



MEDIA ADVISORY

13 November 2013

MENDAKI CLUB LAUNCHES ITS MOBILE PHONE APP

The launch is part of MENDAKI Club's showcase of professional outreach programmes and initiatives targeted at tertiary students and young professionals

"Even as you work hard towards excelling in your chosen fields, let us nurture the spirit of social empathy for those in our community who are left behind. The truth is, each and every one of us can contribute and make a difference to our community and the lives of others. ... MENDAKI Club itself is a good platform for young graduates such as yourselves to network with each other and give back to society."

Dr Yaacob Ibrahim

MENDAKI Club Graduates' Tea 2013

The MENDAKI Club (MClub) Mobile Application will be launched by Dr Yaacob Ibrahim, Minister for Communications and Information and Minister-In-Charge of Muslim Affairs and Advisor for MClub, at the Professional Outreach Day this Saturday, 16 November 2013 at The Treetop, *Scape Co. Ltd. It will include amongst its features, notifications and sign-up opportunities for MClub activities. The app will also entail "Inside Jobs" application, which will allow Malay/Muslim professionals share high-value job opportunities with other professionals or graduates.

MClub Professional Outreach Day will also celebrate the first run of the Club's Mentoring Programme, and highlight the key community projects developed by the Club's Leadership Incubator participants. A total of 80 students, young professionals and representatives from key partner organisations are expected to attend.

The event serves as a platform for Networking sessions for like-minded individuals, and also to learn more on MClub's Professional Outreach programmes, which inculcate the spirit of 'giving back' and aspiration to be leaders of the community.

Amongst MClub's Professional Outreach programmes is the Mentoring Programme, an enhanced one-on-one professional career coaching for young aspiring Malay/Muslims. This is followed by the Leadership Incubator, a platform for systematic training and development for young individuals in the community. Lastly, the Conversations series, invites young professionals to engage a noted speaker on a broad range of discussions.

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

Day, Date	: Saturday, 16 November 2013
Time	: 1.00pm to 5.00pm
Venue	: *SCAPE The TreeTop (Level 5)
	2 Orchard Link
	Singapore 237978

Further details on the programme is in Annex A.

We would appreciate it if you could confirm your attendance by 5.00pm on Friday, 15 November 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.

**Professional Outreach Day
Saturday, 16 November 2013
*SCAPE, The TreeTop**

Programme

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| 1.00pm | Registration |
| 1.30pm | All guests to be seated
Showcase of Corporate & Recruitment Videos |
| 1.50pm | Welcome Address By MClub President |
| 2.00pm | Guided Networking Session: Mentoring + Leadership Incubator +
Conversations |
| 2.40pm | Presentation of LI Projects 1 & 2 |
| 3.00pm | Arrival of Dr Yaacob Ibrahim
Opening Address by Dr Yaacob Ibrahim
Presentation of Tokens & Certificates to Mentoring & LI participants
Group Photo-taking |
| 3.40pm | Presentation of LI Project 3 |
| 3.50pm | Networking Tea |
| 4.15pm | Breakout Session |
| 5.00pm | End of Event |



ABOUT MENDAKI CLUB

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.

VISION

A dynamic and progressive young generation of Malay/Muslim Singaporeans with a strong commitment to society and plugged into the global community.

MISSION

Our mission is to engage young Malay/Muslim Singaporeans through Thought and Action. We do this by fostering a community of young Malay/Muslim professionals which:

- *Build bridges within the Malay/Muslim community, and between our community and other communities, to promote mutual understanding and cooperation*
- *Participate actively in discussions on current developments in the local and global arena.*
- *Engage in strategic youth development initiatives to act as positive agents of change in the community and nation*