

## **MEDIA RELEASE**

16 October 2013

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### **GRADUATES' TEA 2013 EMPHASISES IMPORTANCE OF A GAME PLAN**

*Six professionals to give graduates an insight into life after graduation*

200 graduates from polytechnics and universities, both locally and abroad, are expected at Graduates' Tea 2013: The Game Plan on Saturday, 19 October 2013. The objective of this annual event is to celebrate the achievements of recent Muslim graduates from polytechnics and universities. It also aims to give graduates an insight into life after graduation and impress upon them the importance of planning for this next stage of their personal and professional lives.

2 This year's theme was inspired by successful sportsmen whose journeys towards achieving their dreams are guided by targeted game plans. As the theme suggests, these graduates will be faced with challenges and achievements in their life after graduation. They will also come across competitors and collaborators as they progress in their careers. It is how well they play that will determine the outcome of the game.

3 Six professionals will speak on a range of topics relevant to recent graduates to help kick-start their own game plan. This year's diverse line-up include Mr Kevin Walsh (Chief Technology Officer, Oracle Asia Research and Development Centres), Ms Farah Sidek (Social Media Practitioner and Account Manager, We Are Social), Mr Sophian Abdul Rahman (Assistant Vice President, Capital Partners, CapitaLand Financial Limited), Mr Hirman Abdullah (Human Resource Manager, The Ascott Limited), Ms Nursyazanna Syaira Md Suhimi (Owner, Fluff Bakery) and Dr Heazry Salim (Founder, The Comedy Club Singapore). More details can be found in the Annex.

4 This is the 13th year that volunteers have organised the Graduates' Tea session and it has since developed into MENDAKI Club's signature event. To stay connected with its growing pool of volunteers, MENDAKI Club has been developing a mobile application. This mobile application is being developed to help its growing pool of volunteers stay connected and updated on upcoming events and other volunteering opportunities.

5 President of MENDAKI Club, Mr Jeffrey Salleh, said: “This annual event gives MENDAKI Club the opportunity to celebrate the achievements of recent Muslim graduates. MENDAKI Club has always relied on its diverse network of volunteers to design and execute programmes to benefit the community. To continue to stay connected to our growing number of members, we were inspired to develop the MENDAKI Club mobile application. We look forward to connecting and working with these recent graduates to help raise the standard of the Muslim community through our various programmes.”

6 We would like to invite your reporting crew to cover the event and include it in your coverage. Details of the event are as follows:

<b>Event:</b>	Graduates’ Tea 2013: The Game Plan
<b>Day / Date:</b>	Saturday, 19 October 2013
<b>Time:</b>	1.00pm to 5.00pm
<b>Venue:</b>	Grand Ballroom, Grand Park City Hall Hotel (10 Coleman Street Singapore 179809)
<b>Guest-of-Honour:</b>	Dr Yaacob Ibrahim, Minister for Communications & Information and Minister-in-Charge of Muslim Affairs

7 We would appreciate it if you could confirm your attendance by 5.00pm on Friday, 18 October 2013. Please do not hesitate to contact the media officers named below if you require further information on this matter. We look forward to your presence and we thank you in advance for your continued support of this community effort.

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### **About MENDAKI Club (MClub):**

MENDAKI Club, or MClub, is a community of Malay/Muslim young professionals and students who are engaged in affairs concerning the community, Singapore and the world. We engage in strategic youth development initiatives and participate actively in discussions on current developments in the local and global arena. We also strive to build bridges within the Malay/Muslim community, and between our community and other communities, to promote mutual understanding and cooperation.

MClub was launched in 2000 by then-DPM Lee Hsien Loong and constantly seeks new and interested individuals to be part of its community. As a registered society and affiliated to the Malay/Muslim Self-Help Group Yayasan MENDAKI, the activities and programmes of MClub are largely organised and run by volunteers from a wide range of professions and backgrounds.

## ANNEX A

**Graduates' Tea 2013: The Game Plan**  
**Grand Ballroom, Grand Park City Hall Hotel**  
**Saturday, 19 October 2013**

<b>Time:</b>	<b>Programme:</b>
1.00 pm	Registration
1.25 pm	Guests to be seated
1.30 pm	Arrival of Guest-of-Honour Dr Yaacob Ibrahim, <i>Minister for Communications &amp; Information and Minister-in-Charge of Muslim Affairs</i>
1.35 pm	Welcome Remarks by Dr Yaacob Ibrahim
1.45 pm	Kick-Off Segment: Keynote Address by Mr Kevin Walsh, <i>Chief Technology Officer, Oracle Asia Research and Development Centres</i>
2.15 pm	Sponsorship Segment: Branding and Marketing Yourself by Ms Farah Sidek, <i>Social Media Practitioner and Account Manager, We Are Social (Singapore)</i>
2.35 pm	Goal! Segment: Fast-Forwarding Your Career by Mr Sophian Abdul Rahman, <i>Assistant Vice President, Capital Partners, CapitaLand Financial Limited</i>
2.55 pm	Panel Question and Answer Session with Dr Yaacob Ibrahim, Mr Kevin Walsh, Ms Farah Sidek and Mr Sophian Abdul Rahman
3.15 pm	Networking Tea Session
4.00 pm	Half-Time Panel Session: Work-life Balance & Pursuing your Passions with: <ul style="list-style-type: none"><li>• Ms Nursyazanna Syaira Md Suhimi, <i>Owner, Fluff Bakery</i></li><li>• Mr Hirman Abdullah, <i>Human Resource Manager, The Ascott Limited</i></li><li>• Dr Heazry Salim, <i>Founder, The Comedy Club Singapore</i></li></ul>
4.20 pm	Final Whistle Segment: Closing Address by Mr Jeffrey Salleh, <i>President of MENDAKI Club</i>
4.35 pm	Extra-Time: Engagement Session with Professionals and MENDAKI Club Alumni
5.00 pm	End of Programme

