

**2019 Annual PACIBER Meeting Proceedings**  
**International Entrepreneurship:**  
**Innovations in Practice, Education, and Research**  
**July 7 – 11, Kuala Lumpur Malaysia**  
**Grand Hyatt Hotel**

**SUNDAY, JULY 7, 2019**

9 AM Faculty Development in International Entrepreneurship

The group of 25 participants were first welcomed by UKM Assoc. Dean, Prof. Dr. Md. Daud Ismail, who expressed his gratitude to the faculty and staff of UKM who attended the Sunday morning workshop on International Entrepreneurship. He then welcomed and also expressed his appreciation to Prof. Manuel Serapio of the University of Colorado, Denver Institute for International Business, for his willingness to direct the morning workshop on the field of global entrepreneurship, which included an overview of the field, Dr. Serapio's own personal entrepreneurship endeavors beginning as a young boy in Manila, the development of entrepreneurial studies in general and finally, and the evolution of international entrepreneurship as a field of study and research. Prof. Serapio also provided many examples of how to identify, sense, seize and sometimes, transform, international entrepreneurship opportunities.

From a faculty perspective, Prof. Serapio provided sources and resources for international entrepreneurial education and topics for developing a curriculum and teaching topics for this field. The attendees will eventually receive a copy of a book on "International Entrepreneurship" which he co-authored with Antonella Zucchella and Birgit Hagen.

The morning's session also included two young Malaysian entrepreneurs, Mr. Md. Nasir Habizar of AppCable Sdn Berhad and Mr. Md. Aizat Abdul Rahim of Dropee.com. Both presenters related their stories on how they developed and eventually made a success of their respective entrepreneurial companies. AppCable, through its JomParking app, is the leading parking payment provider in Malaysia. It was incorporated in 2012 and continues its growth providing app development and software in other fields.

Dropee, on the other hand, purchases products from wholesalers and then resells these to distributors who, on their own, could not purchase those products at wholesale prices because they are unable to purchase in bulk. The products include drinks, candy, snacks, toys, office and school supplies. Deliveries are made within 3-5 days after receipt of orders. Dropee is recognized as the fastest growing B2B marketplace in Malaysia. In January 2019, the company received additional financing of over \$341,000 from two investment companies to assist them in identifying and purchasing more products.

4:00 PM      **Executive committee meeting for regional representatives**

Dr. Shirley J. Daniel welcomed the PACIBER regional representatives to Kuala Lumpur and expressed her appreciation to our UKM co-hosts and to everyone who made it to the meeting. She reviewed the meeting program and provided instructions as to locations for the sessions and the meals. The possible venue for next year's meeting was also briefly discussed with Dean Dezso Horvath suggesting Hangzhou, China as a cheaper alternative to Hong Kong (where the 2020 AIB meeting will be held). Other executive meeting attendees included Assoc. Dean Md. Daud Ismail and Prof. Manuel Serapio.

5:30 PM      **Welcome and Opening reception/registration**

The welcome reception was held on the 39<sup>th</sup> floor of the Grand Hyatt Hotel with a spectacular view of the Kuala Lumpur skyline. Dean Horvath and Dr. Shirley Daniel gave brief welcome remarks and everyone subsequently enjoyed the sumptuous hors d'ouvres and other delicious offerings and drinks.

**MONDAY, JULY 8, 2019**

8.30 AM      **Guest Arrival, Registration**

9.00 AM      **Conference Opening**

Dean Dezso Horvath provided welcome remarks, followed by Dr. Shirley Daniel who then introduced our co-host for the conference, the Universiti Kebangsaan Malaysia's (UKM) Faculty of Economics and Management. Dean Norman Saleh also welcomed everyone to Malaysia and elaborated on the program for the next three days. Assoc. Dean Daud Ismail then showed a video of UKM—its campus in Bangi, the various units and faculties. UKM is one of only four universities in Malaysia designated as a research center. **Keynote Speaker**, Datuk Aureen Jean Nonis  
Senior Director, Strategic Planning Division  
Malaysia External Trade Development Corporation (MATRADE)  
Development Policy and Strategy of International Trade in Malaysia

Datuk Aureen is a UKM alumna who also has a Masters in Banking and Finance from the UK. She then returned to Malaysia where she joined MATRADE (the equivalent of the U.S. Department of Commerce) where she assumed increasingly important posts, including her appointment as the country's Foreign Trade Commissioner in Paris.

She provided a brief overview of Malaysia, noting that its ten-member states have a population of 32.6 million. She stated that trade drives the Malaysian economy with China, Singapore, USA, Japan and Thailand as its major trading partners. She

underscored the fact that unlike most countries, Malaysia's export and import markets mirror each other. The manufacturing sector is the country's leading export and import industry.

In 2018, Malaysia signed 6 Free Trade Agreements with ASEAN partners. These trade agreements accounted for 62.4% of the country's total trade and 61.6% of its total exports. The country also has existing bilateral trade agreements with 7 other countries. Malaysia maintains 5 offices across the country, an Export Exhibition Center in Kuala Lumpur, 34 trade offices and 12 marketing offices around the world.

Included in Malaysia's products and services are electronics, solar manufacturing and system integration, ICT, machinery and equipment, oil and gas (Petronas), Lifestyle (textiles, apparel, footwear, household products, furniture, jewelry, cosmetics and toiletries and palm oil), life sciences (pharmaceutical, medical consumables), agriculture products and processed foods, transport and logistics.

As Malaysia's primary instrument for worldwide marketing strategy and trade promotion, MATRADE, under Datuk Aureen, has developed several strategies to increase its exports. She and her team have studied the export communities around the world and also know Malaysia's manufacturing sector. She stated that SMEs make up 98% of the import community but only contributes 17.3% of total exports, i.e., they are large in number but have only a small market share. Therefore, they have developed several strategies to increase the country's exports:

- Need to expand market
- Need to champion their products
- Strengthen – train and develop exporters
- Grow – use digital tools (e-commerce) and other platforms
- Focus – enhance import substitution to finally have a trade surplus
- Foster collaboration with MATRADE

For the exporters themselves, MATRADE continues to develop training programs and assist these small and medium entrepreneurs in participating in local and international trade fairs, trade missions, export acceleration activities and international sourcing programs. MATRADE reaches out and partners with educational institutions around Malaysia to help guide research programs, sharing knowledge regarding internationalization of entrepreneurs and promotion activities, and by providing internship opportunities for students.

During the Q and A, Dean Horvath asked about the role of Malaysia's tourism. Datuk Aureen responded that Malaysia considers tourism as one of its biggest exports. When asked about the country's food supply and import substitution, she responded that the country imported as much as they exported, further explaining that while they imported a lot of raw materials, they also exported an equal amount of finished products.

