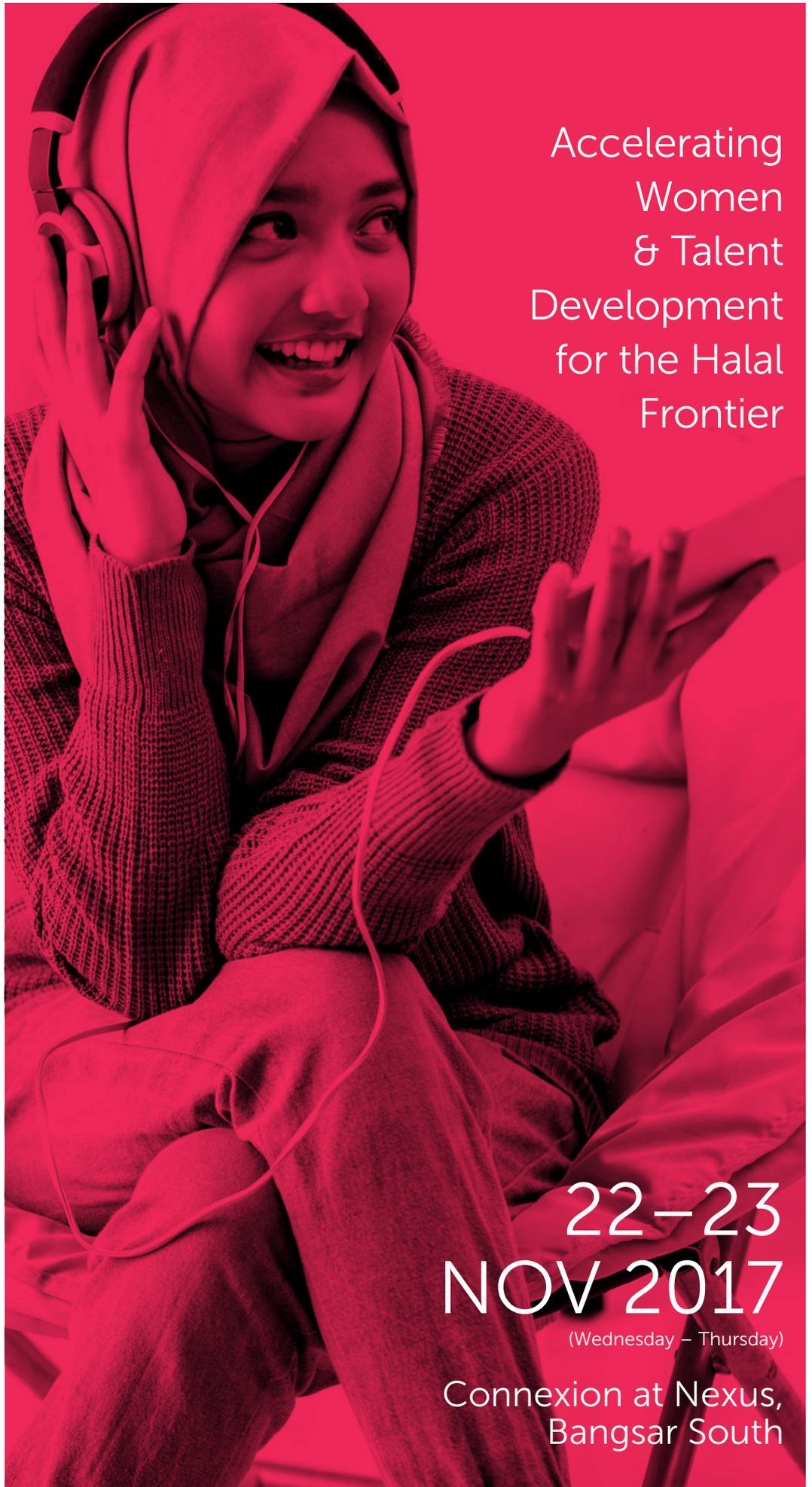




**HALAL
LIFESTYLE**
CONFERENCE &
EXPO 2017

**Sponsorship
Brochure**



Accelerating
Women
& Talent
Development
for the Halal
Frontier

22-23
NOV 2017

(Wednesday - Thursday)

Connexion at Nexus,
Bangsar South

PREMIER SPONSOR



SUPPORT PARTNER



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ORGANIZED BY



Women, Talent & the Halal Lifestyle - how do they tie together?

