the same story may be told – all of it equally valid.

Take for example the international coverage of the BERSIH 2.0 rally in 2011. Watching from abroad, it seemed as if the whole country was in chaos, not just a small part of Kuala Lumpur. This was the CNN effect magnified, making it seem that the situation was much worse than it

“By 1965, the world caught on to a new method of conducting international relations: public diplomacy. With it, the age of storytelling was born.”

“Not only is there this new informal cadre of citizen journalists and influencers, world leaders are also taking to posting messages and information on their social media pages, like ducks to water.

actually was. As the Fourth Estate, the role of the media at the time could not be discounted.

Now that we are in the age of **instantaneous information**, where ordinary citizens increasingly glean their news from social media platforms such as X and Instagram, the Fourth Estate has become redundant. Not only is there this new informal cadre of citizen journalists and influencers, world leaders are also taking to posting messages and information on their social media pages, like ducks to water.

When Prime Minister Modi of India wanted to announce his condemnation of Hamas, it was through his X account (which incidentally has the most followers of any world leader). The same was true of Obama when he wanted to announce the United States' willingness to assist Japan after the 2011 earthquake.

In 2015, Iran released a number of Twitter posts, indicating its willingness to work towards a Joint Comprehensive Plan of Action. Analysts attribute the clinching of the nuclear deal that year to these digital diplomacy efforts – an exercise that might not have been as successful had communication and propaganda been left to the traditional diplomatic efforts and shrouded in secrecy and mystery.

When the Malaysian Cabinet last had its minor reshuffle in December 2023, a number of the traditional congratulatory messages to the ministers came in the form of social media posts. Even the Taliban regime has been known to utilize the **social media** platform to put forth their narratives. In early December 2023, the de facto authority of Afghanistan (read: Taliban) announced that it had appointed their first ambassador to China. In the absence of any denial from China, the narrative is that there now exists a *de jure* recognition of the Taliban regime by the superpower.

This is why it is even more important than ever before to get our narratives right. Or our counter narratives right. While it is true that storytellers are born, good storytellers are trained. These are not the 'spin doctors' of old or the 'cyber troopers' of the last

“While it is true that storytellers are born, good storytellers are trained.

decade. Narratives are the product of a **well-thought out, well-researched** policy decision with corresponding justifications of the decision taken.

It therefore needs people with enough training, experience and exposure to be able to tell the story right. Hence the reason why public relations, public diplomacy and corporate affairs is big business these days. Which is why many countries have their own spokesperson. Even the Taliban.



AMBASSADOR DATO' DR SHAZELINA ZAINUL ABIDIN

Dr Shazelina started her career with the Malaysian Ministry of Foreign Affairs juggling the media during the September 11 attacks on the United States, where she was posted. She considers herself a UN-buff, and has been a columnist with the New Straits Times since 2014.



Participants of the SME Leaders Programme 2023, in a group photo with YABhg Tun Dr Mahathir Mohamad.

OUR SOPHOMORE SME LEADERS PROGRAMME

Following the success of our maiden programme in 2022, Perdana Leadership Foundation hosted the second PLF SME Leaders Programme on 13th July 2023 for more than a hundred entrepreneurs.

The one-day programme featured founders and CEOs from diverse enterprises in sessions that dealt with issues that included funding, branding, social media strategies, and traits for business success.

In his opening remarks, **Tan Sri Azman Hashim**, Chairman, Board of Trustees, Perdana Leadership Foundation, reiterated on the programme's goals for "entrepreneurs to engage and connect with one another as well as to highlight the best practices of established and new enterprises, with the understanding that the best learning comes from experience, whether it be one's own or another's." This learning from

experience is the theme of the series, neatly encapsulated in the tagline, "**Knowledge Exchange for Entrepreneurship Excellence**".

The participating entrepreneurs learned about funding and investment, cultivating a successful mindset, branding and social media strategies, as well as cross border e-commerce. The highlight of the programme was the Closing Session in which former Prime Minister of Malaysia, **YABhg Tun Dr Mahathir Mohamad**, shared from his vast experience how business leaders can translate vision into action and realise their plans in the most effective ways possible. More on these sessions in the following pages.

The PLF SME Leaders Programme 2023 was generously sponsored by **DRB-HICOM** (Gold Sponsor), as well as by Bronze Sponsors **MIDF, Ambank, and Bank Rakyat**.

FUNDING EXPERTS AND CEOS SHARE THEIR HARD-WON WISDOM

Coming up with a good business idea is only the start of an entrepreneurial journey. Convincing funders to invest in your enterprise may mean the difference between revving ahead or remaining stagnant in business. It was no surprise then that the CEO Spotlight on, "How to Make Funders and Investors Say "I Do", featuring **Mr Joshua Chan**, Co-Founder of InspiresMe Asia, **Mr Paramjit Singh**, Chief Investment Officer of MAVCAP, and **Mr Kien Poon Chai**, Country Head-Malaysia of Funding Societies Malaysia, and moderated by Ms Peggie Ng, provoked many questions from the audience.

Following the panellists' explanations on funding resources, the importance of maintaining healthy communications with investors, and being aware of market failures as well as exit signals (ie. if things don't work out the way you wanted, it's better to cut your losses), the audience sought advice for businesses with poor credit ratings, the impact of ESG requirements on startups, and how credit scoring would be affected if another global pandemic were to happen again.



Mr Kien Poon Chai, Country Head-Malaysia of Funding Societies Malaysia



Mr Jayson Lim Chin Hau, Founder & CEO of MediCap Sdn Bhd

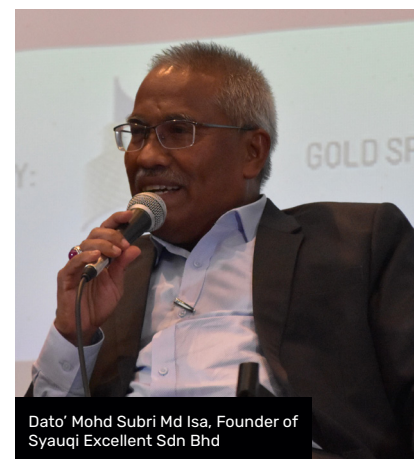
These questions were patiently answered by the panellists, and one key take-away was that **founders need to put their house in order before seeking funding**. This includes ensuring accounts are properly kept and maintained, inventories are up to date, and business goals are clear. Many business proposals fail to secure funding because of internal rather than external factors, the panellists emphasised. They also underscored the importance of aligning business goals with funding requirements, as certain funders may only be interested in specific phases of a business.

In summary, funding is essential to business growth and **there are plenty of funding sources available**, but CEOs need to find the investor that fits their business needs as well as ensure their business is in order to secure funding. Understanding the intricacies of funding is essential for the maturity and success of businesses.

The afternoon CEO Spotlight hosted **Mr Jayson Lim Chin Hau**, Founder and CEO of MediCap Sdn Bhd, **Mr Ziwei Low**, Founder of ZCOVA, and **Dato' Mohd Subri Md Isa**, Founder of Syauqi Excellent Sdn Bhd who shared their insights on the Key Success Factors of Entrepreneurship.



From left to right: Mr Joshua Chan, Mr Paramjit Singh, Mr Kien Poon Chai, and Ms Peggie Ng



Dato' Mohd Subri Md Isa, Founder of Syauqi Excellent Sdn Bhd

CEO SPOTLIGHT II UNVEILING KEY SUCCESS FACTORS OF ENTREPRENEURSHIP

DATE 13th July 2023

PLF SME LEADERS PROGRAMME 2023

15

VENUE Perdana Leadership

ORGANISED BY:



GOLD SPONSOR:

DRB-HICOM

SPONSORS:

mid



The panel session in progress. From left to right: Mr Jayson Lim Chin Hau, Dato' Mohd Subri Md Isa, Mr Ziwei Low and Ms Peggie Ng

One of the most important traits that the three entrepreneurs emphasised was to **strategise**. Mr Jayson said during the session, "We know that we are not a big player. So, as a company, we decided that rather than going against the big players, we opted to instead look for opportunities in markets where the big players have little presence." In his case, this meant providing a one-stop medical hub service where clients are able to get access to a clinic, dialysis centre, dental services, and more.