Prof. Sara Wong inquired whether or not MATRADE conducted impact assessments. Datuk Aureen stated that they do quarterly evaluations of participants mostly based on actual and potential sales. They monitor their entrepreneur-participants over a 3-year period. Sara followed with a question on Malaysia's presence in South America and Datuk Aureen said that they have an office in Brazil and that MATRADE sent representatives to the most recent APEC meeting in Chile. A subsequent question dealt with the role of women and she said that women are their most successful entrepreneurs, and that they have a three-year program for women that provides training and mentorship for free.

Dean Amir Mahmood added that Malaysia exports quite a bit to Singapore but mostly it is for re-export due to the countries' proximity to each other and the need for a thriving seaport that Singapore has. He added that Singapore imports and uses a lot of Malaysian raw materials. When he asked whether or not Malaysia's business schools are meeting SME requirement needs, Datuk Aureen mentioned that they do but offered a caveat stating that most MBA graduates in Malaysia no longer seek employment. They mostly want to be entrepreneurs and start their own businesses—pretty much like the two gentlemen who were featured in the previous day's Faculty Development program.

10.30 AM      Coffee Break

10.45 AM      **Session 1 – Industry Talk: Digital Economy**  
Speaker: Michael John Warren  
Topic: Digital Economy 'The Malaysian Context'

Mr. Warren opened his presentation by stating that he is a Malaysian citizen, born in Malaysia to a Malay mother and a British father. He also stated that he has worked in a variety of capacities in a number of Malaysian private corporations and now also is an adjunct faculty member at UKM's Faculty of Economics and Management.

He presented an overview of Malaysia's digital journey and its agricultural development. He described Malaysia's transition from an agricultural to a knowledge economy, and its development of a multimedia technology corridor, having 480 companies in that sector at last count. Today, Malaysia is the third biggest provider of global support services after China and India. As a matter of fact, they are seeking to gain up to 20% of the country's GDP from digital services/outsourcing from the current 18%. He also mentioned that by law, and unlike other countries, foreign companies are allowed to bring into the country up to 100% of their workers with the hope that they eventually will be able to develop, train and hire local staff.

Mr. Warren is involved in a variety of activities that include preparation for the World IT Congress on IT that will be held in Malaysia in 2020; and the Industry 4.0 program that involves mounting a series of lectures, talks and presentations for academics, government and tech companies.

As part of his adjunct role at UKM, he is helping to match skills/talents required by the private sector companies with university graduates and helps UKM develop curricula in response to industry needs. For example, UKM now has a global business service course as an elective. He states quite definitively, that industry-university collaboration is critical for Malaysia and that industry internships for students are not sufficient. They have also established a program that enables academic faculty to work for 3-6 months with industry CEOs.

In 2014, U.S. President Obama helped launch MaGIC in Malaysia challenging the country to create 5,000 entrepreneurs and to develop the corresponding infrastructure to move Malaysia forward. Mr. Warren believes that the current push for digital competitiveness will have a massive economic impact, raise investment levels and increase the country's revenue. He also stated that this digital growth, while addressing some of Malaysia's weaknesses, also gives it great potential to become one of the most digitally-advanced countries. Currently, he said that Malaysia is ranked 3<sup>rd</sup> in the world in preparedness for cyber attacks.

Mr. Warren also talked about the risks and dangers of using Cloud technology. He stated that most countries nowadays use a hybrid solution (critical/essential data is kept in-country; non-essential data can be in the "cloud"). The city of Selangor has been selected for development as Malaysia's "smart" city while Cyberjaya remains the city's IT/digital center.

He said that the following functional activities are requisite in developing a digital economy as a source of growth:

- Big data
- e-Commerce
- Internet of Things
- Cloud n Data Center
- Cybersecurity
- FinTech
- Gaming

Mr. Warren then briefly touched on several topics: FinTech is troublesome for Malaysia; a scary concept but which cannot be ignored; Singapore has picked up millions in cryptocurrency and Malaysia has zero; UKM will be launching a program on blockchain; Bitcoin will explode next year; cryptocurrency, while currently the rage, is still highly volatile. The government has implemented a program, "Talent Corps," in 20 public and private schools that seeks to attract, nurture and retain talent in the country; and Facebook is coming out with their own bitcoin—the Libra.

Mr. Warren is part of a two-year blockchain program for academics, government and private sector with the hope that eventually, all ministries/agencies' data will be consolidated and provide information on what everyone in Malaysia is doing, when,

how, etc. Accompanying this data consolidation will be a level of security and trust that will be provided and that which the current internet does not provide.

12.30 PM Lunch

2.00 PM **Session 2 – Industry Talk: International Entrepreneurship**

(1) Dr. Zaharuddin A. Rahman – Islamic Finance and Wealth Management in the Age of New Media

Islamic finance is a system based on the relationship between the Islamic bank and the client using a variety of contracts based on the type of transaction. Charging interest is prohibited but instead the bank makes a profit through equity participation, that is, by requiring the client/borrower to give it a percentage of their profits. Islamic banks in Malaysia operate under and are regulated by Bank Negara Malaysia, Malaysia's Central Bank.

Islamic finance also refers to the types of investments, raising of capital and lending activities that are permissible under Islamic or Shariah law. For example, investments or businesses that involve alcohol and pork would not be allowed for financing. Other features of Islamic finance/banking include: leases, rebates for early settlement of loans, a late payment penalty at cost, no unearned interest/profit or opportunity loss, impact-based assessment and credit-worthiness of borrowers.

Shariah financial institutions operate with a group of Shariah advisors and managers, using Shariah-based manuals, rules and policy guidelines. Many have remarked on the relative ethical practices of Islamic banking/finance so that even non-Muslims are attracted to these financial institutions. They operate under the following financial ratio benchmarks: cash over total assets, and debt over total assets. Currently, Malaysia is the largest issuer of Islamic bonds.

Given that Islamic Banking operates on relationships between the client and the institution, online banking, which is considered impersonal, is not yet part of the Islamic banking process. However, there is word that Air Asia will open the first online/virtual Islamic Bank in the country. Malaysia is aspiring to be the center for a global Islamic economy. A question about bitcoin from the Islamic finance perspective elicited the response that for as long as these crypto currencies are compliant with Shariah law, there should be no problem.

(2) Andy Roy Sian – Digital Transformation

Mr. Sian stated that he is in the blockchain business and not in cryptocurrency, i.e., in bitcoin business. So, what is or is not "bitcoin?" Yes, it is cryptocurrency, a decentralized digital currency. It does not fall under a central bank and has no need for middlemen. It operates directly from user to user on a bitcoin network. It is not a ponzi or pyramid scheme. It encourages the creation of "coins," but the currency cannot be

used for illegal purposes or evading taxes. Mr. Sian does not think that bitcoin technology will replace anytime soon banks or the money that are in use today. However, he says that it is already operating as a transaction network using emails and file transfers. Fortunately, no one has yet successfully hacked the bitcoin system so many people think it is safe, secure and can be trusted.

