



**WORLD ASSEMBLY OF YOUTH  
ASSEMBLEE MONDIALE DE LA JEUNESSE  
ASAMBLEA MUNDIAL DE LA JUVENTUD**

## **REPORT**

# **11TH MELAKA INTERNATIONAL YOUTH DIALOGUE**

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**'Shaping the Next Generation of Entrepreneurs'**

**27<sup>TH</sup>-29<sup>TH</sup> JUNE 2011**

**EVERLY RESORT HOTEL, MELAKA, MALAYSIA**

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## INTRODUCTION AND BACKGROUND

The Melaka International Youth Dialogue (MIYD) is an annual event of the World Assembly of Youth (WAY) which brings together young people and youth leaders from around the world to discuss relevant youth issues. Since 2001, the MIYD has convened on a wide range of tropical issues. More than 3000 young people have attended the MIYD since its inception. It produces a declaration which serves as a guideline for youth to address the selected issues.

The theme “*Shaping the next generation of entrepreneurs*” was selected for MIYD 2011. This theme was selected in realization of the need to educate, train, increase awareness and promotes young innovators as a means to develop the socioeconomic factor that is amiss today. All countries are affected by an economic and social imperative to address the youth unemployment challenge faced. Therefore with the above anticipated theme, all young people, youth leaders, government and organization officers will gather to call for action in areas such as: assess the problem; tackle the problem; form partnership; focus on special needs; convey the right message; and structure experience in order to take advantage of opportunities of entrepreneurship.

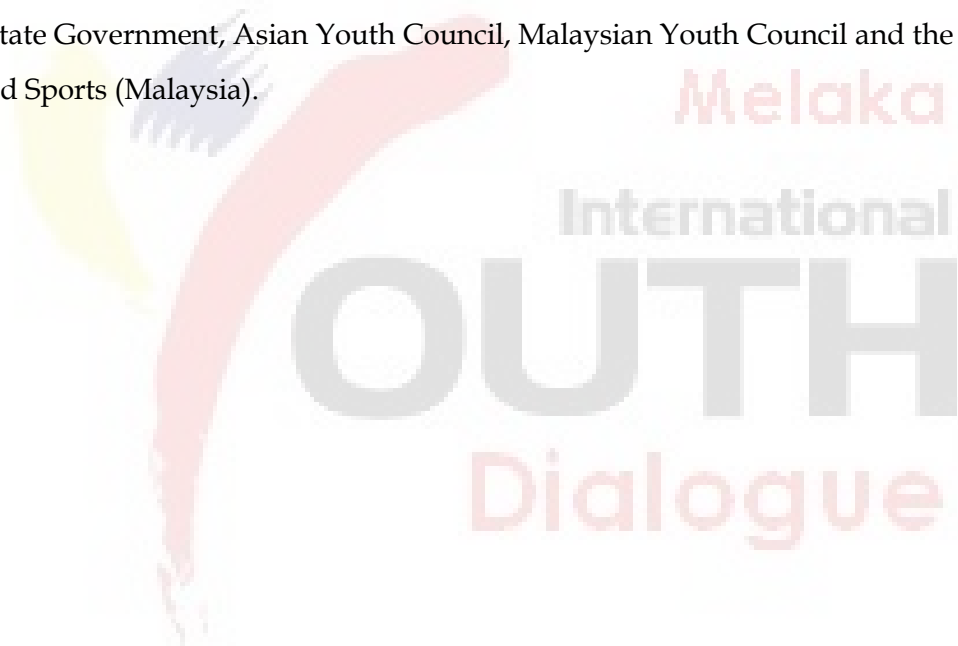
### OBJECTIVES:

1. To achieve behavior adaptation and equal access to decision making amongst youth;
2. To understand entrepreneurship, its role and contribution to the youth in their respective backgrounds;
3. To develop and explore entrepreneurial traits and skills that contributes to development;
4. To cite challenges faced by young entrepreneurs today including those encompassing gender prejudice;
5. To appraise the opportunities provided and role played by the governments, national youth councils, NGOs, and private sector;
6. To formulate the above opportunities by applying the youth experience, knowledge and expertise;
7. To generate ideas to be partnered with government, national youth councils and other organizations;

8. To improve the national and international policies governing youth entrepreneurship for the future;
9. To propose improvements to current systems of youth entrepreneurship worldwide;
10. To integrate networking, collaboration and cooperation between governments, society and private sectors to address the issue of socioeconomic development;
11. To utilize, incorporate and firm the role of the national youth councils in promoting entrepreneurial development in their respective countries.

## **ORGANISERS:**

The MIYD is organized by the World Assembly of Youth in collaboration with the Melaka State Government, Asian Youth Council, Malaysian Youth Council and the Ministry of Youth and Sports (Malaysia).



# EVENT MANAGEMENT

## 1.0 ORGANISATION

Mindful of the importance of ensuring an orderly transition towards the MIYD and the efficient operation of the Dialogue, the already established preparatory committee, comprising of various companies, organizations and state departments was chaired by the Hon. Datuk Ir. Idris Haron, President, World Assembly of Youth. The committee in their capacity met on two separate preparatory meetings to discuss the delegation of tasks and requests on various aids thereby making all its decisions based on consensus. The Secretariat subsequently made follow ups before convening into the second and final meeting.

The WAY Secretariat, headed by the Secretary General, Ms. Ediola Pashollari, performed the following functions as was necessary to ensure the efficient operation of the dialogue including the functions set out below:

- a) Administrative, budgetary and financial matters:
  - To prepare proposals from the Secretariat on the headquarters documentation, accommodation, equipment, transportation, protocol requirements, that would be provided to all organizing committee, participants, volunteers and Secretariat;
  - To estimate a budget for the operation of the MIYD;
  - To ensure the transfer and the terms and conditions of the transfer of the Melaka Youth Volunteers to join the WAY Secretariat;
  - To Guide the relationship between the Malaysian Youth Council, Asian Youth Council, Ministry of Youth and Sports, Melaka State Government and the World Assembly of Youth.
  