Dato' Mohd Subri shared that while his business was still relatively new and growing, he requested loans from his friends and one of them immediately gave what he asked - not a small amount at that - without any hesitation. The friend said that he had no problems lending Dato' Subri the money as he knew his character.

The takeaway was to **build a good reputation for your business and self**. Armed with it, you will have no problem securing funding and getting customers. This was reiterated by the other panellists.

From funding strategies to success factors, the lessons shared at the CEO

Spotlights came from the first-hand experience of entrepreneurs who have navigated the tough but rewarding terrain of entrepreneurship.

If there are entrepreneurs you are keen to hear from in future SME Leaders Programme, let us know via smeleaders@perdana.org.my



Mr Joshua Chan, Co-Founder of InspiresMe Asia, and Mr Paramjit Singh, Chief Investment Officer of MAVCAP.

BRANDING AND SOCIAL MEDIA TIPS FROM LEADING ENTREPRENEURS

At PLF SME Leaders Programme, the event's concurrent breakout sessions on branding and social media featured popular entrepreneurs from well-known companies: **Mr Ali Hassan Mohd Hassan**, Founder & Chairman of Al-Ikhsan Sports Sdn Bhd, **Ms Arieni Ritzal**, Founder & CEO of Gula Cakery Sdn Bhd, and **Ms Kristy Yong**, Chief Executive Director, MS.READ (M) Sdn Bhd, spoke on branding, while **Ms Jasmiza Yangtee Jamaluddin**, Principal Consultant & CEO of Jasmiza Solutions Sdn Bhd, **Ms Dini Tajudin**, Branding Coach & CEO of Diniflix.com, and **Mr Silmyi M Sadek**, Chief Geek of Brand Geeks, discussed social media strategies.

Mr Ali Hassan of Al-Ikhsan emphasised that *“Customer happiness transcends far beyond selling products or services. It entails understanding and empathising with the needs, desires, and pain points of the target audience. By **prioritising customer satisfaction**, an entrepreneur aims to create meaningful connections and foster long-lasting relationships with their clientele.”* His fellow panellists concurred, with Ms Kristy highlighting the importance of knowing your clientele, *“Ms Read’s success over the years has really been because we always put our customers first. You are absolutely right in saying that we can’t cater to everyone all the time, especially in our market in fashion. **We need to have the right product at the right time.** It’s really about knowing the customers’ needs and growing with them every step of the way.”*



Mr Ali Hassan Mohd Hassan, Founder & Chairman of Al-Ikhsan Sports Sdn Bhd, and Ms Kristy Yong, Chief Executive Director of Ms Read (M) Sdn Bhd



Ms Dini Tajudin, Branding Coach & CEO of Diniflix.com



Mr Silmyi M. Sadek, Chief Geek of Brand Geeks Inc



Left to right: Puan Zarina Abu Bakar, Ms Kristy Yong, Ms Arieni Ritzal, and Ms Peggie Ng

Ms Arieni Ritzal added, *“Yes, the competition today is very fierce. To me it’s all about **maintaining high quality.** I have about 200 staff working for me, and they all have to bake the cakes as I would. Only then can our customers continue to love our products, and come back for more!”*

In the social media session, Ms Dini’s advice to participants was to put themselves in the shoes of potential customers. Her approach was to tailor messages and social media posts so that they provide answers or solutions to customers’ problems. Ms Dini also stated that it is important for business owners to be consistent with their marketing and promotion, because the time may come when someone may need what they have to offer. The goal is to **be there when your customer needs you.**

Mr Silmyi, meanwhile, compared branding and marketing using a Malay proverb *“Bagai aur dan tebing”*, meaning they are in symbiosis with one another, and always interconnected. He argued that branding takes a slight edge in terms of importance, as **it is absolutely vital that a business knows its identity and its audience.** When doing marketing, business owners should ask themselves *“Does this fit and reinforce my identity? Does this serve my target audience? Is this unique against my competitors?”*

Both breakout sessions had active Q & A sessions, with questions that ranged from market expansion and employee retention to leadership and achieving organic growth in social media presence.

The breakout sessions were akin to mini-consultations with successful entrepreneurs, where the audience could ask any question and get incredible insights from those who have been in the trenches.



An audience member asking a question during a Q&A session

PAVING THE WAY TO SUCCESS FOR ENTREPRENEURS NATIONWIDE

Participants of the PLF SME Leaders Programme 2023 were treated to a very insightful session with **Mr Md Shaiful Md Sharif**, Director of Development Assistance Section and Exporter Advisory and Training Services Section at MATRADE, who spoke on “Fueling MSME Expansion with Cross Border E-Commerce.”

Mr Md Shaiful listed the various initiatives, including the **Virtual B2B Meetings**, which enable entrepreneurs to connect with a potential international buyer without physical travel. Essentially, the entrepreneurs could access MATRADE facilities for the virtual meetings to ensure a smooth discussion. MATRADE has also set up **MyExport**, an online service for Malaysian exporters to know more about key trade information and overseas market information, verified by MATRADE. Touching on food exports, Mr Md Shaiful highlighted on the importance of being halal-certified, especially as Malaysia’s halal certification is recognised and respected worldwide.

What came through the talk was that MATRADE offers plenty of services to Malaysian entrepreneurs keen to leverage on e-commerce to reach a bigger market.



Mr Md Shaiful Md Sharif, addressing the audience

TRANSLATING VISION INTO ACTION:

WISDOM FROM MALAYSIA'S LONGEST- SERVING PM



The closing session of the PLF SME Leaders Programme featured none other than **YABhg Tun Dr Mahathir Mohamad**, fourth and seventh Prime Minister of Malaysia, and Honorary President of Perdana Leadership Foundation. Tun spoke on **"Translating Vision into Action: Lessons for Business Leaders"** to a full house.

"It has been said that in some ways, managing a nation is like leading a business organisation. There are some functions of government that are similar to business: marketing the country to investors, coordinating the civil service and government agencies, and calculating the numbers to ensure we were not in the red," Tun Dr Mahathir said.

He highlighted the importance for a business leader to have "a bold, clear vision" and to effectively articulate it.

"A bold, clear vision that is well articulated will excite and inspire action. It will co-opt the important people you need to help move you closer to that vision. For a business, this will be your staff, your investors, and your customers."