Mr. Sian notes that use of the bitcoin technology has many advantages: it increases trust, limits risks, reduces costs, saves time and increases security. He cites many cases where bitcoin is being utilized: in agriculture, entertainment, telecommunications, family funding, home and health, social leisure, professional and financial, travel, government transactions and in legal circles. The technology improves transparency, traceability and accountability. Examples in use include online voting in many countries, land registration in India, stopping the use and circulation of fake university degrees, food security, Swedish and Dubai land departments, and environmental sustainability. Walmart is now using bitcoin technology to protect its business.

NEM (Newmont Goldcorp Corp.) is also referred to as the “smart asset blockchain”). Its blockchain platform was designed for scale and speed. It provides industry-leading transaction rates for internal ledgers and its consensus mechanism ensures stability and security while making room for growth. NEM’s blockchain platform also has the advantages of ease of development, high-level customization and performance. NEM was developed and launched in 2014 and quickly gained recognition and acceptance and is now widely used around the globe. NEM’s own currency, Xem, is currently being utilized for online purchases and for mobile purchases because of its quick processing time—60 seconds.

Estonia was the first country to specialize in blockchain and crypto company structures boasting 100% track record in obtaining crypto licenses for its clients. In 2017, however, the U.S. Anti-Money Laundering and Terrorism Finance Act introduced strict regulations for crypto businesses operating in and out of Estonia.

3:45 PM      Coffee Break

4:00 PM      **Session 3 - Regional Updates – Part 1**

### ***Southeast Asia:***

**Malaysia:** Dean Norman Saleh and Professor Mohd Daud Ismail, Assoc. Dean, Faculty of Economics and Management, Universiti Kebangsaan Malaysia

Malaysia’s economic development growth has been stable at 4.6% with a negative inflation. The country is rapidly shifting from agriculture to manufacturing, a digital economy and the service industries, thus competing with China and Vietnam.

**Philippines:** Professor Manuel Serapio, Institute for International Business/CIBER, University of Colorado Denver and Professor Buddy Ungson, San Francisco State University

With the last election in May 2019, Pres. Rodrigo Duterte solidified his position and his agenda—the war on drugs, the move towards federalism and the almost disappearance of the opposition party. Former Pres. Joseph Estrada and his family were all voted out of office—the former president out as mayor of Manila and his wife and son out as mayor of and representative, respectively, from San Juan.

Prof. Ungson reported that the Filipinos are generally enthusiastic about Duterte, are quite happy with his job performance and approve of his hard-handed tactics to fight drugs and crime. The perception is that the President is serious about fighting corruption.

Prof. Serapio is pleased to report that his Institute at the University of Colorado, Denver received renewed funding from the federal CIBER program (26<sup>th</sup> year). The focus of their new grant is on digital globalization. They aspire to prepare students to engage in the digital economy, work with the business community, provide a sense of inclusion in education and research on entrepreneurship, lifelong learning, working with veterans and Native Americans.

**Singapore:** Dr. Kirpal Singh, Training Vision International, Singapore

He reports a certain growing unease with Singaporeans who are starting to think that members of the ASEAN community continue to look to Singapore as that of a donor and thus expect handouts. This has caused a fair amount of diplomatic anxiety. Alongside this, the people are also questioning the continued one-party rule over the country and the obvious lack of opposition, even though they are pleased that the country is politically and economically stable and doing quite well. Public and private transparency remains an issue.

Several topics continue to dominate conversations and remain of paramount concern—tensions over competition for higher education slots, decrease in government oversight and control, overseas/international issues and tensions, i.e., the U.S. – China trade war, the multiple claims over the South China Sea, a perceived generation gap, a low birth rate that is expected to lead to gaps in the labor force and a seeming lack of educational focus on interdisciplinary skills.

The Singaporean government still has a stranglehold on the population via an overwhelming number of regulations, which, in turn, impedes the development of an entrepreneurial spirit. There continues to be a bifurcation between public and private education where the latter still receive little or no respect. The government has been looking to Switzerland in their effort to become the financial center of Asia. Finally, many claim quietly that the current Prime Minister, Lee Hsien Loong, is not nearly as effective nor charismatic as his father, former Prime Minister Lee Kuan Yew.

Dean Horvath noted that perhaps Singapore can continue to focus on tourism and while Prof. Kirpal agreed, he also indicated that the government prefers tourists to come to



Singapore for brief visits but encourages them to go to other ASEAN countries. The country continues to host high-level government meetings and international conferences and conventions.

### ***East Asia:***

**Taiwan:** Professor Miriam Garvi, College of Management, National Taiwan University

Prof. Garvi notes that there is a surplus of universities in Taiwan but a decreasing number of students, which she elaborated on last year.

Regarding entrepreneurship, there has with the last two administrations been a clear focus on stimulating entrepreneurship modeled on existing success stories e.g. Silicon Valley. Efforts involve relaxing regulations, networking, fundraising, incubating, with a particular focus on youth.

Taiwan is ranked high on the GEI. According to surveys, while >70% of Taiwanese consider entrepreneurship a career choice, 40% are afraid of failure with only 17% trusting their entrepreneurial ability. Universities play a key role as catalysts of entrepreneurship, notably in terms of promoting a culture of respect for entrepreneurship, playing a key role in idea-formation for new companies, and playing a key role in providing graduates for new companies. Prof. Garvi highlighted two particularly prominent obstacles that need to be overcome: 1) the fear of failure - lack of confidence in entrepreneurial abilities, and 2) helping students really figure out what they want to do in the future, as the educational system in Taiwan encourages high school students to study hard for exams in order to reach their target schools, but leaves less room for such reflection. Prof. Garvi then shared some cases from NTU's D-School and EiMBA program. National Taiwan University has focused on E&I for more than a decade, with for example, incubator and accelerator services, an entrepreneurship club and entrepreneur alumni support. Startups are not the preferred choice for NTU graduates (around 1% of graduates at all levels will launch their own venture, compared to up to 50% going into established (larger) enterprises). With the establishment of the D-School in 2015, a new 'paradigm' of design thinking was introduced, intensifying efforts to achieve cross-disciplinary collaborations and social innovation. She pointed out that the design thinking methodology is being applied to help both faculty and students incorporate a more human-centered perspective (in contrast to technology-focused or product-focused). Further, it is also helping students think more creatively about their future (the 'Designing your life' workshops).

In conclusion, and in light of the increased focus on CSR and sustainability both globally and in Taiwan, she raised the question of sustainable entrepreneurship education. If one important function of universities in the ecosystem is to promote a culture of respect for entrepreneurship, then what constitutes such a culture? She noted that there is a tendency for focus to be on companies with high-growth potential, with Silicon Valley as the role model. Taiwan has an extensive Silicon Valley network which is supporting

efforts to stimulate entrepreneurship in various ways. She remarked that in addition to a growth mindset, it is important also to put focus on what may not bring immediate pay-off but nevertheless be crucial to building a business that is sustainable. In other words, a culture of respect for entrepreneurship also includes respect for sustainable entrepreneurship. She shared an illustration from her own research of how the need to balance immediate pay-off with a longer-term perspective can be a big challenge, due for instance to family considering it a hobby project in the absence of a more immediate pay-off. Therefore, helping students to deal with these kinds of pressures (which underlie the fear of failure) is also something we must consider.

