



**BOND CONFERENCE 2019 ON  
FRESH PERSPECTIVES:  
ENGINEERING THE FUTURE  
OF THE MALAYSIAN BOND &  
SUKUK MARKET**

**15 JULY 2019  
SECURITIES COMMISSION MALAYSIA,  
KUALA LUMPUR**

**SPONSORSHIP PROPOSAL**



## ABOUT THE CONFERENCE

The organisers of this bond conference, RAM & SIDC have designed a programme that will foster dialogue among industry experts who will be discovering their inspiration and journeys in the Malaysian bond market. The Conference will also set the stage to discover their aspirations for **the future of the capital market**.

Join us as leading researchers, regulators and players navigate the Malaysian bond and sukuk market. Let's walk through **some new developments and see how they will change the market in the coming years**.

The Conference also hopes to unravel some of the intricacies that are **impacting the way investors plan their portfolios**. We have also built in solution-centric discussions with case studies to give participants a 3-dimensional take on **Fintech, ESG and Sukuk**.

Sessions have been created to **infuse traditional ideas to deepen and strengthen the market like tenures, going down the credit curve as well as retail investors**. The bond and sukuk market has always been at the forefront of building the country's infrastructure by matching funding requirements to cashflow. Hence, we have also structured dialogues to deliberate on the **future of infrastructure financing in the country** with participation from industry leaders.

This Conference aims to build new relationships and strengthen existing ones as it will discuss key industry **practitioners' views on the market and what they predict for the Malaysian bond and sukuk market**.

## LEARNING OUTCOMES

By the end of this programme participants will be able to:

- discuss latest developments in the Malaysian bond and sukuk market with special emphasis on how we can further deepen the market.
- understand how Fintech can present new ways of issuing bonds and sukuk.
- appreciate inspiring case studies on the Green Sukuk market.
- explore new ideas that can strengthen debt capital market with issuances reaching retail participants.
  - understand how infrastructure financing can be structured with debt capital market more cost efficiently.
  - recognise the value of exploring and investing in the development of the ESG market. Dialogues from diverse sectors will engage participants in deepening their knowledge on the ESG market and further developing ideas on how ESG will build our future.

### TARGET PARTICIPANTS

- Regulators
- Corporates
- Investment bankers
- Government financial planners
- Policy makers
- Investors
- Fund managers
- Lawyers
- Accountants
- Researchers
- Economists
- Academicians



# PROGRAMME

**9.00 a.m.**      **Welcome Remarks by**  
YBhg Tan Sri Amirsham A Aziz, Chairman, RAM Holdings Berhad

**9.10 a.m.**      **Special Address by**  
**YBhg Datuk Syed Zaid Albar**  
Chairman  
Securities Commission Malaysia

---

**9.30 a.m.**      **Session One : New Frontiers to Deepen Market: Risk, Tenure & Investors**

- Current outlook for the Malaysian Bond market
- Risk – going down the credit curve
- Tenure – embracing longer dated papers
- Investors – retail and foreign, investor confidence

**Proposed Moderator :**

**Mr Tan Chung Han**  
Market Analyst (ASEAN)  
ForexTime Malaysia

**Proposed Panelists :**

**YBhg Datuk Muhamad Umar Swift**  
Chief Executive Officer  
Bursa Malaysia Berhad

**YBhg Datuk Chung Chee Leong**  
President & Chief Executive Officer  
Cagamas Berhad

**Mr Mohamed Nazri Omar**  
Managing Director/Chief Executive Officer  
Danajamin Nasional Berhad

**Mr Suhaimi Ilias**  
Chief Economist  
Maybank Investment Bank Berhad

---

**11.00 a.m.**      **Session Two : Fintech Opportunities for the Bond Market**

- FinTech opportunities in the bond market
- Blockchain Bonds
- Understanding the regulations
- Case Studies

**Proposed Moderator :**

**Mr Mushtaq Kapasi**  
Chief Representative, Asia Pacific  
International Capital Market Association

**Proposed Panelists :**

**Mr Wong Wai Ken (confirmed)**  
Country Manager  
StashAway Malaysia Sdn Bhd

**Mr Faizal Shebli**  
Chief Executive Officer  
Crypto Valley Malaysia

**Mr Kyri Andreou (confirmed)**  
Co-Founder & Director  
Ata Plus

---

12.00 noon

## Fintech Case Study : Blockchain Bond

Commonwealth Bank of Australia (CBA), the largest bank in the country, had been mandated by The World Bank to arrange a bond issue exclusively on a blockchain.

The World Bank launched bond-*i* (blockchain operated new debt instrument), the world's first bond to be created, allocated, transferred and managed through its life cycle using distributed ledger technology. The two-year bond raised A\$110 million, marking the first time that investors have supported the World Bank's development activities in a transaction that is fully managed using the blockchain technology.