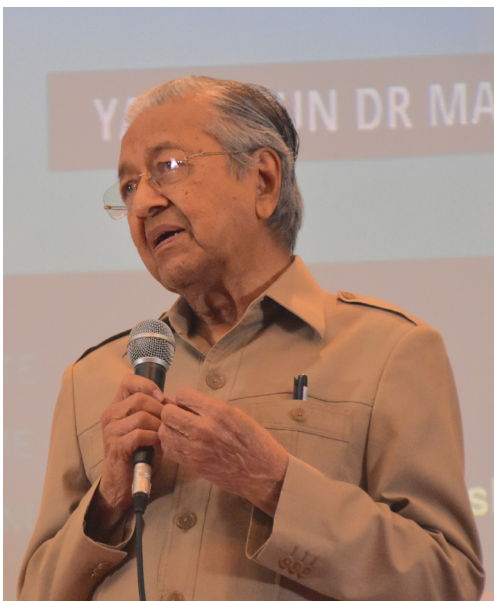
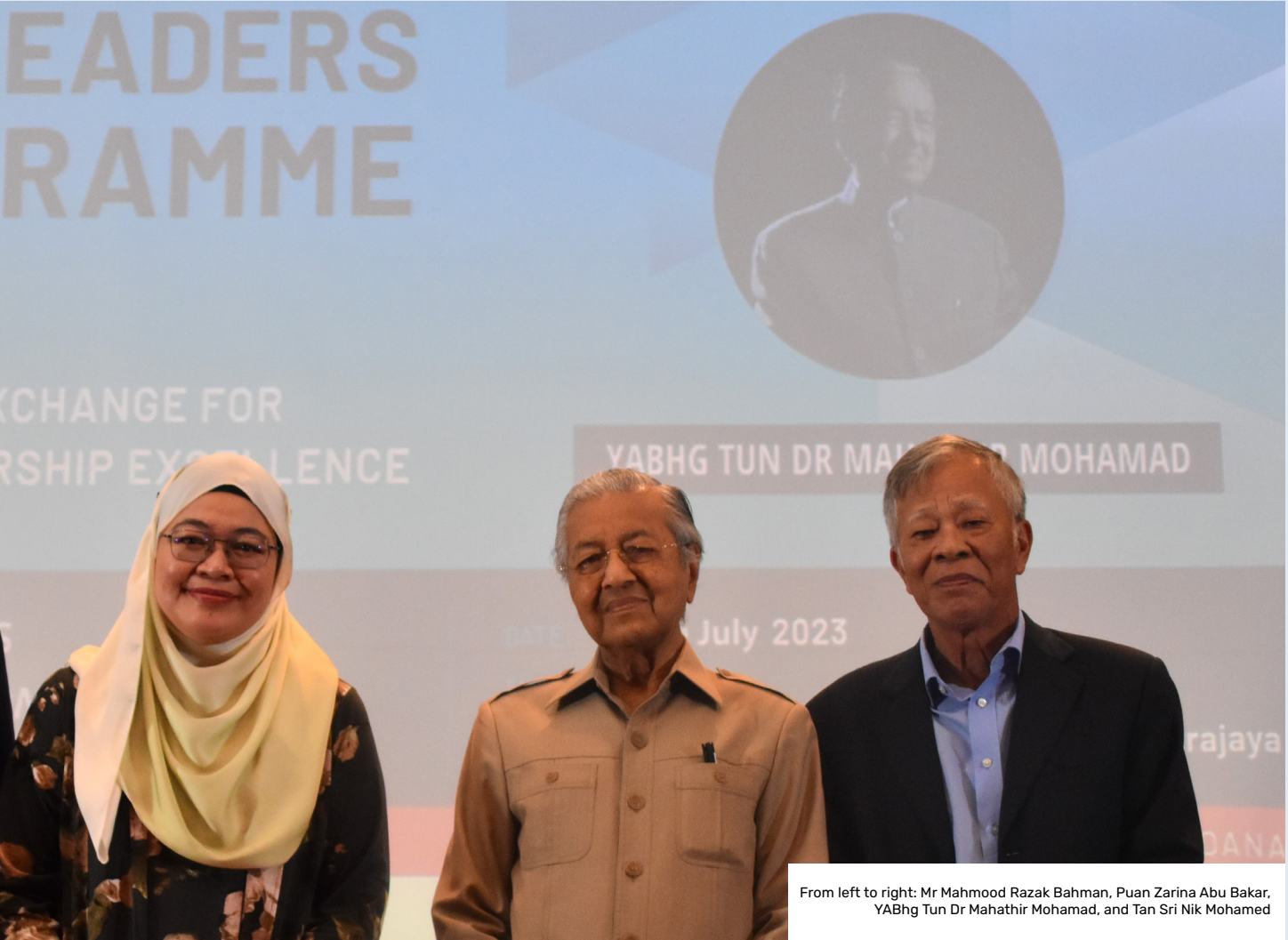
Tun shared his experience in introducing Vision 2020 to the Malaysian public, and how it galvanised Malaysians. *"(Vision 2020) was articulated to the cabinet, the civil service, and the nation. Because of its clarity as well as its bold ideas, people started getting excited by the vision. The various agencies of government worked with the Prime Minister to draw*

up the plan to realise the vision, and the private sector soon inundated us with ideas and proposals aligned to make this vision a reality. From the leader's vision, it became the national vision for Malaysia with buy-in from the government, the private sector, and the rakyat," he said.

Following his speech, Tun Dr Mahathir Mohamad answered questions from the audience, ranging from work ethics to economic issues and even health advice.

To read the full speech, please visit www.perdanasmeleaders.com

The PLF SME Leaders Programme 2023 was sponsored by **DRB-HICOM** (Gold Sponsor), as well as by Bronze Sponsors **MIDF, Ambank, and Bank Rakyat**.



Tun Dr Mahathir answering questions from the audience

“A bold, clear vision that is well articulated will excite and inspire action. It will co-opt the important people you need to help move you closer to that vision. For a business, this will be your staff, your investors, and your customers.”



Tan Sri Azman Hashim speaking to the audience from Menara Ambank



"Luck is a manifestation of your hard work." Mr Ziwei Low, ZCOVA



Asking all the important questions: the active audience of PLF's SME Leaders Programme



Mr Mahmood Razak Bahman, PLF's Alternate Trustee and CEO, PUSPAKOM, delivering his Welcome Remarks



Team Avis Malaysia (and DRB-HICOM), brought the Proton X90 to PLF!



The hybrid Proton X90, looking good in our foyer



Listening to what the experts have to say



"In your opinion, what is the most important thing in ensuring business continuity?"



Group photo with the speakers and participants of Breakout Session: Social Media Strategies



Bank Rakyat represent



Puan Zarina Abu Bakar, with representatives of AmBank



The dynamic duo of Malaysian Industrial Development Finance Berhad (MIDF)



The young and dynamic team from Mediacap Sdn Bhd

MEANINGFUL INSIGHTS FROM OUR 23RD DISCOURSE ON THE POWER OF YOUTH IN BUILDING A BETTER FUTURE



One for the album, from left to right, Mr Beh Zeng Kang, Dr Mohd Mursyid Arshad, Mr Mahmood Razak Bahman, Tan Sri Dato' Dzulkipli Abdul Razak, Puan Zarina Abu Bakar, Ms Nina Adlan Disney and Ms Norhayati Jantan.

The Perdana Discourse Series 23 on **“The Power of Youth: Building a Better Future in the Face of Economic and Environmental Challenges”** that was held on 3rd December 2023 at the Perdana Leadership Foundation was a resounding success, igniting insightful conversations and inspiring reflections on the pivotal role of youth in shaping a sustainable future. More than two hundred and fifty participants attended the event including tertiary students, academics, and members of the public.

Following the opening remarks by **Mr Mahmood Razak Bahman**, Alternate Trustee, Perdana Leadership Foundation and Chief Executive Officer (CEO), PUSPAKOM, the keynote speaker, **Professor Emeritus Tan Sri Dato' Dzulkipli Abdul Razak**, Rector, International Islamic University Malaysia (IIUM), introduced the concept of **VODCA – Vulnerability, Obsolescence, Disruptive, Collapse, Anthropocene**.

This framework encapsulates the multifaceted changes that have emerged in the wake of global challenges. The first facet, Vulnerability, underscores the universal susceptibility to the repercussions of major upheavals such as the Covid-19 pandemic. Moving forward, the looming specter of Obsolescence prompts contemplation on the evolving nature of relevance, emphasising the imperatives of adaptability and continuous learning. The term Disruptive points to the challenge of navigating an environment where traditional norms and frameworks may no longer suffice. The concept also delves into the larger canvas of the Anthropocene era, marking a critical juncture where human actions significantly impact and alter the natural world.

Within this narrative, the notion of a dehumanised world emerges, highlighting the paradoxical role of human beings in both contributing to and undermining their humanity.

Tan Sri Dzulkipli's sharp observations call for a deep understanding of these dynamics to foster resilience and navigate towards a more sustainable and harmonious future.