**China:** Prof. Ji Chen, University of Colorado, Denver

The country is still focused on its “one belt, one road” (BRI) development initiative, considered one of the largest global development plans. In 2010, China surpassed Japan as the world’s second largest economy. Many refer to BRI as China’s equivalent to the U.S.’s Marshall Plan but the two are not the same because China’s development plan is strictly focused on economics.

When China was just beginning to open up, they looked to the United States as their model for development. Now that they have developed, they no longer look to nor need the United States. As a matter of fact, many countries are a bit fearful of China and its sudden rise to prominence. In addition to “one belt, one road,” China has decided to add a maritime component to its development plan.

China currently has an oversupply of steel, cement and glass and they have a surplus of foreign currency--\$4 trillion. So, they are now focusing on other countries where they think they can exert some influence and also develop different and additional markets. The country is so huge and so complex but it has managed to develop a relatively complete industrial infrastructure.

After five years, the results of the “one belt, one road” initiative (BRI) are just beginning to trickle in. The Chinese bought the Greek port, have developed the China/Pakistan Corridor, and just signed a 99-year lease on Sri Lanka’s port. Malaysia initially signed then cancelled a loan from China to build a road. Now the loan is back on track but at a much lower cost. Italy has just signed up to join the BRI hoping to bring European standards to the plan. With a commitment from China that the plan will operate on European, i.e., Western standards and guidelines, Switzerland, Poland and Yugoslavia have already joined. The hope is that Britain, France and the rest of the EU countries will do likewise. While former Pres. Obama has refused to join BRI, current Pres. Trump is considering joining it.

**Oceania:**

**New Zealand:** Professor Christina Stringer, Department of Management and International Business, University of Auckland, New Zealand

After the twin terrorist shootings at two mosques in Christchurch, New Zealand, the country passed changes in its gun laws. The atrocity had such a profound public impact that 6 days later, the government declared a total ban on guns. The government has had continuing discussions with Google, Facebook and other social media sites about their decision to continue livestreaming of the incident as well as numerous reposts of the incident. The government wants to impose new media guidelines to govern events such as terrorist attacks like the shootings. A royal commission was also created to investigate the shootings.

On another matter, the government has passed a new budget on social welfare. The country has also started to admit temporary migrant workers from the Philippines, Indonesia and India.

**Australia:** Dean Amir Mahmood, Western Sydney University

In Australia, the Labor Party lost to the Liberal Party in last May's elections. Many believe that the votes were influenced by Trump's election. The people rejected the proposed higher tax and social welfare's sustainability. Funding for education is also down although funding for foreign students was increased even though the once-heavy influx of Chinese students has declined. Publication is a big industry in Australia so research is important and is encouraged.

5:30 PM      Adjourn

6:30 PM      **Group Dinner**

## **TUESDAY, JULY 9, 2019**

9.00 AM      **Session 4 – Opportunities for PACIBER Joint Research**

Dr. Shirley Daniel served as moderator for this session.

### Comparative Research on Millennial Entrepreneurs:

Prof. Manuel Serapio announced that the UC Denver Institute for International Business has initiated a research project on millennial entrepreneurs, adding that there are not too many articles or researchers looking into this topic. He encouraged PACIBER members to collaborate with his group, and to even use the template that they had already developed. There was a general consensus that this could develop into a new and fruitful PACIBER collaborative research project.

Prof. Daud stated that the people at MaGic would like to invite collaborators for their current projects or for new ones.

Prof. Paige Tills invited everyone to access San Diego State University's IEScholars.net website.

Gerardo (Buddy) Ungson, SFSU; David Hudgens, USC; Sara Wong, ESPOL – Joint Research on Conditional Cash Transfers (CCT)

Four years ago, in Hawaii, in a brainstorming session, Buddy and Sara talked about common themes and perhaps a research project on conditional transfer programs for economic development and poverty alleviation in various countries/settings. Since then, Sara Wong, David Hudgens, and other PACIBER members have joined Buddy on the CCT research project.

At the 2017 Manila PACIBER meeting, then Philippine Sec. of Social Welfare, Ms. Corazon "Dinky" Soliman, promised to provide the complete data on the program in the Philippines. However, new elections brought in a new President, Sec. Soliman was replaced and the promised data has not been provided. The group has decided to try their luck at getting the Asian Development Bank's data instead (the ADB conducted the initial evaluation of the project).

In the meantime, Dean Yim-Yu Wong (San Francisco State U) has been conducting a literature search on CCT projects and found that over 50 countries now have a version of the CCT program operating in their respective countries. The United Nations has even recognized the program as a significant vehicle to address poverty. In Mexico, the "tortilla program" was a failure so they shifted to conditional instead of unconditional cash transfers. The CCT program in Brazil was recently featured in an issue of "Foreign Affairs." There is a large multi-nation project on CCT that involves non-PACIBER universities that perhaps our team could join.

Recent evaluation studies of CCT projects have found that fund recipients have been the target population of extremely poor people (\$1-\$2 per day income). However, these evaluations also noted that usually missing from the project descriptions and reports are implementation procedures, facilitating variables and obstructions.

Buddy stated that the first paper the group has prepared on the project is still in draft form. They are preparing it for submission to "Poverty and Public Policy." At the recent AIB conference Professor Perez of EAFIT presented a paper from the project, and representatives of the "Journal of International Business Policy" requested revisions to the paper/presentation for eventual publication. The PACIBER research group is also planning a book involving all cooperating CCT countries. A topic they wish to address in this book is the notion of how communities can take advantage of the additional cash infusion to support not just their families but also the local community, thus allowing for a multiplier effect.

David Hudgens then gave a brief overview of his CCT pilot research in the Philippines. His project now includes 4 million families (averaging 7-10 children per family) in a poor area right outside Manila. He is assisted in this research by a local pastor, Mr. Jun

Cabochan. David noted that in several meetings he has had with fund recipients, the attendees were mostly women. In discussions with them, he noted some common themes: the desire for better education for their children and the opportunity for upward mobility for their children and subsequently, the family.

Sara has been working with her CCT community in Ecuador and will have a report for the group at a subsequent PACIBER meeting.

Yim-Yu commented that while the project is a good candidate for funding, she also hopes that the findings have policy implications.

During the Q and A, Prof. Bruce Money (Brigham Young U.) asked whether education and healthcare are supported by CCT. The answer is yes, via funds dispensed by ATMs. Buddy stated that there is ample evidence that the program does indeed break the cycle of poverty. When Prof. Ji Chen (U. of Colorado) asked whether there is any microfinancing involved in the program, Buddy replied that in most cases, the CCT program does not include any microfinancing. However, Sara said that in Ecuador and Mexico, the CCT programs there now include microfinancing. David Hudgens posed several questions, rhetorical and otherwise: where does technology fit into the CCT program; and how does the CCT program fit with the notion of civil society.