The World Bank mandated Commonwealth Bank of Australia (CBA) as arranger for the bond on 10 August 2018. The announcement was followed by a two-week consultation period with the market, with key investors indicating strong support for the issuance.

### Mr James Wall

Executive General Manager  
International Banking and Markets  
Commonwealth Bank of Australia

---

2.00 p.m.

## Session Three : Niche to Mechanism – Creating a Platform for ESG

- Growth to ESG
- Realising value-based intermediation through green sukuk
- Reporting
- Foreign Investors
- Retail Bond Investors
- Institutional Investors

### Moderator :

#### Mr Promod Dass

Chief Executive Officer  
RAM Consultancy Services Sdn Bhd

### Proposed Panelists :

#### YBhg Dato' Abdul Rahman Ahmad

President & Group Chief Executive  
Permodalan Nasional Berhad

#### YBhg Dato' Lee Kok Kwan

Director

The Bond and Sukuk Information Exchange (BIX)

#### Mr Najmuddin Mohd Lutfi

Chief Executive Officer & Executive Director  
BIMB Investment Management Berhad

#### Tuan Syed Hamadah Othman

Chief Executive Officer  
Kumpulan Wang Persaraan (Diperbadankan)

#### Mr Matthew J. Martin

Founder & Chief Executive Officer  
Blossom Finance

---

3.30 p.m.

### Session Four : Reimagining the Infrastructure Financing Market: Mapping Architects, Builders & Financiers Together

- Bond structures that can reduce cost of financing for infrastructure
- Tapping investors who are infrastructure-centric
- ESG – Structures that qualify for Green Bonds
- Creating a platform to tap retail investors to infrastructure developments

**Moderator :**

**Ms Chong Van Nee**

Head, Infrastructure & Utilities Ratings  
RAM Rating Services Berhad

**Proposed Panelists :**

**YBhg Datu Sharbini Suhaili**

Group Chief Executive Officer  
Sarawak Energy Berhad

**Mr Chen Yin Heng**

Principal Officer  
DanaInfra Nasional Berhad

**TBA**

Banker  
Sponsoring Organisation

**Mr Goh Kiat Seng**

Head of Global Corporate Banking  
MUFG Bank (Malaysia) Berhad

---

4.30 p.m.

### Session Five : Building Idea Bridges – Matching Sukuks with Sustainable Development Goals

#### **Unearthing the world's first United Nation's Sustainable Development Goals (SDG) Sukuk**

- First ever benchmark sustainable sukuk referencing UN SDG's
- Landmark sukuk in MYR and global sukuk market
- Innovative sukuk structure
- This issuance also champions the newly developed Value-based intermediation (VBI) by BNM
- Rated by RAM

**Moderator :**

**Ms Ruslena Ramli**

Head, Islamic Finance  
RAM Rating Services Berhad

**Proposed Panelists :**

**Mr Adnan Zaylani Mohamad Zahid**

Assistant Governor  
Bank Negara Malaysia


**Mr Arsalaan Ahmed**

Chief Executive Officer  
HSBC Amanah Malaysia Berhad

**Mr Robert Huray**

Chief Executive Officer  
RHB Investment Bank Berhad

---



**SPONSORSHIP**  
**BENEFITS**



Benefits	PREMIUM PARTNER	STRATEGIC PARTNER	PARTNER
	RM50,000	RM30,000	RM15,000
Number of sponsors	1	Unlimited	Unlimited
Logo presence on pre-event and event day promotional materials (online and digital) and backdrop	✓	✓	✓
Speaking opportunity	2	1	
Complimentary conference passes. <i>These invitations can be used to invite representatives from your organisation or your valued clients</i>	10	5	3
Exhibition space	✓	✓	
Display of sponsor organisation's pull-up (bunting) on event day at selected area	✓	✓	
Sponsor acknowledgement during the event (emcee's announcement)	✓	✓	✓
Sponsor mention in all media releases	✓	✓	✓



# CONTACT US

RAM – SIDC BOND CONFERENCE

---

## RAM HOLDINGS BERHAD

**MS PADTHMA SUBBIAH**

☎ : 603 – 3385 2488/ 3385 2577

✉ : [padthma@ram.com.my](mailto:padthma@ram.com.my)

**MS ZURINA ZULKIFLI**

☎ : 603 – 3385 2488/ 3385 2598

✉ : [zurina@ram.com.my](mailto:zurina@ram.com.my)



Level 8, Mercu 2, KL Eco City, No 3 Jalan Bangsar  
59200 Kuala Lumpur



[www.sidc.com.my](http://www.sidc.com.my)

3 Pesiaran Bukit Kiara, Bukit Kiara  
50490 Kuala Lumpur