After the keynote session, the discourse continued with a lively panel session featuring **Ms Norhayati Jantan**, Senior Director of the National Account Statistic Division at the Department of Statistics Malaysia (DOSM), **Ms Nina Adlan Disney**, Executive Director of LeapEd Services, and Mr Beh Zeng Kang, Environmentalist and the first Malaysian ASEAN Youth Champion. The session was moderated by **Dr Mohd Mursyid Arshad**, Associate Professor in the Department of Professional Development & Continuing Education (JPPPL), Faculty of Educational Studies at Universiti Putra Malaysia (UPM). During the Q&A session, the panelists were asked about education policies, youth employment prospects and entrepreneurship, as well as leadership.

The sessions ended with gifts of appreciation from Perdana Leadership Foundation, represented by **Puan Zarina Abu Bakar**, CEO, Perdana Leadership Foundation.

The Perdana Discourse Series is organised by **Perdana Leadership Foundation** and is fully sponsored by **DRB-HICOM Berhad**. The discourse monograph will be published this year.

THE POWER OF YOUTH: TAN SRI DZULKIFLI'S PERSPECTIVES ON BUILDING RESILIENCE AMIDST ECONOMIC & ENVIRONMENTAL CHALLENGES

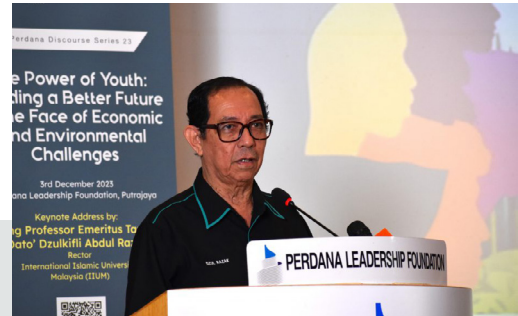
An Excerpt from the Keynote Speech by
Professor Emeritus Tan Sri Dato' Dzulkipli
Abdul Razak, Rector, International Islamic
University Malaysia (IIUM)



Professor Emeritus Tan Sri Dato' Dzulkipli Abdul Razak

Perdana Leadership Foundation had the privilege of hosting a distinguished Malaysian academic, educationist, and scientist, **Professor Emeritus Tan Sri Dato' Dzulkipli Abdul Razak**, Rector of the International Islamic University Malaysia (IIUM), as our keynote speaker at the 23rd Perdana Discourse Series on "The Power of Youth: Building a Better Future in the Face of Economic and Environmental Challenges." Tan Sri Dzulkipli's contributions extend beyond the confines of academia. He has regularly shared his insights and perspectives on education, development, and science through his news and magazine columns.

The full keynote speech will be included in our PDS 23 monograph to be published this year.



Speech Excerpt

"In the context of the future, there is a widespread awareness of various aspects of what lies ahead. Specifically, the acronym **VODCA – Vulnerability, Obsolescence, Disruption, Collapse, Anthropocene** – encapsulates our understanding. Additionally, the uncertainty surrounding our goals makes mixed planning challenging. This concept originates from military thinking and has been adopted by various groups, including those in the market. In a highly volatile and uncertain context, if we observe Malaysia, we find ourselves in various situations where uncertainty prevails. Even now, it remains unclear what is happening and who is involved, prompting discussions such as the Prime Minister's talk about a reshuffle, which is subject to extensive public political analysis.

This represents the toxic culture prevailing under the **Anthropocene**, whether we acknowledge it or not. This phenomenon may manifest not only in personal interests or within families but also in workplaces and across various political scenarios, both locally and globally. The ongoing Palestinian situation, characterised not as a war but as aggression, reflects the toxic culture that permeates our current reality. This is the type of future we are likely to encounter unless we comprehend how to navigate through it.

Our new model favours '**Sejahtera**' as its favourite word and has embraced the greeting '**Salam Sejahtera**' on numerous occasions. But what exactly is '**Sejahtera**'? It functions as a keyword, symbolising the cornerstone upon which this community is built. It's not just a source of power but a force that the entire community operates on. It goes beyond mere usage; it's the essence of empowerment. Striving for peaceful harmony and maintaining a delicate balance, it encapsulates the idea of shared positivity. Yet, it's not easily defined by a single word; it encompasses a multitude of aspects. To truly understand and address challenges, the key lies in education. For years, my focus has been advocating a return to education, aligning it with the national philosophy."

EMPOWERING YOUTH THROUGH EDUCATION AND ACTIVISM - A RECAP OF THE PERDANA DISCOURSE SERIES 23 PANEL SESSION



Dr Mohd Mursyid Arshad, PDS 23 moderator, opens the panel session

In the panel session of the 23rd Perdana Discourse Series on “The Power of Youth: Building a Better Future in the Face of Economic and Environmental Challenges”, **Ms Norhayati Jantan**, Senior Director, National Account Statistic Division, Department of Statistics Malaysia (DOSM), elaborated on key youth statistics and trends, especially in education and employment. **Ms Nina Adlan Disney**, Executive Director, LeapEd Services, pointed out how youth need to be empowered via a better education system that moves away from rote learning towards more interactivity. The final speaker, **Mr Beh Zeng Kang**, Environmentalist & the first Malaysian ASEAN Youth Champion shared his own experience as a youth environmentalist and the challenges he faced along the way. He encouraged young people to step out of their comfort zones and engage more with the community.

The moderator, **Dr Mohd Mursyid Arshad**, Associate Professor, Department of Professional Development & Continuing Education (JPPPL), Faculty of Educational Studies, Universiti Putra Malaysia (UPM), artfully managed the session, including the Q and A with the audience where the panellists were asked on education policies, youth employment prospects and entrepreneurship, as well as leadership.



“It is very important for us to strategise ourselves. We need to plan; with a plan, we aim to succeed. However, without a plan, we are going to fail.”

Associate Professor Dr Mohd Mursyid Arshad



“The statistics indicate that in 2022, the employability rate for graduates was 90.2%, compared to 85.5% in 2021. However, the question arises here: are these graduates applying their skills in their respective fields of study, securing jobs that align with their university education, or are they taking any job available?”

Ms Norhayati Jantan



“I believe we should all embrace the concept of being lifelong learners. Importantly, it is not just about continuing to learn but sometimes, to unlearn. It is really important to have a growth mindset, which entails being open to new ideas, being willing to unlearn, and being ready to relearn. This is especially crucial for those aspiring to be teachers. To better empower young students, teachers need to have continuous professional development because pedagogy changes and the world changes, too. As a teacher, you must be aware and stay on top of all the changes so that you can remain relevant and engaging.”

Ms Nina Adlan Disney



“Nature plays a crucial role in our lives, providing us with food, shelter, and essential resources. The increasing number of news reports about disasters highlights the alarming state we are in. To the younger generation, it’s essential to be aware and take action, not just for the improvement of society but for the well-being of the planet itself.”

Mr Beh Zeng Kang



Tan Sri Dzulkiifi Abdul Razak delivering his keynote address



An attentive audience



Puan Zarina Abu Bakar presenting a token of appreciation to the moderator



Puan Zarina Abu Bakar, CEO, Perdana Leadership Foundation, and Mr Mahmood Razak Bahaman, presenting a token of appreciation to the keynote speaker



PDS 23 committee members with Tan Sri Dato' Dzulkiifi Abdul Razak and Puan Zarina Abu Bakar



PDS 23 participants in relaxed mode!



From left to right Puan Zarina Abu Bakar, Mr Jonathan Mark Vethanayagam, Head, KLK Oleo Group HR, Tan Sri Dato' Dzulkiifi Abdul Razak, Mr Mahmood Razak Bahman, and Professor Datuk Dr Shahrin Sahib, Vice Chancellor, UiTM



Mr Mahmood Razak, PLF Alternate Trustee and CEO, PUSPAKOM, delivering the welcoming address



International Islamic University Malaysia students



We love wefes!