The **Halal** market is worth more than USD 2.0 trillion and one of the most promising sub-sectors in the world today. With an estimated Muslim consumer base of 1.8 billion, making up to one fourth of the world's population, the demand for halal products and services is overwhelming.

Lifestyle, refers to our everyday way of life that incorporates the different principles, values and standards of living we have delineated for our lives. Being halal-conscious and halal-savvy is actually the springboard to an optimal and cordial lifestyle-choice. The halal concept goes far beyond the food industry and applies to the daily lives of Muslims and non-Muslims.

A growing industry without **talent** is simply said, asset-poor. The Malaysian talent pool is rich with young, educated and productive workers with skills necessary for science- and service-based industries. Business owners who plan to grow and embark into the halal industry must first develop a pool of halal talent within to ensure a successful transition. The goal is to develop a sustainable pool of knowledge workers and professionals for the halal industry.

A major contributor to the halal lifestyle economy, are actually **women**. We aim to drive women to be more than just consumers, but to place both hands on the wheel and drive the halal lifestyle economy through their entrepreneurial spirit.

Therefore, **our objective is to close the gaps in developing talent within the halal economy, while focusing on women entrepreneurs in the Halal Lifestyle economy.**

Who should attend

- Entrepreneurs
- Manufacturers
- Researchers, academicians, graduate students
- HalalCompanies (MNCs/SMEs)
- Government Departments/Agencies
- Decision/Policy makers
- Investors
- Senior Regulators
- Trade Associations
- Business Communities



What to expect?

The conference and expo brings to you a plethora of activities and experiences. Immerse yourself in our **2 day conference** with talks from **industry experts, interactive dialogues** and **round table discussions**. The expo will showcase many new trending Halal Lifestyle products and services available.

JOIN US as we explore the endless possibilities of the halal lifestyle economy and create more **Women halalpreneur** success stories!.

Why attend?

Learn something new

- Gives you an opportunity to learn a whole lot more from watching and interacting with industry experts face to face
- A platform to ask all the burning questions you have
- Build new relationships with like minded women entrepreneurs and leaders who are either paving the way or dipping their toes into the Halal Lifestyle Economy

Get Inspired

- Hear what conference speakers have done to make their business so successful
- Gives you new perspective to add something new to your business or change the way you do things
- Meeting others who have been/are successful in the Halal Lifestyle Economy would inspire and motivate you to reach a higher level of success

Have fun

- Catch up on the latest modest fashion trends
- Learn about the hottest new beauty products and learn how to use them
- Join us for a workout and more!



Beauty industry



Fashion industry



Wellness industry



Tourism industry

DAY 1

🌀 **The Halal Frontier: The potential of the Halal Lifestyle Economy in Malaysia and Globally**

What are the biggest sectors in the Halal Lifestyle Industry, and which sectors are looking at the most growth? Key players in the Halal Lifestyle Ecosystem in Malaysia? Where does Malaysia stand in terms of Talent for Halal Economy?

Speaker: **Mr Kiranjit Singh,**

Head of Ipsos Business Consulting, Malaysia

🌀 **Halal Talent: The Gaps and the Way Forward**

To what extent is the Malaysian local talent pool prepared to take the stage in the Halal Lifestyle economy? What it takes to grow the local talent pipeline to achieve the desired business outcomes? What can you do to identify and build your Halal Lifestyle talent pipeline?

