



THE WOMAN  
EXTRAORDINAIRE  
FORUM 2013

Brandt International Sdn Bhd, Level 3, Tower 8, Avenue 5, Horizon Phase 2 Bangsar South No. 8 Jalan Kerinchi, 59200 Kuala Lumpur  
Telephone number: 03 2247 1289: 03 2247 1298: 03 2247 1892 Fax number: 03 2242 3986

**The Women Extraordinaire Forum 2013**  
***Premier Thought Leadership Forum for Women***  
***Realizing the Enormous Potential & Endurance of Women***  
***An Event to Learn, Laugh and Be Inspired!***

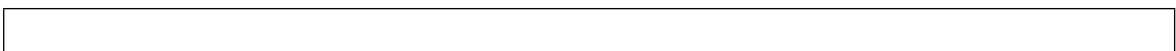
For the third consecutive year, WealthAsia Group is once again proud to bring extraordinary women in business together for a 2-day event, The Woman Extraordinaire Forum. For the past two years, the forum served as a platform for a panel of influential individuals to share their visions of successes, ideas, and insights with other high-caliber women.

This year, the event shines the spotlight on woman entrepreneurs, both corporate individuals and business owners, who share the core values of leadership, entrepreneurship, and philanthropy.

Over 20 leading professionals from varying backgrounds will join in a series of seminars that will cover thought-provoking topics such as women in social media, making entrepreneurship an everyone's game, the emersion of female role models, as well as a much anticipated debate on entrepreneurship and how it is arguably suited for everyone.

**The Women Extraordinaire Forum 2013** will be held on **November 20<sup>th</sup> – 21<sup>st</sup> at the Ritz-Carlton Kuala Lumpur**. Join us to meet some of the most influential and successful women for two days of empowerment, eye-opening discussions, networking, and unforgettable moments hanging with the girls!

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## **AGENDA FOR THE WOMEN EXTRAORDINAIRE 2013**

### **DAY ONE - Wednesday 20<sup>th</sup> November 2013**

- 8.30 a.m.** Registration and Breakfast Reception
- 9.00 a.m.** **Arrival of YB Dato' Sri Hajah Rohani Abdul Karim, Minister of Women, Family and Community Development**
- 9.05 a.m.** Welcome Address By **Ms. Munirah Looi - Organizing Chairperson, The Women Extraordinaire Forum 2013 & President/CEO of Brandt International**
- 9.10 a.m.** Welcome Speech by **Ms. Elsa Pau - "The Women Extraordinaire Forum", Founding Chairperson / CEO of WealthAsia Group**
- 9.15 a.m.** Opening Address & Launch by **YB Dato' Sri Hajah Rohani Abdul Karim, Minister of Women, Family and Community Development**
- 9.30 a.m** **The Making of Women Leaders**  
by **YBhg Tan Sri Rafidah Aziz, Former Minister of International Trade & Industry**
- 10.00 a.m.** **Tea Break and Networking**
- 10.30 a.m. Women Getting Even (Track: Corporate)**  
Although women are better educated and more prevalent in the workplace than ever before, women still get paid less than men and are not getting promoted as fast as their male counterparts. In an uncertain job market, is the gender gap widening or improving? Our panel of experts will discuss strategies on how women can be more effective when it comes to pay and promotion negotiations.
- Panelists:**
- 1.Mr. Anthony Raja Devadoss**, VP-APAC, Kelly Outsourcing Consulting Group
  - 2.Ms. Maria Carolina V. Dominguez**, President and CEO, John Clements Consultants, Inc.
  - 3.Ms.Vinnie Raviraj, Regional Manager** – People Strategy & Talent Acquisition Convergys SEA (M) Sdn Bhd
- Moderator: Ms. Wendy Mackey Jones** - VP Membership European Professional Women's Network
- 11.30 a.m. The Courage of a Woman Entrepreneur (Track: Inspiration)**  
Panelists share their journeys to becoming entrepreneurs, including the pain they experienced to succeed, how they started and what pushed and motivated them. Panelists also share their views on women being less profitable, their strategies to make their

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businesses sustainable and the fears that women face when reaching their goals.