EMPOWERING YOUNG LIBRARIANS: KEM PUSTAKAWAN MUDA 2023



Lakeside group photo

Kem Pustakawan Muda 2023, jointly organised by the Perdana Leadership Foundation and Pusat Pembelajaran Kejiranan (PPK), brought together 44 young librarians, and 11 School Library teachers and facilitators, on 31st July 2023. Held at the Perdana Leadership Foundation in Putrajaya, the camp aimed to enhance essential library skills and inspire young librarians to transform their libraries into vibrant learning centres. Led by PLF librarians **Ms Suriyana Binti Mohd Noor** and **Mr Roymax Sebastian Abdullah**, the camp focused on fostering teamwork and emphasising the importance of knowledge among young librarians.

The half-day programme not only expanded the young participants' knowledge of library sciences but also encouraged them to take on active leadership roles within their school libraries. The hands-on activities provided practical insights into the daily operations of a library, fostering a deeper appreciation for the importance of these spaces in promoting learning and intellectual growth. At the end of the programme, the students got to meet former Prime Minister **YABhg Tun Dr Mahathir Mohamad** and **YABhg Tun Dr Siti Hasmah Hj Mohd Ali**. They also got to participate in an impromptu musical session!

PLF thanks Pusat Pembelajaran Kejiranan (PPK) for a successful collaboration aimed at enhancing the quality of school libraries in Putrajaya.



All together now!



Students embrace learning at Perdana Library through 'Kem Pustakawan Muda'



Presentation in progress



Tun Dr Mahathir & Tun Dr Siti Hasmah with the 'Kem Pustakawan Muda' participants



PLF Honorary President YABhg Tun Dr Mahathir Mohamad flanked by Dr Ghazali Mohamed Fadzil and Puan Zarina Abu Bakar as well as workshop participants. Also in the photo is Puan Hasniza Hashim (2nd row, right) the workshop lead coordinator



Dr Ghazali Mohamed Fadzil

The **Effective Knowledge Management Workshop** organised by Perdana Library took place from February 27th to March 1st. The workshop, spanning two and a half days, had three main goals: identifying current organisational issues, introducing participants to Knowledge Management (KM) concepts and tools, and developing a practical KM strategy.

Dr Ghazali Mohamed Fadzil, an expert in Information and Knowledge Management and the former Knowledge Manager at Bank Negara, facilitated the workshop. With his extensive background and qualifications in KM, he brought valuable insights to the participants who came from Prasarana, Hexagon Synergy, OHR Marketing, Open University Malaysia, PETRONAS, Avengers Team, and PLF.

The workshop utilised roundtable discussions, knowledge sharing, and case studies to address challenges and enablers in implementing KM. Participants actively engaged in discussions and presented their insights. The facilitator ensured everyone grasped the introduced tools and methodologies.

The participants were treated at the end of the event with an opportunity to meet with PLF Honorary President and former Prime Minister **YABhg Tun Dr Mahathir Mohamad**. The meet and greet as well as photo session capped an intense but rewarding workshop.

EFFECTIVE KNOWLEDGE MANAGEMENT

MORE IMPORTANT THAN EVER AS ORGANISATIONS DIGITALISE



Group photo session by the lakeside



The facilitator commenting on a presentation



Group discussion in serious progress

NAVIGATING THE STACKS:

A GUIDE TO LIBRARY CLASSIFICATION SYSTEMS

In the past couple of years, the Perdana Library has organised workshops to enhance the skills of librarians and information specialists. In 2023, these workshops, conducted by experienced librarian and professional trainer **Puan Hamidah A Rahman**, have focused on prominent classification schemes, including **Dewey Decimal Classification Edition 23 (DDC 23)** and the **Library of Congress Classification (LCC)** system.

The 4-day Dewey Decimal Classification Edition 23 (DDC 23) Scheme Workshop, held from 6th to 9th March 2023, provided participants with a deep understanding of the DDC. Puan Hamidah guided 22 participants through theories, practical exercises, and one-to-one consultations, receiving positive feedback from various institutions.

Building on this success, the Perdana Library organised the Library of Congress Classification Scheme Workshop from 12th to 15th June 2023. This workshop equipped librarians and information specialists with the necessary skills to efficiently navigate the LCC system. Puan Hamidah, with her wealth of experience, ably guided 20 participants into the intricacies of the classification scheme, testing them via practical exercises in assigning call numbers and categorising library collections.

Both workshops underline the Perdana Library's commitment to knowledge sharing and skill development within the information science community. Participants gained valuable insights from the facilitator and each other, which we hope will facilitate the adaptability of libraries in the information age.



Group photo session of LCC participants together with our CEO, Puan Zarina Abu Bakar



Checking references and examples



Participants actively discuss the group assignment



Puan Hamidah with members of the secretariat



Receiving an autograph from Tun Dr Mahathir



Group photo session with DDC participants alongside our Honorary President, Tun Dr Mahathir, and CEO, Puan Zarina Abu Bakar. Also in the photo is the Lead Coordinator, Puan Suriyana Mohd Noor (standing, 2nd from right)



From left to right: Mr Adnan Haris, Puan Zarina Abu Bakar, Professor Dr Abdul Ghafar Ismail and Associate Professor Dr Muhammad Hakimi Mohd Shafai

On March 21, 2023, Perdana Leadership Foundation hosted its debut book discussion series with **Prof Dr Abdul Ghafar Ismail**, former Resident Fellow of Perdana Leadership Foundation and Chairholder of the Sheikh Abdullah Fahim, Institute of Islamic Civilisation at Universiti Kebangsaan Malaysia, to discuss his latest title published by PLF, **“The Future of Islamic Banking in the Global Market”**. Research for the book was conducted by Professor Dr Abdul Ghafar while he was **AmBank Resident Fellow at Perdana Leadership Foundation**, and while the research work underwent a temporary hiatus due to Dr Ghafar’s posting to the Islamic Development Bank in Jeddah, its later resumption enabled recent developments in the field to be included. The live

Facebook event featured **Assoc Prof Dr Muhammad Hakimi Mohd Shafai**, Senior Lecturer at the Islamic Economic Center (EKONIS) & Faculty of Economics & Management, Universiti Kebangsaan Malaysia (UKM), as moderator.

During the discussion, Dr Abdul Ghafar shared his latest insights in Islamic banking, emphasising its huge impact on the banking sector, not just in Malaysia but worldwide, and the need for further development in terms market and regulations in Malaysia. For Islamic banking to become mainstream, however, Dr Abdul Ghafar highlighted the need to reconfigure the current British-established banking system in Malaysia to align with Islamic values.

A LIVE CHAT WITH AN ISLAMIC BANKING EXPERT

Expressing concern about the current state of Islamic banking in Malaysia and the competition by other countries, Dr Abdul Ghafar called for a strategic plan. He emphasised the importance of policymakers engaging with industry and civil society to enhance exposure and facilitate growth.

In the Q&A session, the professor answered questions related to sukuk, challenges and development of Islamic banking in Malaysia. Due to the topic and the serious concerns about the future of Islamic banking, it was a lively debate that deserved more time than had been allotted.

In conclusion, Islamic Banking is a growth sector for the Malaysian banking industry but growth requires a strategy that can accommodate the latest banking developments and technology. If you want to delve into the topic and benefit from Dr Abdul Ghafar’s expertise, pick up a copy of **“The Future of Islamic Banking in the Global Market”**.



