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UNITED NATIONS ESCAP
Economic and Social Commission for Asia and the Pacific

KEMENTERIAN PEMBANGUNAN USAHAWAN
MINISTRY OF ENTREPRENEUR DEVELOPMENT

YAYASAN HASANAH
A foundation of Khazanah Nasional

THE STATE OF SOCIAL ENTERPRISE IN MALAYSIA

12 March 2019



PROFILE OF MODERATOR AND PANEL SPEAKERS

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MODERATOR PROFILE: YUSUF JAFFFAR



Yusuf Jaffar is the programme manager at MaGIC's Global Accelerator department. He has a masters in Islamic finance with expertise in the areas of corporate finance, investment banking, impact audit and social venture capital.

Yusuf's experience in the social impact industry includes:

1. **Venture capital:** Part of the founding team that developed Malaysia's first social venture capital fund.
2. **Social enterprise accreditation:** Part of the founding them that drafted Malaysia's first guidelines for social enterprise accreditation.
3. **Scaling of social enterprises:** Part of the team that is creating MaGIC's PUSH program that would catalyse the rapid growth of social enterprise models across Malaysia.

In his spare time, Yusuf conducts training on business model canvas and theory of change to entrepreneurs.

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SPEAKER PROFILE: MAAME AGYEBEN



Ms. Maame Agyeben is an Associate Economic Affairs Officer in the Technology and Innovation Section of the Trade, Investment and Innovation Division, United Nations ESCAP. Her work includes policy development and capacity building for social enterprises and impact investment in the Asia-Pacific region. Previously she worked in trade facilitation, particularly for agricultural trade in the Asia-Pacific region. Areas of focus include business process and supply chain analysis. She has also served in the subregional office of the United Nations Economic Commission for Africa in Lusaka, Zambia and the United Nations Department for Economic and Social Affairs in New York. She holds a Master's Degree from the London School of Economic and Political Science and Bachelor's Degree in Economics and Politics from the University of Sheffield.

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SPEAKER PROFILE: ARIFFIN SAMSUDIN



Mr Ariffin Samsudin is the Director of Social Entrepreneurship Section, Ministry of Entrepreneurship Development.

He graduated from University of Technology Mara in Business Management. Throughout his 16 years in the public service, he has served in Ministry of Entrepreneur and Cooperatives, Ministry of Education, Ministry of Science, Technology and Innovation and Ministry of Housing and Local Government.

With his current portfolio in Social Entrepreneurship Section MED he is committed to develop an effective and inclusive policy for social enterprises and create a strong foundation and environment for social enterprises to grow and contribute to the nation's economic development.

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SPEAKER PROFILE: DATIN KATHLEEN CHEW



Datin Kathleen Chew is the Group Legal Counsel and is part of the Senior Management Team of the YTL Group. She is also Programme Director of the YTL Foundation, a foundation established by the YTL Group to contribute towards improving education in Malaysia. She was Co-Chair of the World Economic Forum on ASEAN 2016 [and a Local Ambassador for the British Council's Study UK Alumni Awards 2018]. She is Chairman of Hospis Malaysia and a trustee of the Spark Foundation, the Dignity for Children Foundation and Montfort Boys Town and sits on the boards of the Malaysian Collective Impact Initiative, Global Education Leaders Malaysia and Asia Philanthropy Circle. She is also Chairperson of Alpha Malaysia, a Christian organisation.

She obtained her secondary education at the Assunta Secondary School, Petaling Jaya and gained an LLB (Hons) degree from The University of Birmingham, United Kingdom in 1981 and was called to the English Bar at Gray's Inn in 1982. She was subsequently admitted to the Malaysian Bar in 1983. In 2010 she was conferred an Honorary Doctor of Science from the University of Aston.

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SPEAKER PROFILE: SASIBAI KIMIS



Sasibai Kimis left a successful career in the finance industry to start the award-winning impact enterprise and craftsmanship focused brand, EARTH HEIR®, in February 2013. Earth Heir's story began with a desire to create thoughtfully designed, contemporary heritage pieces handcrafted by artisans in Malaysia. Each Earth Heir piece exemplifies workmanship with the distinctive impression of human hands with personal and cultural narratives. Earth Heir works with disappearing heritage art forms, and advocates fair trade principles, sustainability and ethical partnerships. As part of its social and ecological mission, Earth Heir focuses on the sustainability of its products and supply chain.

Earth Heir won the British Council and Arthur Guinness Projects Social Enterprise Award 2015 and Sasibai was one of Wharton's "40 under 40" award winners in 2015 and an Eisenhower Fellow in the 2015 Women's Leadership Program. She was recently chosen as a VitalVoices Grow Fellow 2019, and Asia21 Young Leader 2017 by the Asia Society, and is the Country Coordinator for Fashion Revolution Malaysia.

Prior to Earth Heir, Sasi was a Vice President in the Investments division at Khazanah Nasional (Malaysia), a Director in the Private Equity team at First Avenue Partners LLP (London), worked in Ghana with Opportunities Industrialization Centers International and the United Nations Development Program, and in New York as an Investment Banking Analyst at Lehman Brothers.

Sasibai received a B.S in Economics (Finance and Management) cum laude from the Wharton School, University of Pennsylvania and an M.Phil in Environment and Development from Cambridge University. She has spoken widely at universities, conferences (such as TEDx) and forums in Malaysia, Singapore, Indonesia, U.K., United States, Switzerland and Japan."

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