

PRESS RELEASE

The MyLIFE ASEAN Financial Literacy Forum 2021 to Focus on the Issue of Financial Literacy Among Citizens Within the ASEAN Region

KUALA LUMPUR, 8 October 2021 – In regards to confronting the post-COVID-19 challenges, the lack of financial literacy cannot be ignored as one of the roots of continued poverty. In order to help resolve this critical issue, **Malaysia Literacy in Financial Education Association (MyLIFE), Max Capital Management, Money Compass Media, uLearnMONEY, and Celik Wang** will be organizing one of the most anticipated forums within the financial thought leaders and researchers in the ASEAN region, the **MyLIFE ASEAN Financial Literacy Forum 2021** which is scheduled to be held on October 28, 2021, from 2pm to 6pm via Zoom at <https://bit.ly/mylifeforum>.

With the theme of '**Financial Literacy in the Time of Pandemic, What Lessons Have We Learnt**', the objective of this forum is to encourage a discussion among the thought leaders and researchers on the issue of financial literacy in order to attain to the sustainability goals of UNESCO. The target audience is inclusive of education institutions, financial institutions, regulators, social entrepreneurs, researchers, university lecturers and students whom are strongly concerned with the subject.

The event is the **3rd MyLIFE ASEAN Financial Literacy Forum** and this year's forum will be hosted by Mr. Adi Afendi, a motivational speaker, emcee skills trainer, and coach. The forum will be moderated by Mr. Brandon Ng, Honorary Secretary of MyLIFE and also Mr. Jason Koeh, Assistant Secretary General of MyLIFE.

The honorable speakers of the forum include Professor Ts Dr. Saravanan Muthaiyah, Professor attached to Multimedia University Malaysia, Dr. Shaista Wasiuzzaman, Assistant Professor at the School of Business of Universiti Teknologi Brunei, Dr. Nguyen Thi Phuong Lan, senior lecturer at the Faculty of Management of Multimedia University, Cyberjaya campus, Dr. Wan Rasyidah Wan Nawang, senior lecturer at the Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM), Dr. Nur Shuhada Kamarudin, lecturer at the Faculty of Economics and

Muamalat and an Associate Member with the Financial Planning Association of Malaysia (FPAM), Dr. Budi Santoso, Rector of Indonesia International Institute Of Life Sciences, Mr. Loh Siew Meng, professional coach at Manipal International University, Mr. Subramaniam Munusamy, Program coordinator of Foundation in Business Studies at Manipal International University, Adj. Prof. Ts. Max Shangkar, CEO of Max Capital Management, and Ms. Amy Seok, Founding Chairman of MyLIFE.

The topics of the forum will be based on the impact and challenges to ASEAN countries (Malaysia, Myanmar, Vietnam, Indonesia, Brunei, Singapore) in various scenarios, e.g., retrench and unemployment, and business closure. The speakers will emphasize on what action the countries and communities have taken and should take in respect to elevating financial literacy and sustainability of financial well-being amidst the ongoing economic inflation and depression.

The moderators will initiate discussions on the impact related to various aspects of communities and highlight why the public require financial literacy education as a survival skill. They will also be touching on the suggested implementation of 5W1H actions on the unemployed and retrenched groups, fresh graduates, the youth, affected businesses, B40 (low-income) group, M40 (middle-income) group, and people living in rural and urban areas.

For those who are interested to participate and would like to know more about the MyLIFE ASEAN Financial Literacy Forum, please visit the official website at <https://mylifeassociation.org/>.

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BACKGROUND INFORMATION:

About Malaysian Literacy in Financial Education Association (MyLIFE)

Founded in 2018, the Malaysian Literacy in Financial Education Association (MyLIFE) is a National level Non-Government Organisation with members from all over Malaysia, including Sabah and Sarawak.

MyLIFE has taken the initiative, ownership and proactive action to help the nations towards nation building through various holistic approaches, specifically aims to elevate financial literacy of every Malaysian citizen via various community and network activities. For more information, please visit <https://mylifeassociation.org/>.

About Money Compass Media

Since 2004, with the mission to become the financial freedom gateway to assist internet users to enhance financial intelligence, the new Money Compass Integrated Media Platform is dedicated to help men on the street to create wealth opportunities and to be the financial freedom gateway for everyone!

