

**Press Release for the Launch of the Woman Economic Forum (WEF)
Asean 2025, Kuala Lumpur, Malaysia**

KUALA LUMPUR, 30 September 2024 – The Women Economic Forum (WEF) is thrilled to announce the soft launch of the **WEF ASEAN 2025**. This monumental event will bring together women leaders, entrepreneurs, and change-makers from across the ASEAN region. More than just an event, the forum represents a powerful movement aimed at elevating women's roles and contributions in the economic sphere.

The **WEF ASEAN 2025** is set to take place from **19th to 21st June 2025** at the **Dewan Perdana, Ministry of International Trade and Industry (MITI), Kuala Lumpur, Malaysia**. The forum's theme, "**Women Leaders Beyond Borders: Shaping the Future of the ASEAN Sheconomy**", reflects its mission to bridge borders, break barriers, and empower women leaders to shape the future economic landscape of the ASEAN region.

The event was bagged by Malaysia under the visionary leadership of Datin Dr (h.c) Hartini Osman - President of WEF asean 2025 together with malaysian and asean advisory members.

2025 is Malaysia's Chairmanship for ASEAN and what better time than this to bring this event to our country.

Mission and Vision

The mission of the WEF ASEAN 2025 is clear: to provide an inclusive platform for women from all sectors to connect, share insights, and collaboratively drive economic progress. With a focus on women's leadership and innovation, the forum aspires to shape the region's economy, helping women advance in their professional journeys and contribute meaningfully to the well-being of their communities.

Objectives

One of the core objectives of WEF ASEAN 2025 is to **amplify the voices of women** and create more opportunities for them to thrive. By convening influential leaders, entrepreneurs, and policymakers, we aim to leverage the collective strength of women's leadership to build a more resilient and innovative economy for the region.

Strong Leadership and Support

This program has the strong backing of leaders like **Dr. Harbeen Arora Rai**, the founder of WEF and G100, who has been a steadfast advocate for women's empowerment globally. We are also honored to have the support of **Datuk Seri Utama Tengku Zafrul bin Tengku Abdul Aziz**, Minister of Investment, Trade, and Industry, who has long championed gender equality and women's empowerment. In his words: *"Empowering women is essential not only for achieving equality but also for driving economic success. Women play an indispensable role in every facet of society, and when they are empowered, communities and economies flourish."* His commitment to advancing women's leadership in the economy aligns perfectly with the goals of WEF ASEAN 2025.

Call for Collaboration

We will soon be unveiling our event logo and official website, and we encourage everyone to extend this invitation to their networks to join us in this transformative journey. We also welcome **collaborators, partners, and co-organizers** to work with us in making this event a resounding success.

Pocket Talks

Leading up to the event, we will host **monthly Pocket Talks** streamed live via Zoom to engage audiences across the globe. The detailed schedule for these sessions will be announced through our website and social media channels soon, so stay tuned and feel free to follow us for updates.

A Note of Gratitude

We would like to extend our heartfelt appreciation to the entire committee from Malaysia and across the ASEAN region for their unwavering support and spirit in bringing this initiative to life.

We look forward to seeing you all at the WEF ASEAN 2025, where we will together shape a more inclusive and prosperous future for the region.

For further enquiries about this program, feel free to contact:

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OUR LIST OF SPEAKER:

1. Datin Dr (h.c) Hartini Osman, Malaysia
2. Shikha Kedia Bharadwaj, Malaysia
3. Dr. Sirikul Nui Laukaikul, Thailand
4. Ms Rina Pua, Singapore
5. Dr Coco Wong, Malaysia
6. Dr. Hj. Umi Waheeda bt H. Abdul Rahman, Indonesia
7. Ibu Diah Yusuf, Indonesia
8. Ms Shereen Shabnam, Dubai UAE
9. Mdm You Bory, Cambodia
10. Dr Rahimah Hamdan, UPM, Malaysia
11. Ms Anja Carron, Germany
12. Mdm Rosmarie Rafael, Philippines

WEF ASEAN PRESIDENT:

1. Datin Dr. (h.c) Hartini Osman

WEF ASEAN ADVISORY MEMBERS:

1. Shikha Kedia Bharadwaj, Malaysia
2. Datin Dr. Norly Alias, Malaysia
3. Datin Dr. Leez A Hassan, Malaysia
4. Dr. Diah Yusuf, Indonesia
5. Rinawati Prihatiningsih, Indonesia
6. Dr. (h.c) Meenakshi Arora Dabral, Singapore
7. Rina Pua, Singapore
8. Dr. Sirikul Nui Laukaikul, Thailand
9. Supavadee Tantianon, Thailand
10. You Bory, Cambodia
11. Nurliyana Fatin Arifin, Brunei
12. Rosemarie Rafael, Phillipines
13. Marilou W. Ampuan, Phillipines

WEF ASEAN STRATEGIC PARTNERSHIP:

1. Prihatin Ehsan Holdings Sdn Bhd
2. Bitquest Digital Agency
3. ADLA Group Sdn Bhd
4. Wawasanita (Persatuan Usahawan Wawasan Wanita Malaysia)
(Malaysian Women Visionary Entrepreneurs Association)