**Panelists:**

1. **YBhg. Dato' Hazimah Zainuddin** – Managing Director Hyrax Oil Sdn Bhd
2. **YBhg. Dato' Dr. Norraesah Mohamad** – Executive Chairman MyEG
3. **Ms. Munirah Looi** - President/CEO of Brandt International

**Moderator:** **Mr Teh Kim Seng**, Chairman & Founder, Netrove Ventures Group, Hong Kong

**12.30 p.m. Lunch and Networking**

**2.00 p.m. 'Women in the Workforce' by En. Johan Mahmood Merican, CEO Talent Corp**

**2.30 p.m. Women in Social Enterprise**

A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being, rather than maximizing profits for shareholders. Many entrepreneurs, whilst running a profit focused on the enterprise that they own, will make charitable gestures through the enterprise. However, social enterprises are differentiated through transparent evidence that their social aims are primary, and that profits are secondary. A panel of women engaged in philanthropy and social enterprise, will share their inspiring stories about how they are helping marginalized communities through social enterprises and enhanced opportunities.

**Panelists:**

1. **YBhg. Dato Ruby Khong** - President Kechara Soup Kitchen
2. **YBhg. Dato' Azlin Ahmad Shaharbi** – President Peniagwati Malaysia
3. **Ms. May Bouquet Brown** – UNESCO Youth Peace Ambassador | Full Time Goodwill Humanitarian Volunteer Malaysia

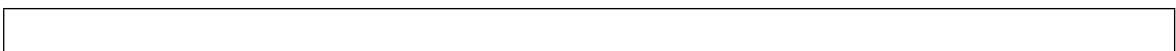
**Moderator:** **Ms. Elsa Pau**, Founding Chairperson / CEO of WealthAsia Group

**3.30 p.m. Tea Break**

**4.00 p.m. Women for the New Century (Track: Corporate)**

Women today are changing the paradigm of leadership. Historically, much of what we know about being a leader has been defined by men. Today, women are heading countries, commanding armies, and acting as CEO in some of the biggest corporations in the world. So what sets women leaders apart from their male counterparts? Some may contend that women have inherent traits that make them a more determined, assertive, persuasive, and empathetic leader.

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Is there any truth to that statement? Just how are women different as leaders? Join our panel of illustrious entrepreneurs and corporate leaders as they discuss their leadership format and how that led to their success. Also you will be hearing from a male panelist on his views too.

**Panelist:**

1. **Ms. Sharifah Raudah AlQudsy** - Founder of F2F Technology / Writer
2. **Ms. Wendy Mackey Jones** - VP Membership European Professional Women's Network
3. **Hanie Razaif-Bohlender** - General Manager Dragonfire Corporate Solutions Sdn Bhd
4. **Adjunct Professor Khaeruddin Sudharmin** – Advisor & Board Member, MRC Malaysia

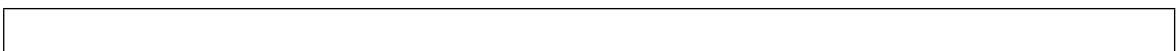
**Moderator:** **Ms. Munirah Looi** - Organizing Chairperson, The Women Extraordinaire Forum 2013 & President/CEO of Brandt International

**5.00 p.m. Recap of Day One by Ms. Elsa Pau, Founding Chairperson / CEO of WealthAsia Group**

**5.15 p.m. End of Day One**

**5.30 p.m. Networking**

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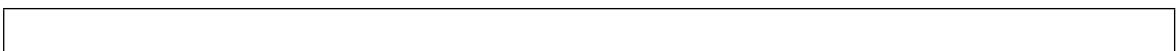


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**Dinner “An Evening with YABhg. Tun Dr Mahathir bin Mohamad”**

- 7.00 p.m           Arrival of Guests & Delegates
- 7.30 p.m           Dinner & Fashion Show
- 8.20 p.m           Arrival of **YB Dato’ Sri Hajah Rohani Abdul Karim**, Minister of Women,  
Family and Community Development
- 8.30 p.m           Arrival of **YABhg Tun Dr Mahathir Mohamad**  
The Honorary President, Perdana Leadership Foundation
- Photography Session
- 8.45 p.m           Welcome Speech By Ms. Munirah Looi  
**Organizing Chairperson, The Women Extraordinaire Forum 2013/CEO**  
Brandt International
- 8.50 p.m           **Women Leading The Future**  
by YABhg Tun Dr Mahathir bin Mohamad the Honorary President,  
Perdana Leadership Foundation
- 9.30 p.m           Dinner & Light Entertainment
- 10.30 p.m          The End

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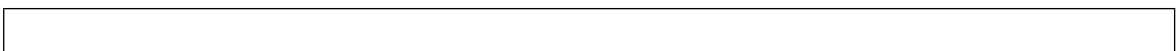
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## **AGENDA FOR THE WOMEN EXTRAORDINAIRE 2013**