- b) Institutional, procedural and legal matters:
  - To assess proposals and approve documents submitted to it in accordance with the theme and to satisfy “The Millennium Plan of Action(MPAC-3) 2010 to 2014”;

- To make recommendations to the Preparatory Committee concerning the appropriate arrangements with respect to relations with other organizations participating and/or organizing;
  - To prepare and submit a report on the secretariat activities to the institutions, organizations and government bodies involved in the MIYD;
- (c) Matters related to the activities of the MIYD within its scope and functions:
- To convene, prepare and Implement of the Dialogue;
  - To initiate the work programme arising from discussions with the WAY Executive Committee;
  - To undertake work resulting from decisions of the Preparatory Committee meetings;
  - To discuss suggestions for the inclusion of additional items on the agenda of the MIYD's work programme;
  - To make proposals concerning the composition of a Draft Declaration Committee in accordance with the criteria set out in the MIYD Documents and Agenda; and
  - To convene the first meeting of the year for the WAY Executive Committee, who meet first and then prepare the next Executive meeting agenda thereof.

## **2.0 SCHEDULE OF EVENT:**

The Dialogue agenda included plenary sessions, workshops and exhibitions, business meetings and networking, working dinners, tourism and cultural visit.

The Plenary sessions composed of introductory speeches and papers, today's regional views, and personal views of youth entrepreneurs based on the mentioned theme.

The Workshops were brainstorming sessions and exhibitions for participants. In these

sessions emphasis on no debating, no criticism, and no crosstalk was made. Instead moderators called for suggestions and noted them, all of them, and later prioritized the list of suggestions to come up with a long term based declaration. The "brainstorm" was very structured and focused and the participants were asked to learn and practice the ground rules.

In these workshops were also exhibition platforms for young entrepreneurs to gain recognition in their respective fields by providing them the chance to showcase their products and services.

### **Master Of Ceremonies/Facilitator/Host**



*Mr. Nick Atkinson*, a senior marketing communications and sales executive with hands-on experience of corporate, Public Relations (PR), product promotion, media sales and business development, was the host of the 11<sup>th</sup> Melaka International Youth Dialogue schedule of events. He presented performers, spoke to the audience, and generally kept the event moving. As an MC he also told jokes or anecdotes. As the MC, he also partially acted as the protocol officer during this official function.



## PLENARY SESSIONS:

### 2.0 SESSION 1:

#### 2.1 An Insight to Understanding Youth Entrepreneurship chaired by Dr. Rohani Mohd Tahir, (Malaysia)



Dr. Rohani, a strong believer in the motto “Mediocrity has no place in leadership”, is presently the Senior Consultant and Research and Development Director with Training Enlightenment Consultancy company in Malaysia. She holds a PhD (PR) an MA in (TESOL) and an MA in (BS). She is an avid believer in training and motivating leaders and has been involved in the areas of mentoring and training since the 1980’s. She has taught teams in Third World countries on leadership and management. A strong believer in leaving a legacy to the younger generations through mentoring, caring, loving, mutual respect and building confidence within them that they can achieve greater heights.

### 2.2 SPEAKERS AND ABSTRACTS:



#### 2.2.1 ‘Entrepreneurship - A Way of Life’ by Mrs. Anne Marie Velu (Australia)

Mrs. Anna’s hands on approach has been developed through the setup and running of successful small businesses both in Australia and Malaysia. Dasar Kurnia has under her guidance produced reports that have ensured development of sectors and have had a positive effect on the target groups such as single mothers and those in the most disadvantaged educational sectors. A recent development in Dasar Kurnia has seen the rollout of a program "CSR with the Stars" which allows those in the public eye to show the youth how to develop simple, effective, CSR programs. Anne has also advised foreign governments on the development of poverty eradication programs through social entrepreneurship and micro-affluence.

As a trainer and motivator, Anne has spoken in both national and international forums. An example being this year’s MIYD, where she introduced the Plenary Sessions by speaking briefly on her point of the youth entrepreneurship. As part of her speech abstract, she mentioned that “No matter where you are in the world, there are opportunities to develop small businesses which can lift people from poverty to self-reliance and beyond, where a helping hand is more

important than a handout. Those who are in a position to share their knowledge and experience and have the ability to mentor others, need to understand how planting the seeds of self-reliance can change societies from the grass roots, upwards.”

She touched on Micro-Finance, Micro-Affluence and the principles of small business to build a future where ever you are in the world. Whilst you can apply these principles for your own business, you can also apply these principles to disadvantaged people groups in your country to help lift people from poverty to self-reliance.

### 2.2.2 ‘The Role of Government’ by Mr. Ramlan Osman (Malaysia)

Ramlan Osman is currently the Senior Vice President of Fast Track Innovation Unit of the Prime Minister’s Office or UNIK the Malay acronym. The unit was established mid last year by the government to promote an innovation-driven culture in the government, schools, institute of higher learnings and industries.



In his paper presentation, Mr. Ramlan presented an insight of the high performance framework on the government’s role in shaping the next Generation of entrepreneurs through innovation. This Framework includes: The environment; the leadership; the strategy; the structures / processes and the people and culture.

With the ever increasing number of unemployed youth globally due to lack of employment opportunity as well as the impact of global economic recession, it is high time that new measures and strategies need to be put in place to address youth unemployment and under-employment. It is no more a secret that the formal sector has been unable to absorb graduates and other job seekers world-wide.