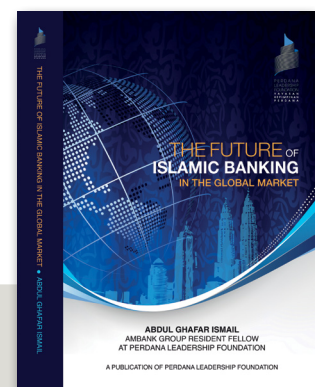
Assoc Prof Dr Muhammad Hakimi Mohd Shafai introducing the topic and speaker



Professor Dr Abdul Ghafar Ismail sharing his insights on Islamic Banking



Professor Dr Abdul Ghafar Ismail and Assoc Prof Muhammad Hakimi Mohd Shafai getting ready before they go live



The Future of Islamic Banking in the Global Market
 Author: Abdul Ghafar Ismail
RM75.00

Available at Perdana Library



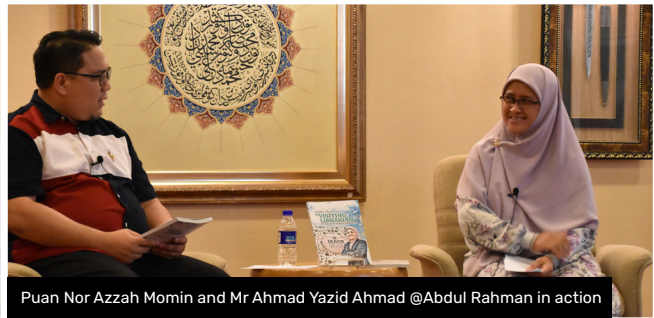
Behind the scene



From left to right: Mr Adnan Haris, Mr Johan Irwan Kamarozaman, Puan Zarina Abu Bakar, Mr Taquiuddin Tabarani and Mr Roymax Sebastian Abdullah



Mr Ahmad Yazid Ahmad @Abdul Rahman seeking insights from Puan Nor Azzah regarding her visit to Deakin University



Puan Nor Azzah Momin and Mr Ahmad Yazid Ahmad @Abdul Rahman in action

LEADERSHIP PERSPECTIVES AND LIBRARY JOURNEYS: LIVE CHATS WITH BOOK AUTHORS

On 30th August 2023, the Perdana Leadership Foundation hosted a live chat as part of its ongoing author webinars, featuring **Mr Johan Irwan Kamarozaman**, leadership trainer and author of “Kompas Kepimpinan: Kepimpinan Mengharungi Abad ke-21.” This compelling session delved into the complexities of 21st-century leadership, exploring the evolving dynamics in the face of technological advancements and societal shifts. Moderated by **Mr Taquiuddin Tabarani**, founder of Abang Tanjak, (a public speaking trainer, television personality, and a history lecturer, contributing expertise in communication, media, and historical education), the live discussion provided strategies for managing change and fostering innovation within organisations. The Q&A session highlighted the distinctions between good and great leadership, emphasising the importance of inspiration, compassion, and positive change.

Towards the end of the year, on 6th December 2023, a live chat was held with **Puan Nor Azzah Momin**, Chief Librarian of USIM, on her book “**Catatan Perjalanan ‘Visiting Librarian’ di Universiti Deakin Melbourne.**” Puan Nor Azzah shared her experience as a Visiting Librarian at the Deakin University in Melbourne. Moderated by **Mr Ahmad Yazid Ahmad @Abdul Rahman**, a Senior Librarian at USIM, the discussion unfolded the academic and professional benefits of international collaborations in library science. Broadcast live on Facebook, the event facilitated a dynamic exchange of ideas, showcasing the significance of cross-cultural collaborations.



Puan Nor Azzah sharing her experience at Deakin University

The online series with authors organised by the Perdana Leadership Foundation serve as platforms for book-centred discourses, highlighting the ideas, experience, and lessons expounded in each book. “**Kompas Kepimpinan: Kepimpinan Mengharungi Abad ke-21**” provided insights into 21st-century leadership challenges and strategies, while “**Catatan Perjalanan ‘Visiting Librarian’ di Universiti Deakin Melbourne**” highlighted the importance of international exposure in shaping the future of libraries. Both events underline the foundation’s commitment to knowledge sharing and leadership development across various fields.

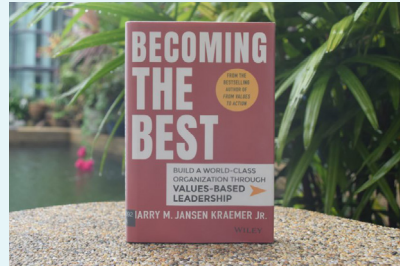
PLF STAFF PICKS: A GLIMPSE INTO OUR FAVORITE READS

At Perdana Leadership Foundation (PLF), our team is passionate about books that inspire, challenge, and offer valuable insights. In this edition of "PLF Staff Picks," we bring you a curated list of our team's favourite reads from our library shelves. Let's dive into the diverse non-fiction choices that fuelled our curiosity in 2023.



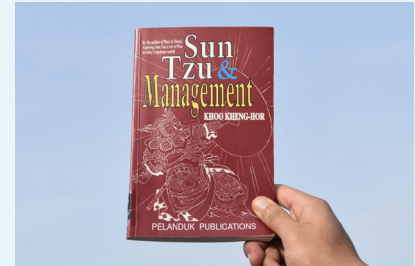
January

Maizzuddin Munir
War: How Conflict Shaped Us



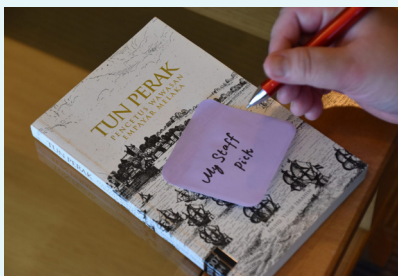
February

Nurul Humaira Kamarulzaman
Becoming the Best: Build a World-Class Organisation Through Values-Based Leadership



March

Fakhrul Adam Bin Jose M Cruz @ Fauzi Cruz
Sun Tzu & Management



April

Maizatun Kartini Kamaruldin
Tun Perak: Pencetus Wawasan Empayar Melaka



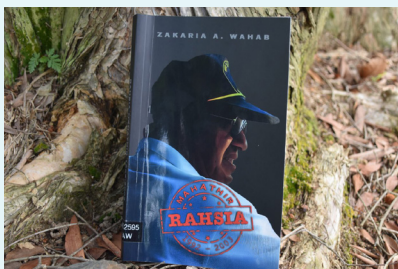
May

Adnan Haris
My Journey By Bus: Perak •Pulau Pinang• Perlis • Kedah



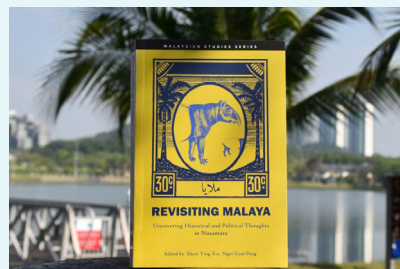
June

Roymax Sebastian
Blogging for a Living



July

Hasniza Binti Hashim
Rahsia Mahathir : 1992 – 2003



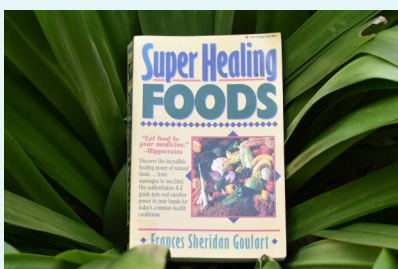
August

Magdalena Anak Lampas
Revisiting Malaya: Uncovering Historical and Political Thoughts in Nusantara



September

Mohammad Faridzuan Abd Rahman
Expressions of Merdeka Malaysia



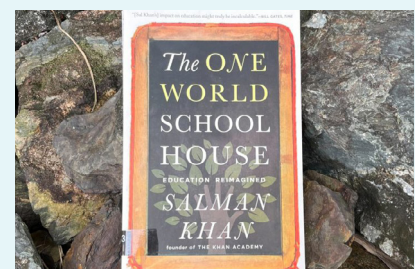
October

Nurshahiqah Asli
Super Healing Foods: Discover the Incredible Healing Power of Natural Foods



