



**FOR IMMEDIATE RELEASE**  
**PRESS STATEMENT**  
**6<sup>th</sup> OCTOBER 2021**

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**PERDANA LEADERSHIP FOUNDATION VIRTUAL CEO FORUM 2021 TO GATHER MORE THAN 25 BUSINESS LEADERS AND INDUSTRY EXPERTS**

**PUTRAJAYA, October 6, 2021** - How has the Covid-19 pandemic affected Malaysian businesses and how best can our economy recover in the post-pandemic phase?

The Perdana Leadership Foundation CEO Forum 2021 on 20<sup>th</sup> and 21<sup>st</sup> October 2021 will bring together business leaders and industry experts to address these concerns as well as to provide insights and opinions on the theme “**Business in the New Normal**”. With more than ten plenary, concurrent, and keynote sessions, the Forum promises to be a lively platform for idea-exchange and networking. One of the Forum’s highlights would be the Closing Keynote Address by former Prime Minister Tun Dr Mahathir Mohamad on “**Malaysia: Top Priorities for an Improved Future.**” There will also be keynote sessions by **Datuk Dr Hishamshah Bin Mohd Ibrahim**, Deputy Director General of Health Malaysia (Research & Technical Support), Ministry of Health Malaysia & **Tan Sri Dr Jemilah Mahmood**, Executive Director, Sunway’s Centre for Planetary Health.

*“The years 2020 and 2021 are very challenging for businesses in Malaysia, with most sectors recording record drops in revenues. Given the very unique circumstances posed by the pandemic, I believe it is even more important that business leaders, managers, and executives exchange their experience and views. Looking at the distinguished panellists and keynote speakers of the Forum, I am sure the discussions will provide needed insights and direction,”* said **Tan Sri Azman Hashim**, Chairman of the Board of Trustees, Perdana Leadership Foundation.

The topics that will be discussed at the Forum are wide-ranging, from the macro perspective in the plenary to industry specifics at concurrent sessions. The sessions will cover travel & tourism, SME digitalisation, retail sector challenges as well as employment issues, including a session on the impact of youth on business and politics. Speakers include **Tan Sri Dr Lin See Yan** (Zeta Advisory), **Prof Dr Jomo Kwame Sundaram** (Khazanah Research Institute), **Emeritus Prof Datuk Norma Mansor** (Malaysian Economic Association), **Tan Sri Dato' Soh Thian Lai** (Federation of Malaysian Manufacturers), **YM Raja Teh Maimunah Raja Abdul Aziz** (Wholesale Banking, AmBank Group), **Mr Mahadzir Aziz** (MDEC), **Datuk Dr Hamzah Kassim** (the iA Group), **Mr George Lee** (Innov8tif Solutions), **Mr Adam Yee** (Siemens Malaysia), **Mr Rizal Nainy** (SME Corp), **Mr Shafie Shamsuddin** (AEON Co.), **Mr Fong Wai Hong** (StoreHub), **Dato' Azman Shah** (Northport (Malaysia) Bhd), **Mr Mohd Syukri Ahmad Sudari** (Malaysian Employers Federation (MEF)) and **Ms Qyira Yusri** (UNDI18).

*“The CEO Forum has always been a platform and avenue for active discussion and dialogue on business and economic issues of the day and this year, the 8<sup>th</sup> edition of the Forum is no different. The CEOs, government representatives, and analysts that we gather for the CEO Forum will share their real-world experience, lessons, and ideas so that businesses in Malaysia can navigate the new post-pandemic landscape successfully,”* said **Tan Sri Nik Mohamed Nik Yaacob**, Executive Director, Perdana Leadership Foundation.

Seats are **RM200 per person**. We are offering readers a **10% discount** for individual and group tickets. Key in the code **“CEO2021”** on the purchase page. For more information, please visit [www.perdanaceoforum.com](http://www.perdanaceoforum.com) or email us at [plfceoforum@perdana.org.my](mailto:plfceoforum@perdana.org.my).

The Perdana Leadership Foundation CEO Forum 2021 is sponsored by CIMB, Kuala Lumpur Kepong Berhad, Bina Puri Holdings Berhad, Iris Corporation Berhad, DRB-HICOM Berhad, Westports, AmBank and EY.

## ABOUT PERDANA LEADERSHIP FOUNDATION

[www.perdana.org.my](http://www.perdana.org.my)

The Foundation is a non-profit organisation established in 2003 to document, disseminate, research, and archive materials related to the past Prime Ministers of Malaysia, and nation-building. The Foundation intends to become the premier institution for the study of Malaysia's Prime Ministers and the central resource centre for research into national stewardship as well as a platform for reflection, debate, and discussion with distinguished figures in Malaysian leadership. Our Honorary President is the fourth and seventh Prime Minister of Malaysia, YABhg Tun Dr Mahathir Mohamad. To date, we have digitised more than 500k materials, half of which are available through our website [www.perdana.org.my](http://www.perdana.org.my).

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