### **2.2.3 'Youth Ministries and their Role in Developing Young Entrepreneurs' by Hon. Pohamba Shifeta (Namibia),**

Hon. Shifeta is currently Deputy Minister of the Ministry of Youth, National Service, Sports and Culture in Namibia cum Vice President of WAY. He is an honorable man on a mission to sustain and develop the current generation of youth; nationally, regionally and internationally.

As a high profile dignitary representing the Namibian Government, National Youth Council, as well as the World Assembly of Youth Executive Committee, Hon. Shifeta gave an insight of the current situation of youth who are unemployed globally due to lack of employment opportunity as well as the impact of global economic recession, and went on to assert the importance of time that new measures and strategies that are needed to be put in place to address youth unemployment and under-employment. He further mentioned that it is no more a secret that the formal sector has been unable to absorb graduates and other job seekers world-wide.

### **2.2.4 'Positive Youth Development' by Dr. Steven Eric Krauss @ Abdul-Lateef Abdullah (USA)**



Dr. Abd Lateef Krauss is a Research Fellow with the Institute for Social Science Studies, University Putra Malaysia. He has been involved in the youth development field since 1994, where he worked with the Center for Youth Development and Policy Research in Washington, D.C. He has also worked as a social worker with at-risk youth in New York City, as well as a documentation and evaluation specialist for a community development NGO in Washington, D.C.

Dr. Lateef's abstract: Positive youth development (PYD) is a set of concepts and strategies used to understand and support the youth in developing personal, social, academic and citizenship competencies necessary for their successful transition into adulthood. In contrast to the traditional, service-based and preventative approaches to working with young people, where the youth are seen as problems to be fixed or avoided, the PYD approach starts with the assumption that the youth are resources to be developed and thus aims at providing all young people the right support and opportunities they need to unleash their innate, God-given potential. In the context of entrepreneurship development, young people need a variety of inputs

including the right amount of knowledge, experience and guidance, to adequately prepare them to become successful entrepreneurs. In his paper, he showed the youth how and why PYD is the best approach needed to help the young people achieve this goal.



## 3.0 SESSION 2:

### 3.1 Entrepreneurial Challenges and Opportunities chaired by **Ms. Sedina Christine Tamakloe Attionu (Ghana)**



Ms. Sedina is the current Director General of the National Youth Authority in Ghana. She is a pharmacist by profession and also a well-known entrepreneur who owns a chain of Pharmacy Shops called 'Pill Box' in Ghana. As part of her effort and successes Sedina has helped establish and build some major multinational Companies.



#### 3.1.1 'The Ingredients to Success for Young Entrepreneurs' by **Dr. Todd Alan Nelson (USA)**

Dr. Todd is responsible for the health and growth of the business school--current enrolment about 900 students--for student success, enrolment growth, curriculum relevance, industry linkages, strategic initiatives, staff recruitment and training, etc. He also teaches and trains as needed.

He has been described as highly relational, energetic, sincere, with excellent communication and teaching skills. He started out as a youth specialist and has been working as a leader, teacher, and trainer for thirty years. He is passionate about helping people find a purpose in life and meaningful work, and then maintaining a healthy work-life balance. He enjoys staying current with news, technology, and educational methods.

In Dr. Todd's presentation on The Ingredients to Success for Young Entrepreneurs, he touched on the 5P Path to success: Discover your Passion; Connect with People; Perseverance through difficulty; Decide based on Principle; and Choose Positivity.

#### 3.1.2 'The 21<sup>st</sup> Century Woman Entrepreneur' by **Dr. Janice L. H. Nga (Malaysia)**



Dr. Janice is currently a Lecturer at the School of Business & Economics of University Malaysia Sabah (UMS). She was in the past the First Student of the Integrated PhD (PhD Plus) of EAS, to attain her PhD in the University of Leeds

based on her thesis: ‘The Roles of Youth Organizations in Malaysia’s Political Development’. Ever since then, she has conducted several researches, written, reviewed and edited journals, books and chapters based on youth development and other topics. With this, she has received various awards the latest award being a ‘10 years of service award’ in 2010. For more information on Dr. Janice’s presentation kindly contact WAY Secretariat.



### **3.1.3 ‘Linking Employment and Entrepreneurship’ by Mr. Ernesto Raymond Kesar (Trinidad and Tobago)**

Mr. Ernesto is currently Vice President of WAY for the Caribbean region. He has had a long history of cultural and youth advocacy. He is well-known to bring a voice to the youth at large, for his commitment and service to the young people of the Caribbean throughout his time with WAY. He vows to continue to place all his energies dealing with major issues that are important to the people, with a very high level of transparency.

In his presentation, he highlighted on Harnessing and Unlocking the use of creativity, innovation and imagination by young people as a methodology towards shaping the next generation of Entrepreneurs and went on to give examples from the Caribbean experience.

### **3.1.4 ‘Methods of Promoting Youth Entrepreneurship’ by Mr. Daniel CerVentus (Malaysia)**

Mr. Daniel is the founder of entrepreneurs.my and a web producer that is involved in various projects such as ThisWeekInAsia.net. He is very passionate in startups and entrepreneurship around the region.



In his topic, he shared his experience on what he has found out throughout his work and search for newbies and went on to remark on how to engineer the next generation of ‘Facebook and Google’s’ from the region by applying simple ideas in Agile and Lean Startup Methodology.

## 4.0 SESSION 3:



### 4.1 Youth Entrepreneurial Success Stories *chaired by Mr. Lee Kwang Meng, (Malaysia)*

Mr. Lee Youth is a currently attached to the International Youth Centre (IYC) as the Programme Consultant/Extensionist. He is known for his professional experience in Youth Development; Youth and Adult Learning; Youth Programme Development; Management of Non-profit Organization; Volunteerism and Volunteer Management.