Prof. Kirpal Singh (SMU) proposed that members of PACIBER may want to collaborate on a research project on real vs. perceived poverty. He also talked about his research concerning prostitutes in Manila, noting that most of the funds go to pimps and not to the individuals and/or their families. Apparently, there are controls for this in Vietnam.

Prof. Amir Mahmood (Western Sydney U.) noted that his paper on microfinance in the "Journal of Rural Studies" recorded only a mild impact on poverty levels.

Shirley suggested that researchers identify multinational companies in various countries to assist with funding of the research. She also noted that GIS data could be utilized for identifying areas or communities (she knows individuals who can help with this), and that CCT payments could be made via Western Union, cellphones and ATMs, providing an opportunity to explore the research topic from an IT/FinTech angle and a big data angle using GIS databases.

Manuel reminded everyone that editors of journals are looking at phenomenon issues and the ongoing CCT project could yield a trove of articles.

From Buddy's perspective, the CCT project and other potential PACIBER collaborative projects provide additional value to PACIBER membership.

Dezso said that he and others should find someone in India to work with on this issue and also to identify some corporate sponsors.

Sara will work with Doris, a UKM faculty who works with poor indigenous families in Malaysia. She also thinks that some of her data from India could be very informative.

Daud suggests research on the bottom 40% in Malaysia while acknowledging that there could be problems when working within this community (attitude; little accountability; inability to conform to guidelines/rules).

10.30 AM Coffee Break

10.45 AM **Session 5 - Regional Updates – Part 2**

**Japan:** Bruce Money (Brigham Young University)

GDP per capita is \$40,000, compared to \$63,000 in the U.S., \$10,000 in China, \$11,000 in Malaysia. Highest in the world is \$114,000 in Luxemburg!

Population of Japan is 127 million, compared to 382 million in the U.S.

Speaking of population, that is the huge current problem facing Japan today. The birthrate is not replacing the population, which has the highest life expectancy in the world; 81 for males and 87 for females.

The economy has been in the doldrums for 20 years, as people are making money, but are being careful about how they spend it. Also, there are not enough consumers to spend and grow the economy.

Hyaku-en (100 yen, about a dollar) stores have been popping up everywhere.

Prime Minister Abe has recently encouraged passing legislation that will allow more immigration and encourage women to return to the work force.

These population problems have cultural roots. For example, Japanese are extremely collectivist (in Hofstede terms), to the exclusion of others (like immigrants), and women typically stay out of the workforce, even after their child-bearing years (Hofstede's Masculinity-Femininity dimension of gender roles).

The abdication of the emperor was no big deal in Japan (his son will take over soon), as the Japanese respect the emperor as a figurehead, but not as a fixture in everyday life—not as beloved as royalty in Thailand, nor “interesting” (scandalous) as the British royal family, for instance.

Health care is a problem area, and Dr. Money remarked that it is apparently a common saying in Japan that “When you get sick, you go to the airport, not to a hospital!”

**Canada:** Dean Dezso Horvath, Schulich School of Business, York University

Canada's economy is 1/10 of the US, 1/3 of the Japanese and 1/10 of the Chinese economies. The government is now starting to focus on services and increasing emphasis on technology (Google's second corporate office is in Toronto). The country's biggest problem is Donald Trump as they are getting

caught in the middle of the U.S./China war. At America's request, they arrested the daughter of Huawei's co-founder and the Chinese retaliated by arresting two Canadians. GDP is stable, employment numbers are good and the country is in the top 10 in global competitiveness. Their Prime Minister, Justin Trudeau, is young and inexperienced. He has made mistakes which he readily acknowledged but in general is doing fine. The government has announced that climate change is a high priority for policy and research.

12:30 PM Lunch

2:00 PM **Session 6 – PACIBER Business Meeting**

- *New Member Applications*

*(1) Dean Amir Mahmood, Western Sydney University*

Dean Mahmood stated that as far as he is concerned, PACIBER remains relevant. With the speed at which changes happen around the world, he appreciates the fact that he remains informed of these changes when he attends the annual meetings. His plan is to introduce PACIBER to his faculty as he wants them to eventually also attend the meetings. He assumed the deanship in January 2019.

Western Sydney University has 11 campuses around Australia. It has not only the highest enrollment of indigenous students but also the biggest number of staff from indigenous communities. They have no building or classrooms but instead have a vertical (virtual?) campus in an office tower in Parramatta.

Enrollment at the Business School is about 6700 with 5227 undergraduate students and 1484 graduate students. There is a staff of 112. They also have a campus in Ho Chi Minh City, Vietnam.

Their current research priorities include:

- Infrastructure asset management
- Healthcare for complex health issues
- Fair treatment for banking and financial services customers
- Housing in sub-markets and urban disadvantages
- Innovation in agriculture and food supply chains in Australia

The school has 13 MBA specializations, has one-year specialist courses and have developed multiple pathways towards obtaining the MBA. Their newest program is an online Masters in Stockbroking and Financial Advising. These MBA programs normally run in the evenings and host a very diverse population. They are currently applying for AACSB accreditation. Their academic partnerships are mostly in Asia and Southeast Asia—India, China, Taiwan.

When Dean Horvath asked about plans for the future, Dean Mahmood replied that he would like to recruit more senior faculty and would like to improve further the diversity of both students and faculty. His long-term objective, aside from raising funds and recruiting faculty and students, is for the school and their research to make a difference. An example is the forthcoming publication of a book on perception vis-à-vis value and trust that will come out soon. He mentioned that they have very senior long-time faculty members who have never worked in the private sector. He would like to provide them, albeit briefly, some experience in that.

Manuel commended Dean Mahmood for the school's involvement with indigenous populations and wondered whether or not there are sufficient books and resources on the subject. Christina added that Australia has a requirement to recruit from the indigenous populations and wondered how that rule plays out in Western Sydney University. Dean Mahmood replied that the faculty see and appreciate his passion for and about indigenous populations and support him. The school itself is highly diverse. Kirpal commented that 25 years ago when he was at Western Sydney University delivering a lecture, he was heckled. The environment has indeed changed; Dean Mahmood is the school's first Muslim dean.

The PACIBER members present voted by acclamation to accept Western Sydney University.

## (2) Dr. Sara Wong, ESPOL, Ecuador

Ecuador has a population of 16 million with a landscape that includes parts of the Amazon jungle, the Andes and the Galapagos Islands. Guayaquil, an industrialized section of the country where the school is located, has a population of 3 million. The government is currently building the country's largest port here, partly to accommodate the country's no. 1 export--garments. The area is also witnessing a big real estate boom and infrastructure development, driven mostly by the private sector.

