



**UUM**  
Universiti Utara Malaysia

Celebrating 40 Years of Excellence  
in Business & Management Education, Universiti Utara Malaysia



**OYAGSB**  
**Big Tulip**  
**Summit**  
2024



**CatalystHER:**  
**Enriching Business & Society**

24 October 2024 (Thursday)  
Renaissance Hotel, Kuala Lumpur

Marketing by:



# Introduction

The Othman Yeop Abdullah Graduate School of Business (OYAGSB) having recognized the importance of Diversity and Inclusion at the workplace, including closing the employment gender gap, developed the BIG TULIP SUMMIT as a learning and empowerment platform for aspiring leaders to unleash their potential and grow. The Big Tulip Summit has a distinguished history of success. Our inaugural event was graced by YB Dato' Seri Dr. Wan Azizah Binti Dr. Wan Ismail, followed by YB Chow Kon Yeow, the current Chief Minister of Penang, further elevating the summit's prominence.



The Big Tulip Summit 2018 and 2019 was a huge success having attracted participants from across Business, Industry and Government.





# Objectives

The Big Tulip Summit aims to deliver the following takeaways:

## ① INSPIRE

participants to achieve breakthrough in career and life;

## ② EMPOWER

participants to GROW;

## ③ TRANSFORM

participants to be better leaders; and

## ④ EQUIP

participants with the necessary skills, resilience and confidence.

### Target Audience

The Big Tulip Summit is designed to have an immediate impact on Women and Men across all functions and levels to unleash their potential and thrive. Senior leaders are encouraged to attend to learn more about current Diversity and Inclusion issues.

### Key Topics

1. Inspirational Leaders : Leading with Purpose
2. Women and Young Professionals: Catalyst for Business and Societal Progress



# Official Address



**YB Hannah Yeoh Tseow Suan** is Malaysia's trailblazing Minister of Youth and Sports, making history as the first woman to hold this esteemed position. A passionate advocate for youth empowerment and sports development, she brings invaluable experience from her previous role as Deputy Minister of Women, Family, and Community Development. Renowned for her steadfast commitment to transparency and good governance, Hannah Yeoh spearheads transformative initiatives aimed at securing a prosperous future for Malaysia's young generation.

**YBhg. Prof. Dato' Dr. Mohd Foad Sakdan**  
Vice-Chancellor,  
Universiti Utara Malaysia



**Professor Dr. Hassan Abu Bakar**  
Dean,  
Othman Yeop Abdullah  
Graduate School of Business (OYAGSB)  
Universiti Utara Malaysia





# Keynote Speaker



**Tan Sri Rafidah Aziz**, an esteemed Adjunct Professor at the Othman Yeop Abdullah Graduate School of Business (OYAGSB), is a venerated figure in Malaysian public life. As the former Minister of International Trade and Industry, she played a pivotal role in shaping Malaysia's trade policies and elevating its global economic standing. Acclaimed as Malaysia's "Iron Lady," Tan Sri Rafidah contributes her vast experience and astute strategic mind to OYAGSB, offering invaluable guidance to students and professionals navigating the complex realms of economics, trade, and governance.





# Programme

8.30 am	Arrival of Participants and Guests
9.00 am	Arrival of YBhg. Prof. Dato' Dr. Mohd Foad Sakdan Vice-Chancellor, Universiti Utara Malaysia
9.15 am	Arrival of YB Puan Hannah Yeoh Tseow Suan Minister of Youth & Sports Malaysia
9.30 am	National Anthem & Biru Warna
9.40 am	Welcome Address by OYAGSB, UUM
9.55 am	Opening Speech by YB Puan Hannah Yeoh Tseow Suan Minister of Youth & Sports Malaysia
10.15 am	Launching Big Tulip New Logo by YB Puan Hannah Yeoh Tseow Suan
10.30 am	Morning Break & Press Conference
11.00 am	Keynote Theme: "CatalystHer: Enriching Business & Society" by Tan Sri Rafidah Aziz, OYAGSB Adjunct Professor
12.00 pm	Networking Session / Booth Tour
12.30 pm	Lunch
2.00 pm	Forum 1: Inspirational Leaders: Leading with Purpose Moderator: Professor Ts. Dr. Norazah Mohd Suki, Deputy Dean Research, Innovation & Corporate Relations OYAGSB

## Panellist:

- Dato' Siobhan Das, CEO American Malaysian Chamber of Commerce
- Datuk Nor Azimah Abdul Aziz, CEO Suruhanjaya Syarikat Malaysia
- Datuk Anna Teo, CEO Hernan Corporation Sdn. Bhd.
- Ms. Tang Kae Sue, Founder, Hans Advisory & Trust Co. Ltd.