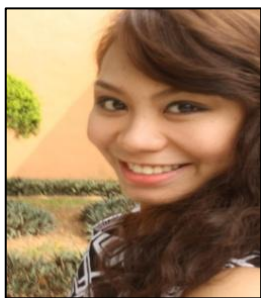
#### 4.1.1 'Shaping the Next Generation of Entrepreneurs: The Story of my Hen' by Mr. Munyaradzi Muzenda (Zimbabwe)

Mr. Munyaradzi is currently running an Organization called Afrika Speaks, a voice that gives the true voice of Afrika and its people. Although he was unable to join us for the dialogue as intended, he uploaded his presentation on you tube. He is a positive entrepreneur and anticipated to introduce the Afrika speaks project and promote the natural beauty, heritage and cultures of Africa and its people using the gifts, skills and talents of the African youth thereby helping them to reach their full potential.



In his abstract Mr. Munyaradzi mentions the following; many young people especially in Africa are found roaming in the streets despite having completed their formal education. Others have no means of gaining formal education, as such the educated without employment and the uneducated without employments form a greater part of Africa and the world population. These eventually turn to various illegitimate and sometimes illegal activities in search of live hood, for lack of nothing better to do and in the hope of achieving something at the end of the day. As a result of this, many young people are prone to ill behavior which consequently affects their wellbeing in terms of health, social status and potential to become a better person with much to offer to developing and developed nations/continents.

The following is a link to view Mr. Munyaradzi's intended presentation [http://www.youtube.com/user/Munya242?email=share\\_video\\_user](http://www.youtube.com/user/Munya242?email=share_video_user)



#### **4.1.2 'the New Trend: Volunteerpreneurship' by Ms. Anna Karina Jardin (Philippines)**

Anna has been committed in community building and sharing her talents since she was 13 years old. She is the President/Founder of an Artistic Group (ArtistikongKabataan Philippines Inc.) which exemplifies creativity and innovations in making solutions towards socio-cultural issues. Her secret in life could be shared in 4P's and those are: Prayers, Patience and Perseverance, Passion.

The message of her presentation was, 'Help people help themselves. It is through the youth that the next generation will be able to build a stable nation valuing its cultural values. The best antidote to all the wars in the world is the arts,'

One way to get rich is to be a businessman. However, 'volunteerism plus entrepreneurship' makes a man richer as he engages with creativity and innovation to enrich the lives of other people

Businessmen are visionaries as they invest in matters that would increase their profit in the long term. If you instill that vision with a mission, then you are called as a "Voluntrepreneur": simultaneously a visionary and a catalyst for societal progress.

#### **4.1.3 'An Innovative Resource for Youth Prosperity' by Mr. Nordin Abdullah (Australia)**

Nordin Abdullah, a man well known in the eyes of the press such as the New York Times, Asian Wall Street Journal, Radio Australia, Time Magazine, BBC, Gulf Times and International Herald Tribune for his various projects, is the Managing Director Glenreagh Sdn Bhd, organizer of Malaysia Global Business Forum and Tomorrow's Leaders Summit which is hosted in Sarawak, Malaysia annually, it first came to prominence with his efforts in developing international markets and investment opportunities for the Halal Industry as Co-Founder and Deputy Chairman of World Halal Forum and is a world renowned Halal expert.





Nordin took this to a broader context with a focus on developing investment opportunities and is a sought after international speaker and moderator involved in many major international conferences including Asian Middle East Dialogue, OIC Muslim World, Sarawak Investment Symposium – UK and the International Islamic Financial Forum. Nordin's vast experience and understanding of global markets has made him a valuable contributor and advisor of many governments and corporations worldwide.

For more information on Mr. Nordin's presentation kindly contact the Secretariat.



## OPENING CEREMONY PRESS RELEASE:

Held on 27th June 2011 - The Opening Ceremony of the 11th Melaka International Youth Dialogue was held this day as we were graced by the presence of the Minister of Youth and Sports, Malaysia, Rt. Hon. Dato' Sri Ahmad Shabery Cheek who officiated the auspicious event. Also in attendance was the president of WAY, Hon. Dato Ir. Idris Haron, the Deputy Prime Minister of Namibia cum Vice President of WAY, Hon. Pohamba Shifeta. The ceremony was also honored to have the presence of the President of the World Youth Bank Network Switzerland, Mr. Tomislav Bogdanic.



The Secretary General of WAY, Ms. Ediola Pashollari welcomed the guests in her opening speech and thanked all the youth organizations, leaders, dignitaries, speakers and sponsors who made time to be there. Later on in his speech, the president of WAY reminded the delegates of their obligation to help shape the youth to be a new generation that is more open to ideas, risk takers, possessing integrity and willingness to work together. He went on to encourage the participants to broaden their horizon and enhance their competitiveness and lamented that through their experiences and mentoring, they can invest in the lives of the youth.

The minister of Youth and Sports, Malaysia, in an effort to promote youth development gave an example of the Rakan Muda which is a one hundred percent Malaysia Incorporated effort towards strengthening of its youth, where the resources of every sector of the economy of the nation are pooled together for that purpose. He later on appealed to youth organizations, youth leaders and community leaders and NGOs and others to extend their support to work of reaching, equipping, educating, empowering and the training of business skills of the youth who are the present and the future leaders globally.

The opening ceremony was then concluded with presentations of tokens of appreciation to the guests of honor and dignitaries present at the occasion and proceeded to hold the press conference.

## LUNCHEON TALK PRESS RELEASE:



Held on 28th June 2011 – the 11th Melaka International Dialogue had its first luncheon talk from the since its birth in 2001. Present at the event was Her Excellency Datin Paduka Seri Rosmah Mansor, the wife of the Prime Minister of Malaysia, also in attendance was the Chief Minister of Melaka cum the former President of World Assembly of Youth, Rt. Hon. Datuk Seri Mohd Ali Rustam, the President of World Assembly of Youth, Hon. Datuk Ir. Idris Haron and WAY executive committee members.