**YAYASAN BINA
KESEJAHTERAAN**

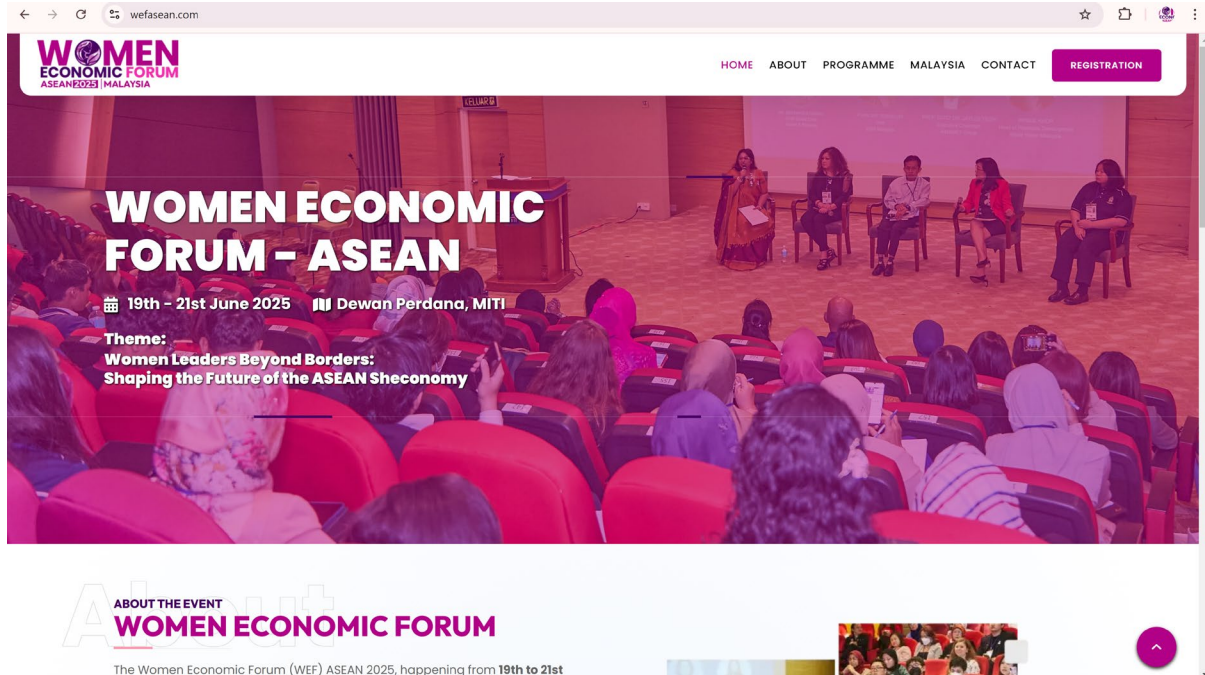
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WEF ASEAN OFFICIAL LOGO





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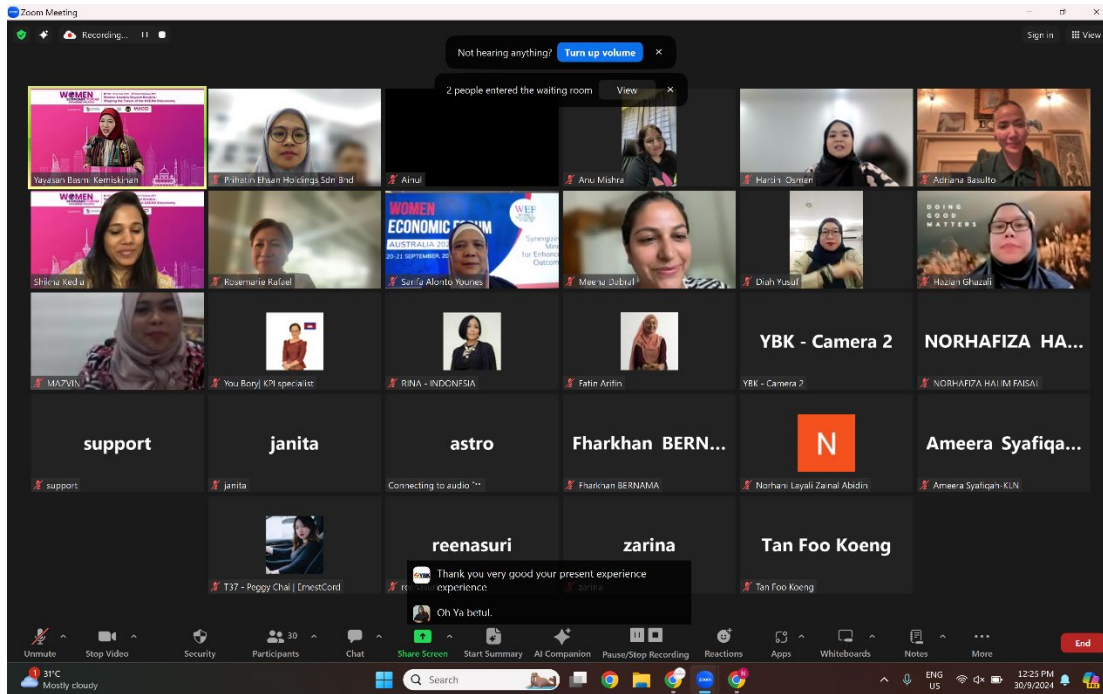
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Email: ybcare@gmail.com

**WEF ASEAN LAUNCHING VIDEO & SPEECH BY DR HARBEEN ARORA RAI,
FOUNDER OF WEF**

<https://drive.google.com/drive/folders/1CIZ1TtpMYVSNxbiCzgh5ST74qhfV FipW?usp=sharing>



*Participants at Virtual Launching
Women Economic Forum ASEAN 2025*