3.30 pm	Afternoon Break
3:45 pm	Forum 2: Women: A Catalyst for Business and Societal Progress Moderator: Ms. Ajunee Kaur, Finalist Miss Malaysia 2022

## Panellist:

- Ms. Thunisah Devi A/P Santhira Segaran, CEO Felora Group of Companies
- Ms. Viviantie Sarjuni, CEO Sabah Creative Economy & Innovation Centre
- Mrs. Amy Blair, CEO The Batik Boutique

4:30 pm	Beauty & Glow! by Ms. Nabilah Zulyadaini , Founder, Bellaz Beauty
5:00 pm	Session End



# Panel Speakers

## INSPIRATIONAL LEADERS: LEADING WITH PURPOSE



**Ms. Tang Kae Sue**

Founder Hans Advisory & Trust Co Ltd



**Datuk Anna Teo**

CEO Hernan Corporation Sdn. Bhd



**Dato' Siobhan Das**

CEO American Malaysian Chamber of Commerce



**Datuk Nor Azimah Abdul Aziz**

CEO Suruhanjaya Syarikat Malaysia

## WOMEN and YOUNG PROFESSIONALS : A CATALYST FOR BUSINESS AND SOCIETAL PROGRESS



**Mrs. Amy Blair**

CEO The Batik Boutique



**Ms. Viviantie Sarjuni**

CEO Sabah Creative Economy & Innovation Centre



**Ms. Thunisah Devi A/P Santhira Segaran**

CEO Felora Group of Companies

## MODERATORS

**Professor Ts. Dr. Norazah Mohd Suki**

Deputy Dean Research,  
Innovation & Corporate Relations, OYAGSB



**Ms. Ajunee Kaur**

Finalist Miss Malaysia  
2022





# OYAGSB BIG TULIP SUMMIT 2024 CATALYSTHER: ENRICHING BUSINESS AND SOCIETY


24 October 2024 (Thursday)  
Renaissance Hotel, Kuala Lumpur

CATEGORY	REGISTRATION FEE	
	1 PARTICIPANT	2 PAX & ABOVE
	RM500/PAX	RM380/PAX



Programme fee 100% claimable under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (*Kampus Kuala Lumpur*) - GOV1000120622 is a registered Training Provider with HRDF.

## PAYMENT DETAILS:

<p>Payment to be made to: <b>Universiti Utara Malaysia</b></p> <p>Bank: <b>Bank Islam Malaysia Berhad</b></p> <p>Account Number: <b>0209 3010 0000 10</b></p>	<p>QR Code Payment:</p>  <p>Reference: <b>BIGTULIP2024</b> Kindly e-mail proof of payment to: <a href="mailto:edp@uum.edu.my">edp@uum.edu.my</a> Please do not use the information above for other payment purposes other than the payment purpose. (PARTICIPATION FEE FOR THIS PROGRAMME ONLY).</p>
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## CONTACT DETAILS

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<p><b>Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia (UUM)</b> Universiti Utara Malaysia Kuala Lumpur Campus 27-1B Tingkat 1, Wisma Sri Muda (UUMKL Tower 2) Jalan Raja Muda Abd Aziz, Kampung Baru 50300 Kuala Lumpur Malaysia Tel: +604-928 7190 / 7191 / 7192 / 7193 / 7194 H/P: +6011-11293060 E-mail: <a href="mailto:oyagsb@uum.edu.my">oyagsb@uum.edu.my</a></p>	

Visit our website at [www.oyagsb.uum.edu.my/bigtulipsummit](http://www.oyagsb.uum.edu.my/bigtulipsummit) to download Big Tulip Summit 2024 Brochure





# OYAGSB BIG TULIP SUMMIT 2024 CATALYSTHER: ENRICHING BUSINESS AND SOCIETY

24 October 2024 (Thursday)  
Renaissance Hotel, Kuala Lumpur

REGISTRATION FORM				
Number	Name	NRIC Number	E-mail Address	Contact Number
1				
2				
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10				

Please e-mail registration form to: [edp@uum.edu.my](mailto:edp@uum.edu.my) and cc: [nabilah.mnordin@uum.edu.my](mailto:nabilah.mnordin@uum.edu.my)

Name of Organization:		
Organization Name & Address:		
Name of Person in Charge: (Authorised to sign form and e-mail address)		Contact Number:
Total Fee Payment: (Please refer to programme fee table)		

**CANCELLATION POLICY AND POSTPONEMENT OF PROGRAMME**

Because attendance at this programme requires significant advance preparation, refunds are not permitted. Invoice once issued cannot be cancelled except for exceptional reasons. Registrants who cancel less than 7 days in advance may nominate an acceptable substitute to attend the programme.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations.

Closing Date: 21 October 2024