The President of WAY welcomed the Guests of Honor and further thanked the wife of the Prime Minister for honoring the event with her presence to give a keynote address to the participants of the Melaka International Youth Dialogue. He also applauded the former President of WAY for his contributions and accomplishments of providing the MIYD as a platform for the youth and for their voices to be heard.

Her Excellency, the wife of the Prime Minister mentioned how important it is to empower the youth to reach a higher plateau at every level they are involved in by educating and training them with the proper skills required for the tasks before them.

She urged the young people that were present for the Dialogue to immerse themselves in the discussion and workshops and to take full advantage of the speakers that have been chosen specifically to help prepare them to be great entrepreneurs of the future.

In her last words and on behalf of the Prime Minister of Malaysia, Rt. Hon. Dato Sri Mohd Najib Tun Hj Abd Razak, she encouraged the youth not to be engulfed by selfishness when they become successful entrepreneurs but also to contribute and help others.

## WORKSHOPS:

Based on the introductory perspective and case studies from the invited speakers who led structured discussions of the relevant issues pertaining to the theme, the practicality of involving the youth in the decision making process was born in the workshops which were considered interactive and brainstorming sessions.

In the workshops the participants were divided into groups and asked to discuss on the challenges and roles played by the public and private sectors as well as the Non-governmental organizations in developing youth entrepreneurship. This later led into the creation of the Declaration.

## DECLARATION:

The declaration is a document bearing recommendations agreed by the participants that they feel ought to be implemented by the public and private sectors as well as NGOs. The participants through their thorough discussions, debates, thoughts, and experiences during the plenary sessions, and workshops and guided by the dialogue objectives agree to the final draft declaration in unity as they were brought together for the dialogue. *Refer to the Appendix*

## TOUR:

The tour was divided into **cultural visit and an informative visit** based on the theme for the Dialogue. The Cultural Visit was scheduled during the evening of the 28<sup>th</sup> June, 2011 on a river cruise round Melaka Town and on the Taming Sari or Revolving Tower to witness the beauty of the historical city during the night.

The informative visit was scheduled on the afternoon of the 29<sup>th</sup> June, 2011. 2 organizations within Melaka were chosen for this purpose. Based on the time and distance factors, participants were randomly divided into 2 groups and taken to the following Organizations within Melaka that are well known entrepreneurs or working with young entrepreneurs.

### 1.0 SME Bank

The SME Bank - or Bank Perusahaan Kecil & Sederhana Malaysia Berhad - started its new function on October 3, 2005 as a development financial institution to nurture and meet the unique needs of small and medium enterprises (SMEs). As a one-stop financial center responding to the funding and business growth needs of Malaysian SMEs, the Bank complements existing products and services offered by commercial banks through a comprehensive and integrated financial and business advisory services. Its primary role is to contribute towards the growth of the more robust entrepreneurial community in Malaysia. The Bank operates through its head office in Kuala Lumpur and 18 Branches nationwide.

- **SME Development Activities and Advisory Services**

SME Development activity is a sector which is significant to SME Bank. The functional objective is to develop and establish new Bumiputera entrepreneurs and projects within the manufacturing and other strategic industries as well as providing advisory services. It is also aimed at modernizing and improving the productivity quality of projects within the Small and Medium Industries (SMIs). Entrepreneur Development specially arranges entrepreneurial training to entrepreneurs under the functional auspices of the Entrepreneurial Skill Development.

- **4 Main Components Or Programs Offer By SME Bank:**

- Entrepreneurial Training
- Mentor-Mentee Programme
- Attachment Programme
- Counselor

The main objective of the program that SME bank offers to entrepreneurs in Malaysia (Bumiputera) is to ease the process of establishing and developing their business. The SME bank provides seminars or dialogue programs that provide a brief explanation on what the new entrepreneurs need to establish their business, SME bank also provides a factory (office/headquarter) for the new entrepreneurs inside their factory.

- **SME Bank Factory Melaka**

The SME bank factory complex is located in Telok Mas, Melaka. The factory complex consists of 18 individual factories that are provided by the SME bank for their new established entrepreneurs to produce and develop their products.

The new established entrepreneurs, who have established business in the factory complex, are accepted as SME bank students and during this time, they are trained on how to produce market and distribute their products as the bank monitors their progress. Once they graduated from the factory, the students will be able to established their own factory and able to cover their production cost without major help from the SME bank.

## **2.0 Tropical Bio essence Sdn Bhd**

Tropical Bio essence Sdn. Bhd. (TBESB) began as Research-Development-Commercial operation in March 2005 at Melaka Institute of Biotechnology. They have grown steadily for over the years becoming a major supplier of extracts of the booming natural products industry especially aromatherapy. It currently is Malaysia's major supplier for essential oil, essential oil-based products and also herbal extracts. This outstanding performance throughout the years reflects their close harmony with both industry trends and the values of natural products consumers.

TBESB demonstrated a strong business growth. The business was originally structured as a producer of essential oil and herbal extracts to end user. However with the great demand of natural product especially in aromatherapy products, TBESB now has several distributors and marketers in order to fulfill the demand.

The most sustained and dramatic success with product expansion has been in the area of aromatherapy. Early in history, TBESB accommodated its customers by buying bulk quantity of essential oils, blending and rebottling them in 10ml and 100ml bottles. This line grew steadily as the concept and practice of aromatherapy became increasingly popular in Malaysia. In an effort to meet as many customer requests as possible, TBESB expanded its nature of business, as a manufacturer of essential oils and few lines of essential oil-base products with added many uncommon herbs and spices oil.