November

Siti Murshidah Mat Riffin
Negaraku. Negara Kita

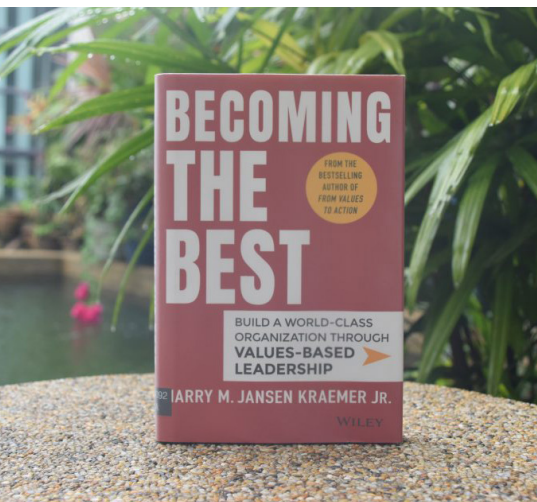


December

Suriyana Mohd Noor
The One World Schoolhouse: Education Reimagined

At Perdana Leadership Foundation (PLF), we believe in the transformative power of books. As avid readers and knowledge enthusiasts, our team constantly explores diverse genres to uncover stories that inspire, challenge, and broaden our perspectives.

In this edition of “PLF Staff Picks,” we welcome you to explore a selection of our recommended reads. From thought-provoking business insights to captivating narratives, our curated list showcases the diverse tastes and interests of our team members.



Our February book recommendation came from Ms Nurul Humaira Kamarulzaman. **Becoming the Best: Build a World-Class Organisation Through Values-Based Leadership** unveils a formula for success in Values-Based Leadership (VBL) by applying

four principles – self-reflection, balance, true self-confidence, and genuine humility – to five key demands.

It emphasises actualising one’s best self through self-knowledge, ensuring team alignment with organisational goals, fostering win-win partnerships, focusing on positive actions for returns, and embracing social responsibility.

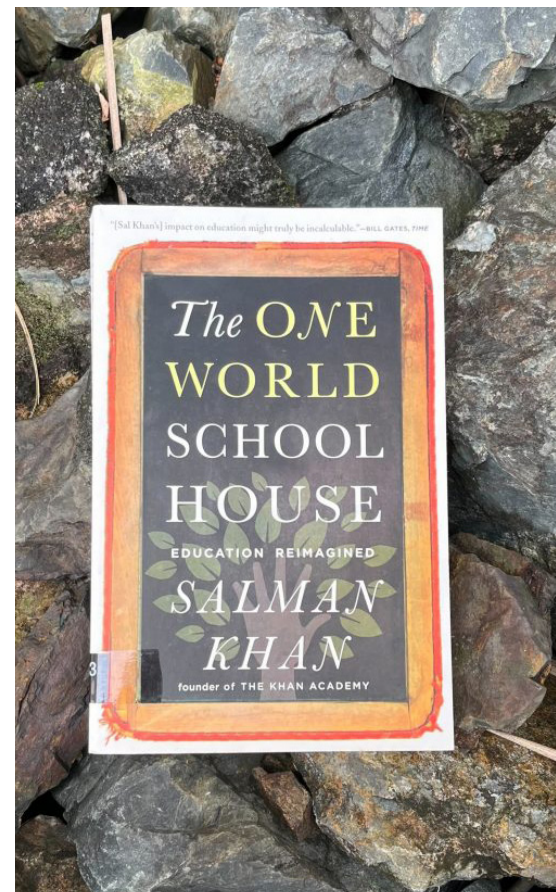


Mr Mohammad Faridzuan Abd Rahman drove us on a historical journey with his recommendation, **‘Expressions of Merdeka Malaysia’**. This book takes you back to 1957 and 1963 with rare photos capturing Independence and Malaysia Day celebrations with iconic buildings and unexpected moments like a bull-fighting contest at the Selangor Turf Club. A must-read, especially for younger Malaysians, offering a visual journey into our nation’s history.

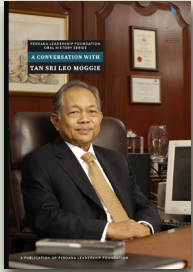
If you’re into blogging, then this recommendation from Mr Roymax Sebastian Abdullah might be the

one for you. **Blogging for a Living** is a valuable guide for aspiring bloggers, offering insights and tips on building a successful career in the ever-evolving world of online content creation. Emphasising the importance of genuine passion for writing, the book addresses common challenges and highlights the evolving landscape of blogging in 2023, encouraging bloggers to diversify their content with infographics, audio, video, and interactive elements for reader engagement.

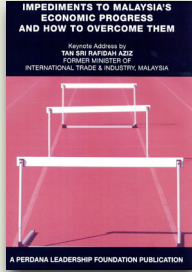
Finally, in terms of education, we have one recommendation from Ms Suriyana Mohd Noor, **‘The One World Schoolhouse: Education Reimagined’**. In this book, the author seeks to transform education by introducing engaging and innovative methods. This book explores his creative approaches, emphasising the importance of leveraging technology for personalised learning. He challenges traditional assumptions, envisioning a future of free, universal, and global education through effective technology use.



BOOKS AND MERCHANDISE @PLF



Perdana Leadership Foundation Oral History Series: A Conversation with Tan Sri Leo Moggie
 Publisher: Perdana Leadership Foundation (PLF)
RM35.00



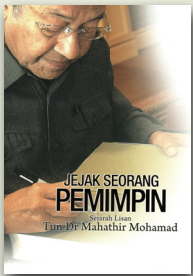
Perdana Discourse Series 21 "Impediments to Malaysia's Economic Progress and How to Overcome Them"
 Publisher: Perdana Leadership Foundation (PLF)
RM20.00



Perdana Leadership Foundation Oral History Series A Conversation with Tan Sri Rafidah Aziz
 Publisher: Perdana Leadership Foundation (PLF)
RM29.90

Perdana Leadership Foundation publishes and sells a range of books on leadership, history, and national issues. The books can be purchased directly from the Foundation by contacting Ms Magdalena Lampas (03-8885 8961/ magdalena@perdana.org.my) or e-mailing library@perdana.org.my. A selection of the books available are:

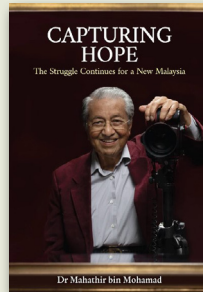
Selected Books by Tun Dr Mahathir Mohamad:



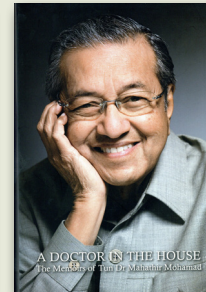
Jejak Seorang Pemimpin : Sejarah Lisan Tun Dr Mahathir Mohamad
 Publisher: Perdana Leadership Foundation (PLF)
Hardcover : RM50.00
Paperback : RM20.00



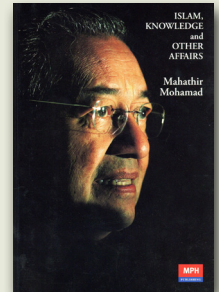
Jejak Seorang Pemimpin : Sejarah Lisan Tun Dr Siti Hasmah Mohd Ali
 Publisher: Perdana Leadership Foundation (PLF)
Hardcover : RM50.00
Paperback : RM20.00



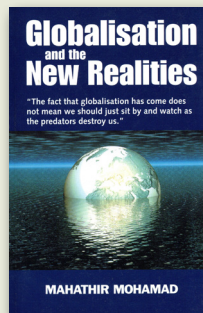
Capturing Hope: The Struggle Continues for a New Malaysia
RM80.00



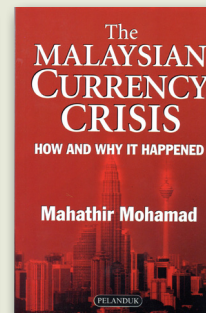
A Doctor in the House: The Memoirs of Tun Dr Mahathir Mohamad
 (also available in BM and Mandarin)
RM100.00



