

UPF Kuala Lumpur launches International Association for Peace and Economic Development Malaysia

Lai Peng Keong
April 17, 2021



Kuala Lumpur, Malaysia -- UPF-Malaysia hosted its second Peace Talks webinar in conjunction with the launch of the International Association for Peace and Economic Development (IAED) in Malaysia, on April 17, 2021. The online seminar, whose theme was "COVID-19: Preparing Your Business for the Post Pandemic World and Forging a Sustainable Future," was attended by over 200 participants from 10 nations through Zoom and Facebook Live.

Keynote Address

Webinar Series
Covid-19: Preparing Your Business for the Post Pandemic World and Forging a Sustainable Future

17 April 2021 Sat / 3-5pm
Online Zoom Webinar

Panelists

- Forget the "New Normal" Reimagine Your Business
Mr. Udesch Chaskar
Director and Board, World Startup Festival (WSF)
- Acceleration of Online Commerce — The Future of Jobs
Mr. Wenxuan Lim
Branch Manager, Getrunder Weize Singapore
- Upskill to Upscale or Fade Away
Dato Christopher Won
Chief Investment Officer, MFD Capital Investment Limited
- Choose to Challenge — A Woman Making It Happen in the Community
Ms Tracie Chan
Founder & Director, DavaDream Management
- CSR — Is it Just Lip Service?
Mr. Brian Lariche
CEO of Make it Right Movement, Head of Specialjobs.com.my

Organising Remarks **Host** **Panel Moderator**

- Mr. Masatate Kajikuri**
Regional coordinator, IAED Asia Pacific
- Mr. Lai Peng Keong**
Director National Liaison, UPF Malaysia
- Mr. Sudesh G. Balasubramaniam**
President, UPF Malaysia
- Ms Leen Saleh**
Public Relations Manager and Event Host

Mr. Thomas McDevitt, chairman of The Washington Times and global coordinator of the IAED, delivered the keynote remarks and officially launched the IAED-Malaysia. Mr. Masatate Kajikuri, the regional coordinator of IAED-Asia Pacific, delivered special remarks.

This was followed by a panel session where speakers shared their experiences and knowledge in navigating challenges in the post-pandemic world and giving back to society. The webinar also encouraged all the participants to be agents for change in support of the United Nations Sustainable Development Goals (SDGs) 2: zero hunger; 4: quality education; and 8: decent work and economic growth. Several NGOs and charitable organizations have been identified and were publicized through the IAED call to action project, #IAED (I am Engaging and Driven!).

Feedback from the participants:

"[I understood] how COVID-19 has changed the industry globally and what we can do to be team players to fit into the change [to have] a better, secured and successful future!"
Staff, World Startup Festival

"I learned more on how to overcome COVID-19 and upskill ourselves."
Company worker

"[I discovered] strategies on how to start up a business in this new norm at the same time be mindful of what the community really needs not just by your will. Helping the community makes you grow too!"
NGO staff