Speaker: **HDC & Teraju**

🌀 **Halal certification for Halal Lifestyle Economy & Talent Development**

The essential component of the halal ecosystem is a halal certification process. What are the relevant rules and regulations? What are the standards developed to support the Halal Lifestyle economy (Tourism, Fashion, Beauty and Wellness)? How do business owners maintain the standards of their operation so they can continue to sustain their certification?

Speaker: **Datuk Fadilah Baharin,**

Director General, Standards Malaysia & (JAKIM)

🌀 **Developing Talent for the Halal Lifestyle Economy**

What does it encompass? How to identify the right training needs? What does it take to improve the quality of talent?

Panelist session:

1. **Sharifah Najwa Syed Abu Bakar,**
Senior Director of Business Advisory and Support Division, SME Corp
2. **Mr Mohd Roslan Saludin,**
Group General Manager, QSR Brands Holdings (M) Berhad
3. **Mr Ramlan,**
Chairman, Rayt Enterprise Sdn Bhd

DAY 2

🌀 **Women Leaders in the Halal Lifestyle Economy: Talent Challenges & Success Stories**

Many women leader have done exceptionally well in the Halal scene and this session focuses on how we can learn from the experience of others whom have successfully seen growth, address issues and developed innovative strategies along the way.

1. Fashionvalet
2. Naelofar Hijab
3. Have Halal Will Travel

🌀 **Riding the Digital Wave for the Halal Frontier**

Halal industry is gaining speed globally and is targeted to be the next wave to shake the e-commerce sector. What are the available e-commerce platforms for the Halal Lifestyle Economy? What & how to channel or diversify your business digitally for a global outreach?

Panelist session:

1. **Tunku Dato' Kaiyisah Kamil Ikram,**
Founder, Pretty Suci
2. MDEC
3. Zalora

🌀 **Becoming a Winner in Halal Lifestyle Economy: Think-Tank Session**

- Identify key takeaways from conference
- Facilitated discussion on strategies for women entrepreneurs to move forward collectively



PROGRAMME AGENDA

22 November (Wednesday)

Conference Day 1	Exhibition Day 1
8.30am – 9.00am: Registration & Refreshments	
9.15am – 9.30am: Welcome address by YABhg. Tun Hj Mohammed Hanif Omar President, Malaysian Institute of Management	
9.30am – 10.15am Session 1 The Halal Frontier: The potential of the Halal Lifestyle Economy in Malaysia and Globally	
10.15 – 10.30am: Opening Speech & Launch by YB Dato' Sri Hajah Nancy Shukri Minister in the Prime Minister's Department	Registration starts from 10am onwards OPEN TO VISITORS
10.30am – 11.00am: TEA BREAK	
11.00am – 11.45am Session 2 Halal Talent: The Gaps and the way forward	OPEN TO VISITORS
11.45am – 12.45pm Session 3 Halal Certification for Halal Lifestyle Economy & Talent Development	
12.45pm – 2.30pm: LUNCH	
2.30pm – 3.30pm Session 4 Developing Talent for the Halal Lifestyle Economy	OPEN TO VISITORS
3.30pm – 4.00pm: Wellness Session: Chair Yoga	
4.00pm – 5.00pm: Makeover / Make Up Session	
5.00pm: THE END	

23 November (Thursday)

Conference Day 2	Exhibition Day 2
8.15am – 9.00am: Registration & Refreshments	
9.15am – 10.15am Session 1 Women Leaders in the Halal Economy: Talent Challenges & Success Stories	
10.15am – 11.15am Session 2 Riding the Digital Wave for the Halal Frontier	
11.15am – 11.30am: TEA BREAK	
11.45am – 12.45pm Session 3 Becoming a Winner in Halal Lifestyle Economy: Think-Tank Session	OPEN TO VISITORS
Grooming Session	
Fashion Show	
5.00pm: THE END	

WHY SPONSOR

Brand awareness is invaluable to any business. Now you have the opportunity for your company to become a leader in the Halal Lifestyle sector by becoming one of our main sponsors. With the **trillion dollar rise in the Halal Lifestyle sectors**, businesses are constantly looking for new growth and opportunities to market their products and services. Take this opportunity and **PUT YOUR BUSINESS IN THE SPOTLIGHT**.