Islam, Knowledge and Other Affairs
RM50.00



Globalisation & the New Realities (English)
RM50.00



The Malaysian Currency Crisis
RM10.00

Monographs of the other Discourse are also available. Some of our titles are also available in e-book format. Check out www.plfpublications.com

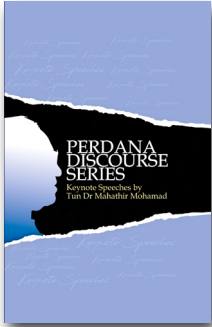
PLF MERCHANDISE

- Notepad (Big) **RM8.00**
- Notebook (Ring) HBK **RM17.00**
- Cardholder **RM 15.00**
- Pendrive 64GB **RM30.00**
- PLF Thermos Mug **RM27.00**
- Umbrella **RM27.00**
- T-Shirt **RM33.00**



OUR LATEST PUBLICATIONS

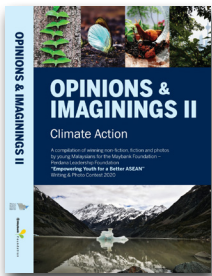
Check out our latest hardcovers and paperbacks. These books are available directly from PLF (call 03-8885 8961 (Library Counter) or email plfcomms@perdana.org.my) or at selected bookstores in KL.



Perdana Discourse Series: Keynote Speeches by Tun Dr Mahathir Mohamad (Hardcover)

The keynote addresses contained in the volume were delivered at the Perdana Discourse Series from 2004 to 2009. Also included are selected questions and answers and bonus content from PLF's CEO Forums 2019 and 2022.

Available for purchase at **RM60.00**



Opinions & Imaginings II (Hardcover)

This publication proudly presents the top winning entries of the young Malaysian winners of the Maybank Foundation – Perdana Leadership Foundation Writing & Photo Contest 2020 “Empowering Youth for a Better ASEAN” who share their thoughts, fears, hopes, and imaginings on climate change through thoughtful essays, arresting photos, and creative short fiction. This publication also features the text of the keynote address by former Prime Minister YABhg Tun Dr Mahathir Mohamad delivered at the prize-giving ceremony.

Available for purchase at **RM85.00**

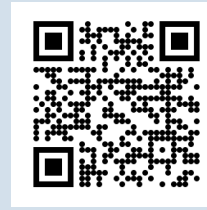


PDS 22 Monograph “Envisioning Malaysia’s Future Employment: Trends vs Skills” (Softcover)

This book contains the proceedings of the 22nd Perdana Discourse Series “Envisioning Malaysia’s Future Employment: Trends Vs Skills” featuring the keynote address by Dato’ Professor Dr Elizabeth Lee, Chief Executive Officer, Sunway Education Group, as well as the panellists’ presentations that followed.

Available for purchase at **RM25.00**

HALL RENTAL



The Perdana Leadership Foundation houses venue spaces that can cater for events from small meetings

of 20 people to a lecture for 150 delegates. Venue spaces are available for rent subject to availability and suitability of event. If you wish to know more, please contact Ms Afiqah (03-8885 8952 / afiqah@perdana.org.my)





PERDANA LEADERSHIP FOUNDATION

www.perdana.org.my



Perdana Leadership Foundation was established in 2003 with the aim of preserving, researching, and disseminating materials by and on Malaysia's past Prime Ministers as well as events connected to them, with particular emphasis on the policies, strategies, and initiatives they adopted. Premised on the belief that past leadership can yield valuable insights for present and future development, the Foundation's objective is to increase awareness and appreciation of Malaysia's history and leadership legacy.

The Foundation's physical home in Precinct 8, Putrajaya, was completed in October 2003. The stately building now houses the Perdana Library, an auditorium as well as a multi-purpose hall in addition to the office of the Foundation's Honorary President who is the country's fourth and seventh Prime Minister, YABhg Tun Dr Mahathir Mohamad.

The Foundation operates the Perdana Library which houses 12,000 physical titles and more than 250,000 digital documents, including speeches, policy papers, and articles.

The Foundation's objectives are:

- To research, document, disseminate, and publicise the intellectual legacies of Malaysia's past Prime Ministers.
- To create awareness of the development process of the nation and draw lessons from the nation's history to enhance future development.
- To illuminate the contributions of Malaysia's past Prime Ministers in the social, economic, and political development of the nation.
- To be a resource centre of policies, strategies, and initiatives that were adopted under Malaysia's various Prime Ministers which may be used and adapted as models for the development of other nations.

The Foundation also has a broader objective which is to promote global understanding by providing a channel for scholars and thinkers to undertake research and idea-sharing for lasting, peaceful resolutions.

The Perdana Leadership Foundation is governed by a Board of Trustees representing the following corporations:



UPCOMING EVENTS

PERDANA LIBRARY WORKSHOP: RDA FOR LIBRARIES: CATALOGUING RULES: ORGANISING INFORMATION RESOURCES IN LIBRARIES

Date: 26th – 28th February 2024

Venue: Perdana Leadership Foundation

PLF ONLINE: BOOK DISCUSSIONS

Dates: March, June, August & November 2024

Venue: Perdana Leadership Foundation

PLF CEO DIALOGUES

Dates: May/June 2024

Venue: Online

PLF SME LEADERS PROGRAMME: KNOWLEDGE EXCHANGE FOR ENTREPRENEURSHIP EXCELLENCE

Date: 30th May 2024

Venue: Perdana Leadership Foundation

PERDANA LIBRARY WORKSHOP: PRESERVATION OF LIBRARY COLLECTIONS

Date: 24th – 26th June 2024

Venue: Perdana Leadership Foundation

PERDANA LIBRARY WORKSHOP: LCSH CLASSIFICATION FOR LIBRARIES: LIBRARY OF CONGRESS SUBJECT HEADINGS

Date: 15th – 17th July 2024

Venue: Perdana Leadership Foundation

PLF MERDEKA EXHIBITION

Date: August – September 2024

Venue: Perdana Leadership Foundation

PLF LEADERSHIP PROGRAMME

Date: September 2024

Venue: TBC

PERDANA DISCOURSE SERIES 24

Date: October 2024

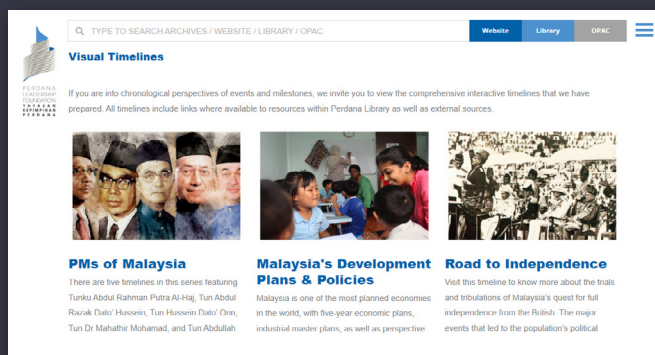
Venue: Perdana Leadership Foundation



BECOME OUR MEMBER

Membership to the Perdana Library is open to all* and members gain the following benefits: Use of our Library facilities, including Wi-Fi, e-mail requests for specialised searches; early invitations to selected events, and discounts on our books and merchandise. Please visit www.perdana.org.my or scan the QR code to register.

**To join, you have to be 13 years or older*



A RICH ONLINE RESOURCE

There are plenty of resources on Malaysia's Prime Ministers and their policies on our website, including an interactive visual timeline, infographics, and podcasts. Our Library's OPAC is also available for you to search our vast repository, all for free.

FOLLOW US

PERDANA LEADERSHIP FOUNDATION

Drawing on the past to serve the future

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We post information on upcoming events on our **Facebook** page and **Instagram**, so be sure to like our page and follow us!