The school (Escuela Superior Politecnica del Litoral) was established 35 years ago and is the first business school in the country. They are also the first to be accredited by the AACSB although the latter has questioned the school's lack of infrastructure. The school is ranked first in the country and 14<sup>th</sup> in Latin America. For the first time, they have a woman president. With 52 faculty members (half are part-time), they currently only offer graduate programs. The college offers 5 Masters programs: MBA, Exec. MBA, Project Management, Hospital Management and Sustainable Agribusiness. They are divided into four departments: Management and Marketing, Finance and Economics, Tourism and Transport and Logistics. Most of their programs are part-time because they are geared towards working students. Courses are taught mostly in Spanish. The school is part of a regional network and their most prominent partner is ESAN, Peru's premier business school. Other academic partners include a French business school and a Brazilian agribusiness institution. Aside from the usual MBA programs, they have programs in entrepreneurship and agribusiness. Using



videotechnology, the PACIBER attendees were able to interact with the school's dean, Dr. Xavier Ordenana, who assumed his position in June 2018.

Discussions ensued about the school's application and several suggestions were offered. Kirpal noted that the Ecuadoran president was recently in Singapore asking for assistance. He thinks we should welcome the opportunity to accept ESPOL but with conditions (develop more courses in English, continue doing research). Buddy reminded the group that PACIBER has several levels of membership and that perhaps we should not fully accept ESPOL yet but give them provisional or associate membership. Manuel suggested that we should secure both personal and institutional commitment of perhaps 3 years. Bruce questioned PACIBER's willingness to accept a South American school and was reminded that the group already has admitted EAFIT in Colombia and ESAN from Peru.

The group decided to admit ESPOL for membership with conditions: (1) that they will develop and offer more English-language courses; and (2) that they will commit to active participation in meetings and consortium activities.

- PACIBER Financial report

Shirley distributed three sheets: the 2019 PACIBER financial report, a PACIBER election ballot and the PACIBER election schedule. In discussing the financial report, Shirley noted that the organization's main problem is that at many meetings, there are not enough participants and the Secretariat and co-hosts have difficulty covering expenses. She also indicated that some members take a while to pay their annual dues. For example, by the 2018 meeting in Ho Chi Minh last year, only 18 member schools had paid their annual dues; by this year's meeting, only 3 members had paid. She will hand out invoices before the meeting's end and follow up with emailed invoices to all member schools.

- Executive Committee membership elections

SEA - Malaysia, Singapore, Philippines – Currently, UKM is the region's representative on the Exec. Committee. Perhaps we could ask one of the Philippine schools, for example Ateneo de Manila University (Dean Rudy Ang), to take over at the end of UKM's term next year.

Oceania - Western Sydney U; University of Auckland. Christina of U of Auckland has agreed to serve till 2020. We will ask Dean Amir Mahmood to take over at the end of that term.

East Asia – National Taiwan University will serve until 2020.

Dezso – York University will remain as the at-large member for 2 more years.

Americas – Mark Ballam (San Diego State U.) is the current representative; Manuel and Buddy have agreed to continue to serve till 2020, and help with the planning of the 2020 meeting in Hong Kong/China. However, Buddy is endorsing David Hudgens (U. of South Carolina) to represent North America after Mark, Manuel and he complete their terms.

South America – We do not have any representative right now but with three members, we may consider adding Latin America as a region in the future.

The PACIBER Secretariat's location needs to be discussed at next year's meeting. University of Hawaii is willing to serve on the Exec. Committee as long as the consortium wants to support this.

3.30 PM      Coffee Break

3.45 PM      **Session 7- PACIBER strategic planning and future initiatives**

- Student Exchanges and PACIBER Diploma Update

Dean Horvath stated that semester exchanges are waning, that shorter study abroad programs are becoming more popular. Many schools have now formalized their short programs abroad but he thinks that business schools should expand their offerings of short programs. He notes though that undergraduates still prefer to go on exchanges. Shirley suggested that as part of PACIBER's website improvement, there should be an item on short-term collaboration for students. She also suggested that we should include an item on short programs in next year's agenda.

- Discussion of 2020 and 2021 future meeting venues

A suggestion for next year's meeting theme is "rethinking business education." Shirley thinks we should tie business education to business change. Dean Horvath thinks we should focus on faculty development/training given the changes in the business environment. Kirpal noted that Training Vision and Boston University have a joint project on strategic thinking.

As regards the 2020 PACIBER meeting venue, Manuel noted that the AIB meeting will be held in Hong Kong and that he is planning an FDIB (faculty development in international business) in Hangzhou, China. Several members think that since many of PACIBER's attendees also go to the AIB meetings, we should similarly hold our 2020 meeting in Hong Kong. This will make it more convenient and easier for the members to add a few more days to their travel to attend our meeting. Shirley said that since AIB has their meeting during the first days of July, PACIBER should schedule its meeting around July 7-11.

Kirpal volunteered to host next year's meeting in Singapore while Dean Horvath thinks it would be cheaper to go to Hangzhou.

The majority decided to hold next year's meeting in Hong Kong. Manuel will coordinate with the AIB to see if we can piggyback on their hotel and meeting venues. He will report to us sometime in the Fall on the outcome of those discussions.

For 2021, the AIB will meet in Miami. Several in the group think this is the most opportune time to take the PACIBER meeting to South America. After all, we have met in Southeast Asia for the last 3 years; next year will be the fourth consecutive meeting in Asia.

- PACIBER joint research plans

Buddy, David and Sara will continue their research on the CCT programs. Sara (ESPOL) and Doris (UKM) will begin collaborating on research on indigenous communities, addressing poverty in those communities.

Manuel reiterated his call for partners on his research on millennial entrepreneurs. He also thinks there is great research potential for the cannabis industry.

- New membership recruitment

Shirley, once again, encouraged members to actively seek new members for PACIBER. She strongly urged everyone to recruit especially in East Asia. After much discussion about who and where to recruit and strategies to employ, the group divided the recruitment assignments as follows:

East Asia:

**Japan:**

Waseda U. (Bruce)  
Keio U. (Dezso)  
Kyoto U. (Bruce and Shirley)  
Sophia U. (Paige and Mark)  
Akita U. (Paige and Mark)  
International U. of Japan (Dezso)

**China:**

Zhejiang Gongshang U. (Manuel)  
Peking U. (Dezso)  
Fudan U. (Dezso)  
Shanghai (David)  
Jiaotong U. (Dezso)

Shanghai U. of Finance and Economics (Dezso and Shirley)

### **Hong Kong**

City U of Hong Kong (David and Dezso)

Chinese U. of Hong Kong (David and Dezso)

Hong Kong U. of Science & Technology (Bruce and Dezso)

### **Korea**

Korea U. and Yonsei U. (Dezso)

Seoul Bridge International School (Dean Norman)

### **Southeast Asia**

**Thailand:** Thammasat U. (Dean Norman)  
Sasin (David)

**Indonesia:** Bandung Institute of Technology (Dean Norman and Kirpal)  
Gadjamada and U. of Indonesia – Kirpal

**Philippines:** Buddy feels that we may lose AIM as there just is not enough research activity in PACIBER at the moment

**Singapore:** Singapore Management U. has a new president  
Singapore U. of Science and Management, Nanyang U. and  
National U. of Singapore (Kirpal and Shirley)

### **Australia/New Zealand**

Griffith U., U. of New South Wales, U. of Sydney, Melbourne Business  
School (Shirley and Amir)

Newcastle (Amir will work with his replacement)

**India** – Kirpal, Dezso and Shirley

**United States** – Texas A and M and Loyola Marymount (Manuel volunteered to work with them since these schools also have CIBER grants).