The **main products** that Tropical Bio essence Sdn Bhd produces:

1. Essential oil products:
  - Pure essential oil
  - Blended essential oil
  - Aromatherapy massage oil
2. Essential oil and herbal based products:
  - Aromatherapy soap
  - Foot and bath salt
  - Therapeutic grade massage oils
  - Aromatherapy hair and body shampoo
  - Body and hand lotion
  - Body scrub
  - Beauty product

## CLOSING CEREMONY PRESS RELEASE:



The closing ceremony of the 11th Melaka International Youth Dialogue was started with the reading of the 11<sup>th</sup>MIYD Declaration which was adopted by all the participants the same morning. Gratitude was extended to all dignitaries, participants and organizers by the Secretary General of WAY, Ms. Ediola Pashollari and she hoped for a continuous link between the youth and experienced entrepreneurs.

The president of WAY, Hon. Datuk Ir. Idris Haron mentioned that the current generation should welcome participation from the youth in our economic planning and also empower them in employability and entrepreneurship. He encouraged and requested partners and members of WAY to work together in achieving what was declared by the participants' of the 11<sup>th</sup> MIYD.

The Chief Minister of Melaka, Rt. Hon. Datuk Seri Mohd Ali Rustam was the guest of honor at the ceremony and he thanked the President of WAY and the Secretary General for the extended invitation for him to close the event. He urged the young participants and guests striving to be successful entrepreneurs to consider the need to be socially responsible so that they can lead the way to the future. The closing ceremony was concluded with a dinner and celebrations by the dignitaries, participants, organizers and volunteers together from around the world.

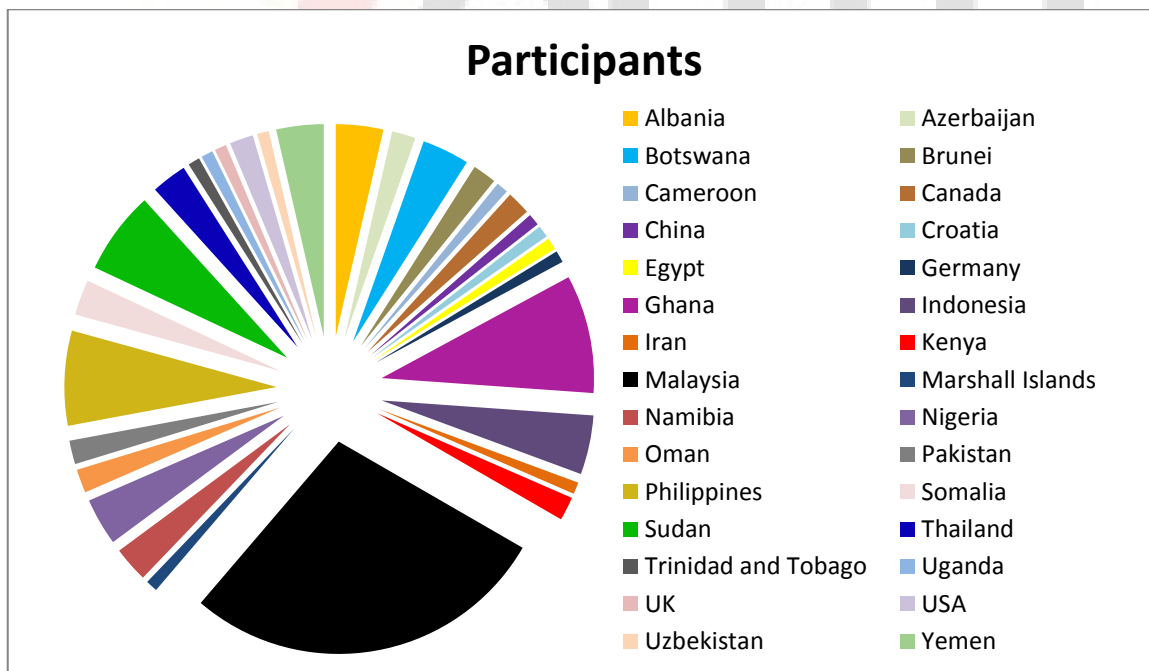


## DELEGATES:

The World Assembly of Youth invited the National Youth Councils, Youth Organizations, Ministries of Youth, International Organizations and other Organizations. National delegations were encouraged to include young gender balanced groups below the age of 30. The total number of participants in this programme shall be 200 from at least 70 different countries.

As the many different shades of colors in the pie chart below, we were graced by the youth from different backgrounds, cultures, races, religions as is the initial intention of the Melaka International Youth Dialogue to bring together young people and youth leaders from around the world to discuss relevant youth issues.

The Delegates were self-motivated before arriving at the Dialogue venue. This enhanced the atmosphere to address the youth issue at hand through appraising the opportunity of the notional platform of the 11<sup>th</sup> Melaka International Youth Dialogue.



## FINANCIAL REPORT:

A complete financial report is available upon request from the secretariat.



## **APPENDICES:**

### **1.0 The Declaration**

# **11<sup>TH</sup> MELAKA INTERNATIONAL YOUTH DIALOGUE**

**“SHAPING THE NEXT GENERATION OF ENTREPRENEURS”**

**26-30 JUNE 2011**

**EVERLY RESORT HOTEL MALACCA, MELAKA, MALAYSIA**

## **DECLARATION**

### **1 PREAMBLE**

- 1.1 We, the participants of the 11<sup>th</sup> Melaka International Youth Dialogue (MIYD) convened in Melaka from 26-30 June 2011 for an annual program organized by the World Assembly of Youth which brings together young people and youth leaders from around the world to discuss pertinent and topical youth issues.
- 1.2 The theme selected for MIYD 2011 is “Shaping the Next Generation of Entrepreneurs”. This theme was selected in the realization of the need to educate, increase awareness and promote young innovators as a means to develop the socioeconomic factor that is amiss today. All countries are affected by an economic and social imperative to address the youth and employment challenge faced.
- 1.3 Therefore, with the above anticipated theme, all young people, youth leaders, government, and organization officers gathered to call for action in areas such as assessing the problem; tackling the challenges; forming partnerships; focusing on special needs; conveying the right message; and structuring experience in order to take advantage of opportunities of entrepreneurship.