Money Compass Financial Platform connects human capital in financial industries and internet users by providing three platforms – Info Hub, Learning Hub, and Marketplace. We provide a one-stop platform including financial information, training, matching, and practical methods to form a financial ecosystem that boosts the benefits in the financial system.

Money Compass is one of the credible Chinese and English financial media in Malaysia with a strong influence in Malaysia's financial industry. As the winner of the SME Contributors' Award in Malaysia for 5 consecutive years, we persistently propel the financial industry towards a mutually beneficial framework. Know more at <https://moneycompass.com.my/>.

About Max Capital Management Holding Ltd

MCM is a Global Investment Holding and Project Management Consultant (PMC), specializing in project management's conception to implementation, Customer Relationship Management (CRM), and event management.

As a part of the MCM CSR initiative, MCM has launched Global Investment Community (GIC) on 15 March 2016 and presently managing over 5,000 members globally with an experienced global team dedicated to managing a knowledge-sharing platform about investing and finding more opportunities worldwide.

This education knowledge ranges from due diligence to identification, analysis, valuation, and much more in the investment cycle. It is performed through MCM exclusive and trusted global network, proven investment experience, and PILC/BILC strategies, and willingness to share know-how with the esteemed MCM GIC members. Know more at <https://www.maxcapitalmanagement.com/>.

About uLearnMONEY

uLearnMONEY is an online portal Financial Literacy Platform that provides financial education to the public and communities to respond to immediate financial challenges, questions, and doubts, especially curated for university and college students.

The programme is approved by the Ministry of Education (MOE) and Department of Higher Education, Ministry of Higher Education (MOHE), as a curriculum programme for universities. uLearnMONEY is endorsed and recognised by various financial institutions including Malaysian Financial Planning Council (MFPC), Financial Planning Association of Malaysia (FPAM), Malaysian Financial Planners and Advisers Association (MFPAA), and Credit Counselling and Debt Management Agency (AKPK). For more information, please visit the official website <https://ulearnmoney.com/>.

About Celik Wang

Celik Wang, which has been in operation since early 2020, is the third news media platform to be established by the Money Compass Media Group where the first two platforms are moderated in Mandarin and English. It is a new media platform moderated in Bahasa Malaysia that will focus on covering corporate and financial news locally and abroad as well as the latest financial-related issues faced by Malaysians.

Celik Wang also aims to be the one-stop platform for owners and operators of small and medium enterprises (SMEs) to acquire information, guidance and tips on how to develop strategies to enhance their businesses as well as provide counselling for those who plan to start their own businesses. For further details about Celik Wang, do visit this news media platform at celikwang.com.my.

For media enquiries, please contact:

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FREE ADMISSION

FLAF 2021

FINANCIAL LITERACY ASEAN FORUM

"FINANCIAL LITERACY in time of pandemic
what lesson have we learnt?"



28 OCTOBER
2PM-6PM



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Supporting Institution:



PANEL OF SPEAKERS



MS. AMY SEOK -
(MYLIFE FOUNDING
CHAIRMAN)

MALAYSIA PANEL SPEAKER



ADJ. PROF. TS. MAX
SHANGKUI - (CEO OF MAX
CAPITAL MANAGEMENT)

MALAYSIA PANEL SPEAKER



MR. BRANDON -
(MYLIFE SECRETARY)

MODERATOR



MR. JASON KOH -
(MYLIFE SECRETARY
GENERAL)

MODERATOR



PROF. TS. DR. SARAVANAN
MUTHAIYAH - (MMU)

KEY NOTE SPEAKER



DR. BUDI SANTOSO -
INDONESIA (ISL)

KEY NOTE SPEAKER



DR. NGUYEN THI
PHUONG LAN - VIETNAM

KEY NOTE SPEAKER



DR. SHAISTA - BRUNEI
(UTB)

KEY NOTE SPEAKER



MR. AUNG KYAW OO -
MYANMAR (JPA)

MYANMAR PANEL SPEAKER



DR. SUBRAMANIAM
MUNUSAMY - (MANIPAL)

MANIPAL PANEL SPEAKER



DR. LOH SIEW MENG -
(MANIPAL)

MANIPAL PANEL SPEAKER



DR WAN RASYIDAH WAN
NAWANG - (USIM)

USIM PANEL SPEAKER



DR NUR SHUHADA
KAMARUDIN - (USIM)

USIM PANEL SPEAKER



MR. ADI AFENDI -
MALAYSIA

HOST