## ANNEX B

### Speakers Profiles for Graduates' Tea 2013: The Game Plan

#### **Mr Kevin Walsh**

Kevin is an expert in enterprise software and computing with more than 28 years of experience in leading edge technology projects and global markets. He is based in Singapore and San Francisco, and is the Chief Technology Officer for the Oracle Asia Research and Development Centres. He works closely with industry leaders and government officials to create strategies to exploit technology for effective development of new capabilities, products and customer segments. He is a frequent speaker on technology futures and technology's impact on society. He has led many innovative product and market development activities during his tenure at Oracle.



Kevin is the founder of Oracle's R&D innovation network in Asia, which spans more than seven countries. His teams are responsible for adapting Oracle's products for fast-growing Asian markets and developing new industry applications and development partnerships in the region. He is co-inventor of several software patents and widely recognized as one of Oracle's visionary leaders. He has lived and worked in Europe, the Middle East and Asia on several occasions and travels extensively for discussions with executives and government leaders throughout the world.

He is also a board member of the Oracle Education Foundation, which supports more than 1.5M students in more than 43 countries globally seeking to advance the goal of technology education for students in primary and secondary institutions worldwide. He is also an adviser to the National University of Singapore Overseas College in Silicon Valley.

#### **Ms Farah Sidek**

Farah is an Account Manager at We Are Social and has worked with global brands such as Intel, Lenovo, Johnson & Johnson, BlackBerry, and Facebook. She was previously with Edelman Public Relations, the world's largest independent public relations firm. In 2010, Farah was first-runner up among 1,190 global participants for Standard Chartered Bank's search for the World's Coolest Intern. She holds an honours degree in communications from the National University of Singapore where she is a mentor and guest lecturer, and a master's degree in



professional communications from the University of Queensland, Australia.

As an active social media practitioner, Farah shares her insights on her blog at [www.farahsidek.com](http://www.farahsidek.com). Connect with her via Twitter @farah\_sidek.

### **Mr Sophian Abdul Rahman**

Sophian received a scholarship from the Economic Development Board (EDB) to pursue his Masters in Aeronautical Engineering from Imperial College of London. Since graduating in 2000, he has gained a wealth of experience in the public sector, working in EDB (where he was involved in the promotion of various key industries) and International Enterprise (IE) Singapore (where he was actively promoting Singapore-based companies to the Middle East). He joined Capitaland in 2007 to help start up several initiatives in the Middle East and is currently an Assistant Vice President, Capital Partners, engaging Sovereign Wealth Funds, Pension Funds and other institutional investors to set up private capital partnerships with the Capitaland Group. In spite of his busy schedule, he sits on the boards of Student Care Service and Temasek Polytechnic. He has also volunteered with MENDAKI Club, once holding a secretarial position in the Executive Committee, as he believes strongly in contributing back to society, especially in youth and community development. Whenever possible, he also plays the saxophone, dabbles in photography and collects vintage timepieces.



### **Ms Nursyazanna Syaira Md Suhimi**

Nursyazanna Syaira graduated with a Bachelor of Arts in Psychology. She then went on to work in Public Relations for the next two years of her life. She did everything she thought she was supposed to do after graduation but felt like something was missing in her life. That was when she decided to quit her job to pursue her passion in baking. Today, Syaira is the proud owner of Fluff Bakery, an incredibly popular local halal bakeshop. Fluff Bakery started out as a hobby, and then a successful online business. Syaira and her husband will soon be opening up Fluff Bakery's flagship store at 12 Jalan Pisang. Syaira is a big believer of two things: (i) perseverance and (ii) staying true to your passions. Follow Fluff Bakery on Instagram @fluffbakery.



### **Mr Hirman Abdullah**

Hirman spent four years in University studying for a degree to aid in his admission into the Foreign Service. Having served two years there, he left and spent five years at the Ministry of Home Affairs (MFA). He bid *adieu* with a tinge of sadness and said *bonjour* to the dynamic real estate and hospitality sector. He has now been in the

real estate and hospitality sector for six years, both overseas and locally. Hirman believes that every stage of his journey has immensely contributed to helping him identify, refine, and apply his heart's passion to life. He will share some insights into his journey at Graduates' Tea 2013: The Game Plan and hopes to spur reflection, positivity and most importantly, action. In his spare time, Hirman has a keen interest in developmental work, training and mentoring, as well as volunteering in various capacities. He has served in the MENDAKI Club Executive Committee and continues to volunteer with the organisation.

### **Dr Heazry Salim**

Dr Heazry recently turned his love for comedy into a successful business. Together with his business partner, he set up The Comedy Club Asia to bring comedy to fans in Singapore. He graduated with a PhD in Finance from Edith Cowan University and continued to be a lecturer and researcher there before venturing into financial consultancy. His latest achievement, prior to starting up The Comedy Club Asia, was his role as Chief Financial Officer at Aureliant. He was a member of the award winning team that developed the Orsiso IP which was later acquired by Singtel. Dr Heazry believes in always putting his best foot forward, earning him the MENDAKI Scholarship from 1995 to 1999, the VM Pervan Award (Excellence in Business Statistics) in 1999 and was on the Dean's List in 1999. He also enjoys video games and used to play Fifa and Call of Duty on his xBox.