TOP FIVE REASONS TO SPONSOR

The HALAL LIFESTYLE CONFERENCE & EXPO has a fantastic range of sponsorship and advertising opportunities to provide your brand with good visibility placement and promotion



NETWORKING

Establishing business relationships with peers from across the industry in via opportunities created through our interactive expo



GENERATE LEADS & SALES

Generate tangible business leads and expand your contact base by networking with decision makers from across the industry



MARKETING

Garner publicity via our public relations, advertising and promotion efforts



GOOD RETURN ON INVESTMENT

Perfect opportunity to showcase your products or services, develop strategic relationships and establish your brand in the industry via face-to-face interaction with targeted decision-making prospects



BRANDING

Gain significant visibility and enhance your corporate image by displaying your investments to a group of highly targeted audience



SPONSORSHIP CATEGORIES

Gold Sponsor (RM50,000)

- ☀ A special speaking slot for 30 minutes.
- ☀ Acknowledgement of your company during the Conference Opening.
- ☀ 6m x 3m exhibition booth to showcase your product & services.
- ☀ CEO interview for Management Magazine.
- ☀ Recognition and company logo in the Conference's digital backdrop, website, marketing, promotional & advertising collaterals.
- ☀ Placement of corporate banner at the registration area, holding room & inside the Conference Hall.
- ☀ Insertion into the delegates bags
- ☀ 5 conferences pass to attend the event.
- ☀ A special interview session with the press
- ☀ Access to the Delegates Listing

Bronze Sponsor (RM10,000)

- ☀ Acknowledgement of your company during the Conference Opening.
- ☀ 3m x 3m exhibition booth to showcase your product & services.
- ☀ Recognition and company logo in the Conference's digital backdrop, website, marketing, promotional & advertising collaterals.
- ☀ Insertion into the delegates bags
- ☀ 3 conferences pass to attend the event.
- ☀ A special interview session with the press

Customised Sponsorship Packages

We also can tailor make / customised the sponsorship packages to cater for your sponsorship requirement (upon request), e.g. Lanyard Sponsor, Break Sponsor, etc

Silver Sponsor (RM30,000)

- ☀ One panelist slot.
- ☀ Acknowledgement of your company during the Conference Opening.
- ☀ 6m x 3m exhibition booth to showcase your product & services.
- ☀ CEO interview for Management Magazine.
- ☀ Recognition and company logo in the Conference's digital backdrop, website, marketing, promotional & advertising collaterals.
- ☀ Insertion into the delegates bags
- ☀ 4 conferences pass to attend the event.
- ☀ A special interview session with the press
- ☀ Access to the Delegates Listing

Exhibitors (RM2,500)

- ☀ Acknowledgement of your company during the Conference Opening.
- ☀ 3m x 3m exhibition booth to showcase your product & services.
- ☀ Recognition and company logo in the Conference's digital backdrop, website, marketing, promotional & advertising collaterals.
- ☀ Insertion into the delegates bags
- ☀ 1 conference pass to attend the event.

For more information please contact our Event Department:
General Line: **+603-7711 2888** Email: **events@mim.org.my**
Fax: **+603-7711 2999**