**Canada** – McGill U., U. of British Columbia and Calgary (Dezso and Shirley)

Manuel suggested that we prepare a proposal with an invitation to attract the above schools to PACIBER. He also suggests that we open membership (as affiliate or associate member perhaps) to non-universities as such partnerships could offer opportunities for research collaboration and funding.

Shirley expressed the hope that with next year's meeting in Hong Kong, we can recruit new member-schools from Asia but also increase conference attendance. She asked everyone to take their recruitment assignments seriously.

5.30 PM      Adjourn

Evening Dinner on your own

## PACIBER 2019 meeting member updates

### UKM

The UKM has completed its restructuring so the business school now has four centers: (1) Accounting and Government Research Institute; (2) Global Business and Digital Economy Center; (3) Sustainable Development; and (4) Value Creation and Human Wellbeing. The university administration is now focusing on research and publication in first and second tier journals. They are also looking for and identifying opportunities for collaborative and cross-country studies.

### UC Denver

Prof. Serapio is pleased to report that his Institute at the University of Colorado, Denver received renewed funding from the federal CIBER program (26<sup>th</sup> year). The focus of their new grant is on digital globalization. They aspire to prepare students to engage in the digital economy, work with the business community, provide a sense of inclusion in education and research on entrepreneurship, lifelong learning, working with veterans and Native Americans.

### NTU

Business education at National Taiwan University (NTU) started in 1948 with the Department of Business Administration. In 1987, the College of Management (CoM-NTU) was established as the 7<sup>th</sup> College of NTU. Today, CoM-NTU consists of the Departments and Graduate Institutes of Business Administration, Accounting, Finance, International Business, and Information Management, as well as the Executive MBA (EMBA) Program, the Global MBA (GMBA) Program, the Entrepreneurship and Innovation MBA (EiMBA) Program, and the Service for Executive Education Development (SEED).

#### *NTU Figures*

Faculty: 120 Students: 3,700+ Partnerships: 107 (25 countries) Exchange spots: 200+

#### *NTU Updates*

- CoM/NTU updates:

- GMBA introduced a 1-year option as of Fall 2017. Five students have now graduated successfully with this option.
- GMBA was ranked #9 in Eduniversal Best Masters Ranking for Full-time MBA in Far East Asia for the second consecutive year (2017 and 2018). (GMBA requires a minimum of 2 years working experience and includes both local and international students.)
- NTU ranked #1 worldwide in THE University Impact Rankings 2019 by SDG: peace, justice and strong institutions (USR)
- The first cohort of students graduated from our 3 year EiMBA program in June. Several new initiatives have been launched within the program: Safety (AI assistant), AI for port scheduling, also low-tech startups
- Our summer program (Entrepreneurship, Innovation and Sustainability) continues to grow.
- CoM-NTU received a donation from the Y.L. Lin Yung Tai Education Foundation (450 million in total distributed across four colleges), with the aim of providing scholarships to support students or recent graduates at/from CoM to study or intern abroad (TWD 800,000-3,000,000). The awardee has the obligations to return back to Taiwan to make the local society better
- Our Department of Business Administration will be running a new dual degree program with the Department of Marketing at City University of Hong Kong (end of 2019), in addition to four existing programs (with University of Illinois at Urbana-Champaign, Peking University, Waseda University and Kyoto University).
- Continuous efforts to strengthen case-based and action-based learning:
  - The 3rd round of the joint Asian Business Consulting course was conducted successfully at KAIST in July 2019 (joint “KIT” program with Korea and PMBS in Indonesia).
  - Our study courses are continuing (Global Management Practice). This year, we brought students to Singapore. The course enables students and faculty to explore various industries (logistics/transportation, engine manufacturing and service, sharing economy, Industrie 4.0, social networking, e-commerce and gaming, private jet operations) and interact with management programs in other countries. This year’s theme was globalization and the choice of Singapore as a location/hub.
  - The ‘design thinking’ methodology is becoming a core for several programs and courses, as well as a way to help prepare undergraduate students for the future (‘Designing your life’).

A new Dean has been elected for the College of Management, Prof. Shing-yang Hu, who will start his term in August. NTU graduated its first batch of MBA Entrepreneurship students this year. Prof. Garvi shared some success stories from EiMBA and some examples of how the entrepreneurship education at NTU's College of Management.

### University of Auckland

At the University of Auckland, the Vice Chancellor is retiring and the University is going to have, for the first time, a woman succeeding him. The government has also announced a plan to implement performance-based funding for universities. Currently, Dr. Stringer's department is undergoing a review of its international business program.

### San Francisco State University

Dean Yim Yu Wong, San Francisco State University

SFSU just started offering a new Ethical Artificial Intelligence course (interdisciplinary program); the first woman president for SFSU will assume office on July 15; the institution just received a \$15 million gift from Rippleworks; created two endowed chairs (technology and entrepreneurship); funding was received for 5 areas/initiatives; and her college was renamed the "Lam Family College of Business" after receiving a \$25 million gift from the Lam Family.

### San Diego State University

Paige Tills, Associate Director, CIBER, San Diego State University

San Diego State refers to themselves as the gateway to Latin America and to the Asia-Pacific. With their renewed CIBER finding, her institute established a Center for Advancing Global Business. This allows them to focus on countries and activities outside of the United States. Their Hassler Institute just started offering a course, World Affairs and Diplomacy, focused on Global Business and Diplomacy and they just launched a new Masters program on business development and diplomacy. Finally, she also announced that San Diego State U. has their first female president, Adela de la Torre.



## Brigham Young University

Bruce Money, Managing Director, Kay and Yvonne Whitmore Global Management Center, Marriott School of Management, Brigham Young University

He is the Executive Director of CIBER. Their new dean, Bridget Madrien, came in January; Utah Valley University's new president is from the Philippines. BYU is offering a new blockchain degree program and the university continues to send faculty out to do this research;. Their studies abroad and exchanges are thriving and so are their certificate programs in several business languages.