1.4 After thorough deliberations through plenary sessions, workshops and other events, we the participants have put together this document with the following recommendations that we strongly feel ought to be implemented to empower youth to become entrepreneurs.

The guiding principles for this declaration were based on the following objectives:

- To achieve behavior adaptation and equal access to decision making amongst youth
- To understand entrepreneurship, its role and contribution to the youth in their respective backgrounds
- To develop and explore entrepreneurial traits and skills that contribute to development
- To cite challenges faced by young entrepreneurs today including those encompassing gender prejudice
- To appraise the opportunities provided and role played by the governments, national youth councils, NGOs, and private sector;
- To formulate the above opportunities by applying the youth experience, knowledge and expertise
- To generate ideas to be partnered with government, national youth councils and other organizations
- To improve the national and international policies governing youth entrepreneurship for the future
- To propose improvement to current systems of youth entrepreneurship world wide
- To integrate networking, collaboration and cooperation between government, society and private sectors to address the issue of socioeconomic development
- To utilize, incorporate and firm the role of the national youth councils in promoting entrepreneurial development in their respective countries

## **2 RECOMMENDATIONS**

### **2.1 Government**

2.1.1 To involve young entrepreneurs in the decision making process in regards to entrepreneurship.

- 2.1.2 To establish policies that benefits the young people to become successful entrepreneurs.
- 2.1.3 To include entrepreneurship curricular throughout the education system.
- 2.1.4 To create incubator departments for the purpose of nurturing and streamlining the startup process of an entrepreneur.
- 2.1.5 To allocate funds and resources towards the setting up of youth entrepreneurship endeavors.
- 2.1.6 To ensure equitable access to resources from new to already accredited companies.
- 2.1.7 To facilitate startup entrepreneurs by providing tax exemptions for at least 2 years.
- 2.1.8 To create opportunities by lowering threshold for startup companies.
- 2.1.9 To promote gender equality and empower young women to participate in entrepreneurial opportunities.
- 2.1.10 To establish a National Youth Bank that will support, advise and evaluate on the activities and the projects of young people on all platforms, financially or otherwise. (This will be the first Youth Bank to be established in Malaysia).

## **2.2 International, Regional and National NGOs**

- 2.2.1 To establish programmes aimed at mentoring youth on the areas of entrepreneurship.
- 2.2.2 To create projects and carry out continuous events that will cater to the need of the young people to be involved in entrepreneurial activities.

- 2.2.3 To equip young people with the knowledge and skills for the benefit of entrepreneurship within the society.
- 2.2.4 To foster collaboration between the public and private sectors for the benefit of youth entrepreneurs.
- 2.2.5 To set up a sector within the NGOs that will provide knowledge and skills in the area of entrepreneurship.
- 2.2.6 To unify through networking individuals and successful entrepreneurs in order to create one voice to speak on the issues of youth entrepreneurship.
- 2.2.7 To promote cooperation in building networking between and among the NGOs globally to assist the young entrepreneurs.
- 2.2.8 To act as a catalyst in eradicating the misconception towards young people as entrepreneurs.

### **2.3 Media**

- 2.3.1 To utilize all forms of media to impart positive thoughts, ideas, awareness, opportunities, messages and attitudes to the young people.
- 2.3.2 To empower the young people by showcasing the success stories of young entrepreneurs.
- 2.3.3 To employ the usage of new media technology to inform and educate communities on youth entrepreneurship.
- 2.3.4 To optimize the existing and tap new platforms for networking amongst the young and experienced entrepreneurs.
- 2.3.5 To create forums where young entrepreneurs can share their ideas and achievements as well as be able to form partnerships.

2.3.6 To impart skills those are relevant to the entrepreneurial industry for the benefit and progress of national development.

2.3.7 To assist in marketing the products of young entrepreneurs through free advertising, articles, business columns and air time.

## **2.4 Private sector**

2.4.1 To provide training to youth entrepreneurs in the areas of management, marketing and technical skills.

2.4.2 To intensify corporate social responsibilities in order to help reduce the obstacles faced by young entrepreneurs.

2.4.3 To make available the use of resources within the sector to alleviate the stress of running an enterprise.

2.4.4 To appoint mentors to impart knowledge and experiences to the new entrepreneurs.

2.4.5 To provide grants and loans to viable projects instituted by the young entrepreneurs.

2.4.6 To offer apprenticeship opportunities to youth in order for them to understand and experience the world of entrepreneurship.

2.4.7 To involve the private sectors in honoring youth entrepreneurs with an annual award.

## **2.5 Society**

2.5.1 To motivate and maintain the support towards the young entrepreneurs by buying their products and investing in their enterprises.

2.5.2 To change the mindset and provide moral support to the young people in their innovative and entrepreneurial ideas.

- 2.5.3 To provide opportunities and sharing of ideas that will be beneficial to both the youth and the society.
- 2.5.4 To sustain the continuous growth of a society, the young entrepreneurs should be acknowledged for their given contributions.
- 2.5.5 To identify and display role models to influence behavioral change in societies.





### 3. GENERAL COMMENTS

In a working partnership, WAY and World Youth Bank Network recommend the following:

- 3.1 To propose to United Nations Security Council to establish Youth Watchdog under UN SC Agency because the youth of today are both victims and perpetrators of worst crime and terror acts of contemporary human history.
- 3.2 To propose to World Bank to actively participate in the feasibility of broadening of global financial infrastructure to a sector of Direct Youth Financing under the World Youth Bank standard-setting system.
- 3.3 To propose to International Labor Organization (ILO) to open an international dialogue for standardization of labor rights of virtual workers, such as part-timers, project-oriented, and mobile global workforce of the future entrepreneurs.
- 3.4 To motivate and encourage all decision makers in the process towards the promotion of young people as entrepreneurs.
- 3.5 To generate opportunities that would allow the youth to participate, create, develop and stand for youth entrepreneurship.
- 3.6 To strengthen partnership between the private sectors, societies, governments and NGOs, for the development of young entrepreneurs.

