

FOR MEDIA RELEASE

Tuesday, 16 December 2014

WOMEN AT WORK CONVERSATION SERIES II UNLEASHING THE CREATIVE ENERGY

KUALA LUMPUR - After its inaugural Conversation Series I: Advancing Women Entrepreneurs, Women At Work is back with Conversation Series II with the theme, “Unleashing The Creative Energy”, this time hosted by SME Corp.

Officiated by YB Datuk Ir Haji Hamim Samuri, the Deputy Minister Ministry of International Trade and Industry; Conversation Series II focused on women entrepreneurs in the creative industry. 2 young entrepreneurs and 3 seasoned ones were featured, and shared their experiences and challenges in their entrepreneurship journey. The budding entrepreneurs were Nelissa Hilman of Nelissa Hilman designer footwear and Suraya Sharifuddin of Sakura Malaysia, a chic contemporary bag label using traditional materials. The rest were Noriah Ashari of Atikah’s Songket, a popular brand of Terengganu songket; Hanizah Zainuddin of D’or Rue, a pioneer in design and production of high quality and exclusive fashion accessories and collectible gift items using Malaysia’s traditional design and motives; and Datin Paduka Shuhaimi Baba, a multi-award winning director and producer, and founder of Pesona Pictures, a film and TV production company.

Speakers from FINAS, CEDAR (SME Bank), MDeC, TERAJU and Pinewood Iskandar Malaysia Studio were invited to discuss on topics related to challenges, policies and support available from the government for the development and growth of the industry.

Apart from SME Corp, representatives from selected government agencies, such as Matrade, MyNIC, TERAJU, MARA, DDeC and Bank Negara Malaysia were also present at the event.

“We hope that this platform provides an avenue for the industry players not only to share their experiences in their entrepreneurial journey; but also voice out their views, concerns and recommendation for the betterment of the industry”, said Dato’ Noraini Ahmad, Chairman of Women At Work.

Participants who attended the event were from multitude backgrounds within the creative sector, including arts and craft, applied design, fashion, architecture, interior design and content production.

For more information, please contact Elain Lockman at 012-2095378 or email: elainlock@gmail.com



ABOUT Women At Work

“Women At Work” or W@W is an NGO formed to develop and implement strategies and initiatives for women entrepreneurs. The programs are intended to empower, nurture and motivate women entrepreneurs in developing and attain the necessary skill sets and knowledge to address business challenges to grow their businesses. W@W will also initiate programs to create globally competitive businesswomen through innovation and creativity. For further information about W@W, kindly contact Ms Sid Tamrin at (tel) 012-6145700 or (email) sidtamrin@gmail.com.

UNTUK SIARAN MEDIA

Selasa, 16 Disember 2014

WOMEN AT WORK CONVERSATION SERIES 2 UNLEASHING THE CREATIVE ENERGY

KUALA LUMPUR – Selepas program pertama Conversation Series 1: Advancing Women Entrepreneur, Women At Work kembali dengan Conversation Series 2 dengan tajuk “Unleashing The Creative Energy”, kali ini ditaja oleh SME Corp.

Memberi focus kepada usahawan wanita dalam bidang industri kreatif, Women At Work Conversation Series 2 menampilkan 5 orang usahawan wanita yang berjaya di dalam bidang produksi filem, fesyen tekstil, rekabentuk, seni dan kraftangan; di mana mereka akan berkongsi pengalaman ke tangga kejayaan dalam bidang masing-masing.

Manakala ahli-ahli panel dari FINAS, CEDAR, MDeC dan Pinewood Iskandar Malaysia Studio telah dijemput untuk membincangkan beberapa topic berkaitan dengan cabaran, polisi dan sokongan yang disediakan Kerajaan untuk pembangunan serta perkembangan industri.

Selain dari SME Corp, wakil dari agensi kerajaan seperti Matrade, MyNIC, TERAJU, MARA, DDeC dan Bank Negara juga akan turut hadir. Manakala pembukaan program ini akan dirasmikan oleh YB Datuk Ir Haji Hamim Samuri, Timbalan Menteri di Kementerian Perdagangan Antarabangsa dan Industri.

“Kami harap program ini akan memberi salah satu landasan kepada para pengusaha dalam industri ini untuk bukan sahaja berkongsi pengalaman mereka, tetapi juga untuk mengenegahkan pandangan isu-isu dan cadangan untuk kebaikan dan kemajuan industri ini”, kata Dato’ Noraini Ahmad, Pengerusi Women At Work.

Peserta yang akan hadir dalam program ini pula terdiri dari usahawan kandungan kreatif, rekabentuk gunaan serta fesyen dan gaya hidup. Beberapa artis dan produser filem juga akan turut hadir.

Untuk keterangan lanjut, sila hubungi Elain Lockman di talian 012-2095378 atau emel: elainlock@gmail.com



ABOUT Women At Work

“Women At Work” or W@W adalah satu badan NGO yang ditubuhkan untuk membentuk dan melaksanakan strategi dan inisiatif untuk usahawan wanita. Program-program yang dilaksanakan oleh W@W bertujuan untuk mendorong dan memupuk usahawan-usahawan wanita untuk mendapat kemahiran dan menimba ilmu pengetahuan untuk menangani cabaran perniagaan untuk mengembangkan perniagaan mereka. W@W akan juga menyusun program-program untuk mewujudkan usahawan-usahawan yang boleh bersaing di peringkat antarabangsa , melalui kreativiti dan inovasi. Untuk maklumat lanjut, sila hubungi Cik Sid Tamrin di talian (tel) 012-6145700 atau (emel) sidtamrin@gmail.com.