- BYU has a new dean, Brigitte Madrian, from Harvard's Kennedy School, with a joint appointment with the business school, by way of MIT and U. of Chicago. She is a highly respected economist and is very enthusiastic about international business. We are excited about that!
- One of BYU's upcoming CIBER initiatives is a conference on block-chaining, one of the topics our discussion yesterday.
- BYU is expanding their study abroad programs (to Latin America next year, for example), and continue to develop partnerships for student exchange.
- BYU has a Global Business and Literacy Minor and a Global Management Certificate, which programs continue to grow and form the backbone of our curriculum footprint on the business school.
- BYU also uses CIBER funding for outreach case competitions at the college and high school level.
- Faculty are also sent abroad for research and leaves, the cost of which is considered money well spent.
- There may be PACIBER collaboration opportunities.
- FBEs for 2020 may also entail some collaboration within this group.

## University of South Carolina

David Hudgens reported that U. of South Carolina is celebrating the 100<sup>th</sup> anniversary of its business school. The university has initiated a simultaneous search for a new president and a provost.

The business school has 5000 undergraduate students. Their cohort programming, tandem programs and Exec. MBA programs are the most buoyant. They will be welcoming this Fall 9 doctoral students from Tec de Monterrey. Their annual Frontiers conference continues evolving and now covers topics such as: ownership and changing order of value chains; informality in international business; political risk and non-market risks; and poverty, inequality and international business. As a final point, David

mentioned that due to the connections he made through PACIBER, he successfully took 19 students to Vietnam last year.

### University of Hawaii

Shirley J. Daniel reported that the Shidler College of Business holds an annual conference every January (Hawaii International Conference on System Sciences) and an annual Accounting conference as well. Mr. Jay Shidler, a local benefactor, increased his gift to the college to \$250 million. The main thrust of the gift is undergraduate education. She continues as Director of the Pacific Asian Management Institute, which annually sponsors a summer keynote address by a prominent individual. The University is seeing continued protests against the installation of the 30-meter telescope on the slopes of Mauna Kea on the Big Island of Hawaii.

### York University Schulich School

Dean Dezso Horvath reported that York's MBA enrollment is growing although there is a general decline in MBA enrollment all over the world. They are finding that the young Canadians are not as interested in jobs and money alone but consider the quality of the job. Schulich just launched an MBA in Artificial Intelligence and another in Real Estate and Infrastructure. They are continuing an innovative 2-part MBA (students do the first year courses; leave to work for a few years, then return to complete their degree). This program has been attracting mostly students with non-business backgrounds. Their MBA programs now also offer a third semester on entrepreneurship. He says that the international business courses that schools used to teach are now obsolete; that more applied and functional courses and degrees are more desirable and the trend. He is now considering an Agribusiness MBA.

Schulich School of Business currently has 600 students enrolled in all their MBA programs. The school just built and launched their new building, built with over \$25 million from its alumni. Dean Horvath will be completing his 31<sup>st</sup> year as dean and is planning to step down as soon as his replacement is identified and ready to take over.

## **WEDNESDAY, JULY 10, 2019 – Field Visits to Economic Development Agencies**

8:30 AM Assembly at hotel lobby for field trip to JAKIM and MaGIC

10:00 AM JAKIM (Department of Islamic Development of Malaysia), Putrajaya  
By Dato Dr. Sirajuddin Suhaimee  
Director of Malaysia Halal Council, JAKIM

Founded in 1997, this is the agency responsible for Islamic affairs especially halal (permissible following Shariah law) certification. It protects the Muslim consumers of Malaysia and ensures that its food supply and other products comply with Shariah law, therefore, halal. It is considered by many as perhaps the most powerful government agency in the country and has one of the largest operating budgets. While its primary function is to ensure the halal certification of all food and drinks that are sold and consumed in Malaysia, it is also responsible for training teachers who work in mosques and other Islamic institutions, prepares the weekly Friday sermons and streamlines Islamic family laws among the Malaysia's states and federal territories.

As regards halal certification, JAKIM ensures that every step of food production follows halal guidelines. It conducts local site inspections at manufacturing plants and factories to examine how the halal rules are maintained and followed from acquisition, treatment and storage of raw materials to the finished goods. For foreign products, JAKIM relies on the integrity and assurance of recognized and reliable foreign halal certification bodies to ensure halal compliance of products that are then sold to Malaysian Muslims.

Therefore, all food products, locally produced or imported, are required to be certified as halal by the government certification body and carries the halal seal. A stiff fine is imposed on those who carry the halal seal but are not properly certified. There are, however, several lines of consumer goods that are not certifiable—alcohol and alcohol-based products, pork and pork byproducts and cigarettes. Malaysia's long-term objective is to be recognized as the hub or center for halal certification worldwide.

12.30 PM Lunch

2.00 PM MaGIC (Malaysian Global Innovation & Creative Centre), Cyberjaya

MaGIC was launched in 2014 by then U.S. President Barack Obama and then Prime Minister Najib Tun Abdul Razak. It enables, encourages and supports entrepreneurship in the country utilizing innovative and new thinking, developing the necessary skills and platforms. It assists especially small and medium companies by facilitating corporate and startup partnerships, encouraging participation in local and international trade shows, providing training and resolving business challenges.

The Center is divided into 9 divisions:

- ASEAN Centre of Entrepreneurship

- Academy (Education Management)
- Crowdsourcing Database
- Corporate Entrepreneurship Responsibility
- Coworking Space
- Engagement and Outreach Programs
- Advisory and Facilitation
- Creativity and Innovation Laboratory
- Global Accelerator Program

These divisions/units all have their separate spaces within the MaGIC headquarters at Putrajaya. During the visit, the whole place was a beehive of activity, with budding entrepreneurs working at various levels of product/project development.

6.00 PM      Field Trip – Petronas Twin Tower

Our UKM colleagues secured passes that enabled the conference participants to go not just to the bridge connecting the two towers but to go to the observation level at the 89<sup>th</sup> floor. The towers still hold the distinction of being the tallest twin towers in the world but is only the third tallest building in the world at this time. The towers were designed by an American architect and built by a crew of several hundred construction workers from all over the world, working under a multinational staff.

Evening      Dinner on your own

## THURSDAY, JULY 11, 2019 – OPTIONAL

9.00 AM – 5:00 PM Optional site visit to Melaka (about 2 hours bus ride from KL)

### Detailed Itinerary

09:00 Depart from Grand Hyatt Hotel  
11:00 Arrive in Melaka town  
11:00 Independence Memorial/  
A Famosa /St Xavier's Hill/Dutch Red Building  
12:30-14:00 Buffet lunch at Hatten Hotel  
14:30 Melaka River Cruise, Nyonya walk (free & easy)  
15:30 Depart from Melaka  
17:00 Arrive in KL

**Note:** Shirley distributed two *Economist* articles that were deemed of great interest to the members: “Creative Disruption: Asia’s Winners in the US-China Trade War” and “Cause for Concern? The Top 10 Risks to the Global Economy 2019.”

PowerPoint Presentations of Presenters are available on the PACIBER website at [www.paciber.org](http://www.paciber.org)