### **DAY TWO - Thursday 21<sup>th</sup> November 2013**

- 8.30 a.m.** Registration and Breakfast Reception
- 9.00 a.m.** Opening Remarks by Chairperson
- 9.15 a.m.** **Women and Power by YB Dato Seri Azalina Dato Othman Said**  
Member of Parliament for Pengerang
- 9.45 a.m. Re-defining Feminism (Track: Inspirational) by Ms. Wynnie Wu-Cosgrove**  
Wynnie Wu-Cosgrove, originally from Hong Kong, is a champion record holder in long distance and 24-hour marathons. She started racing in 1992 at the Annual Hong Kong Golden Mile Road Race, and in 1995, her team won the Hong Kong Trailwalker Race, finishing with a time of 14 hours, 26 minutes. She moved to New Zealand with her husband in 1994. Wynnie has represented New Zealand in the 100km, 12-hour and 24-hour marathons in Japan, Taiwan, France, The Netherlands, and Italy from 1994-2003 and is currently the national champion and record holder for all three races. Wynnie has won a number of national and international sports awards, including the New Zealand Hillary Commission Winning Women Role Model, the Sri Chinmoy Medal for Services to Sport, and the IAAF medal for services to Women's Sport. She currently works as newspaper columnist, free-lance writer, sports coach, chef, and a proud mother.
- 10.15 a.m. Tea Break and Networking**
- 10.45 a.m. Is Entrepreneurship FOR everyone**  
"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember you can achieve." Mary Kay Ash, Founder Mary Kay Cosmetics
- Panelist:**
- 1.YBhg. Dato' Azlin Ahmad Shaharbi** – President Peniagwati Malaysia.
  - 2.YBhg. Dato' Hafsah Hashim** – CEO, SME Corp. Malaysia
  - 3. Haniz Razaif-Bohlender**, General Manager Dragonfire Corporate Solutions Sdn Bhd
  - 4.YBhg. Datuk Dr. Maznah Hamid** – Executive Chairman, Securiforce
- Moderator: Mr. Soon Heng Lim**, Producer at BFM89.9 The Business Station
- 12.00 p.m. Woman Making a Difference (Track Courage & Inspiration)**  
**Women with Will Power: No Mountain is High Enough.** A panel

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of passionate women share their inspiring stories about how they are changing paradigms through extreme sports, fighting with health issues, challenges in life and bouncing back in life and inspiring others.

**Panelist:**

1. **Ms. May Bouquet Brown** – UNESCO Youth Peace Ambassador | Full Time Goodwill Humanitarian Volunteer Malaysia
2. **Ms. Rene'e Aziz Ahmad**, General Manager, Plus Berhad
3. **Ms. Sharifah Mariah Alfah**, Owner Foxhill Resort, Langkawi

**Moderator:** **Mr. Roger Collantes**, CEO, Global Learning Solutions and best selling author

**1.00 p.m. Lunch & Networking**

**2.00 p.m. On Being a Wife, a Mother and a CEO (Track: Family)**

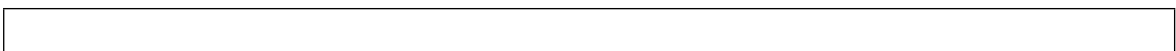
This panel addresses some of the challenges that the panelists faced as women in a variety of roles in their respective communities. Speakers dealt with stereotyping, struggled with time management, and fought the guilt that came with not meeting perceived standards. The panel will end with some tips that worked for the speakers, including revisiting priorities periodically, mastering time, and navigating personal and corporate challenges.

**Panelist:**

1. **Ms. Wynniew Wu-Cosgrove**
2. **Ms. Elizabeth Lee Fuh Yen** – Senior Executive Director of Sunway University & the Sunway Education Group
3. **Ms. Puteh Naziadin** – CEO Q-Training Sdn Bhd/Ex-Miss Malaysia

**Moderator:** **Dr. Johnben Loy** - FOUNDER & CLINICAL DIRECTOR USA-Licensed Marriage & Family Therapist (Minnesota license no: 2053) AAMFT Clinical Fellow and Approved Supervisor

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- 3.00 p.m. The Thrivers: "thrive, not just survive" by Mr. Roger Collantes  
CEO, Global Learning Solutions and best selling author**
- 3.30 p.m. Tea Break/Networking and Lucky Draw**
- 4.00 p.m. Closing Speech by Ms. Munirah Looi**
- 4.15 p.m. The End**

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