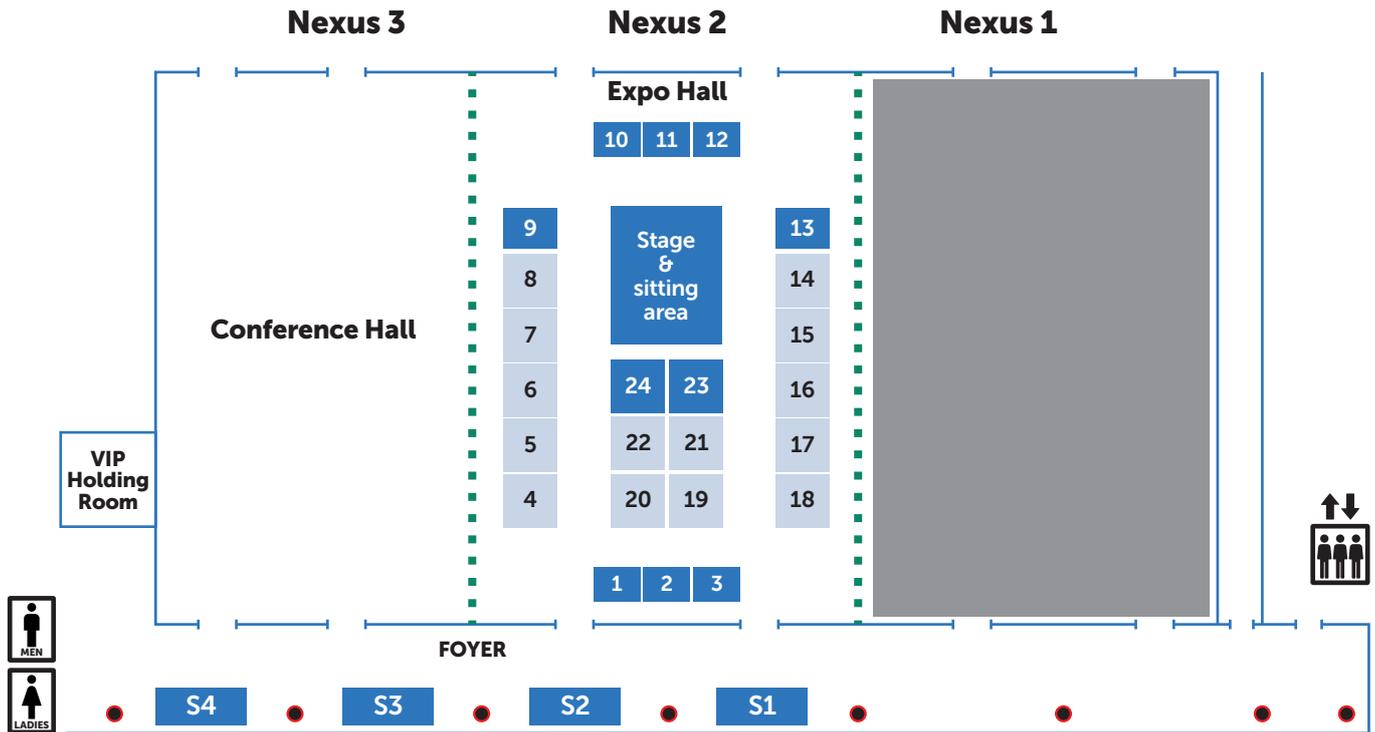
- AJ (Mobile): 010-4249176
- Wida (Mobile): 014-2293655
- Alia (Mobile): 012-7637554
- Lily (Mobile): 012-6258101
- Ezanni (Mobile): 012-605030



SPONSORSHIP CATEGORIES		GOLD RM50,000	SILVER RM30,000	BRONZE RM10,000	EXHIBITORS RM2,500
Thought Leadership Benefits	Speaking Slot (30 minutes)	■			
	Panellist Slot		■		
	CEO interview for Management Magazine	■	■		
Branding Benefits	Branding collaterals	■	■	■	■
	Insertion in delegate bags	■	■	■	■
	Interview Session with Press	■	■	■	
	Event signage logo placement	■	■	■	
	EDM blast to MIM members on booth presence at event	■	■	■	■
Networking Benefits	6m x 3m Booth	■	■		
	3m x 3m Booth			■	■
	Conference passes	5	4	3	1
Post-Event Benefits	Access to Delegates List	■	■		

EXHIBITION HALL LAYOUT

GRAND BALLROOM AND FOYER



Sponsorship Booth S1 – S4

Exhibition Booth 1 – 24



Nexus

Bangsar South City
7, Jalan Kerinchi
59200 Kuala Lumpur

GPS Coordinates:

3.109603 N, 101.665565 E