#### 4. CONCLUSION

We, the participants of the 11<sup>th</sup> MIYD, realize and recognize the importance of shaping the next generation of entrepreneurs. We seek to create youth dialogues for the lobbying and advocating of legislations, policies and programs at all levels of society, creating a positive and healthy lifestyle for young people worldwide.



## 2.0 PICTURES

### OPENING CEREMONY:



*Mr. Ahmad Doli Kurnia, WAY VP, Indonesia (left hand picture) and Mr. Ernesto Kesar, WAY VP, Trinidad and Tobago, among other VIP guests awaiting the arrival of the Minister of Youth and Sports, Malaysia, Rt. Hon. Dato' Sri Ahmad Shabery Cheek.*



*The Minister of Youth and Sports, Malaysia, Rt. Hon. Dato' Sri Ahmad Shabery Cheek signing the WAY Guest Book escorted by The WAY President, Hon. Datuk Ir. Idris together with other VIP guests.*



*Ms. Ediola Pashollari, Secretary General of WAY (left) delivering her welcoming remarks while the Minister of Youth and Sports, Malaysia, Rt. Hon. Dato' Sri Ahmad Shabery Cheek, Hon. Datuk Ir. Idris, WAY President, Hon. Pohamba Shifeta, WAY VP, Mr. Tomislav Bogdanic, President of the WYBN and Hon. Datuk Gan Tian Loo, Chairman Of Melaka State Committee For Student, Youth & Sports, Melaka.*



*Hon. Datuk Ir. Idris, WAY President, (above left), followed by Mr. Tomislav Bogdanic, President of the WYBN (above right) delivering their address on the 11<sup>th</sup> Melaka International Youth Dialogue. The Minister of Youth and Sports, Malaysia, Rt. Hon. Dato' Sri Ahmad Shabery Cheek, (left) then went on to present his Opening Address.*



*The Minister of Youth and Sports, Malaysia, Rt. Hon. Dato' Sri Ahmad Shabery Cheek, strikes the gong to officiate the Dialogue witnessed by honorable guests and participants.*

PLENARY SESSIONS:



## WORKSHOPS



*The various brainstorming sessions that meant many minds at work during the second day of the Dialogue.*

**EXHIBITION:**



*The various exhibitions that were held in coordination with the workshops that included young Malaysian entrepreneurs already operating in Melaka*

**TOUR:**



*The cultural tour to the Melaka River, Taming Sari and followed by the informative tour to Tropical Bio Essence and SME Bank on the following day.*



**WORKING MEALS AND NETWORKING:**



*The various working meals that were conducted during the dialogue.*

**VOLUNTEERS:**



*A glimpse of the volunteers and WAY Secretariat who prepared, and wilfully did there best to make the Dialogue agenda run smoothly.*

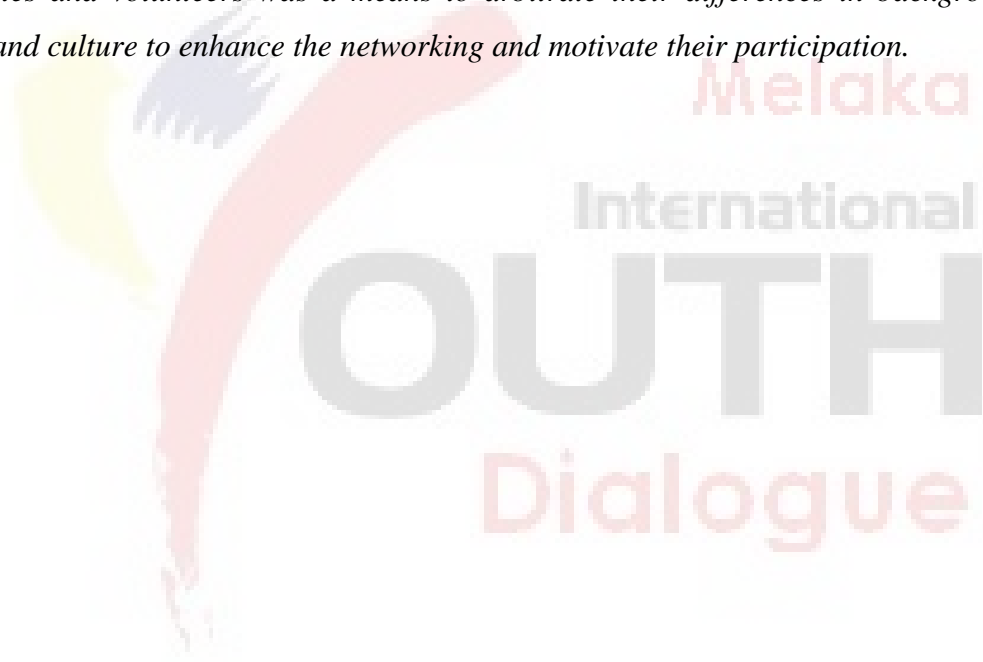
YOUTH  
Dialogue

**PERFORMANCE:**





*This was a great privilege of Cultural performances consisting of songs, dances and entertainment by the delegates and volunteers was a means to arbitrate their differences in background, dressing, language and culture to enhance the networking and motivate their participation.*



## CLOSING CEREMONY:



*A preview of the Gala Dinner and Closing Ceremony officiated by the Rt. Hon Chief Minister of Melaka, Datuk Seri Hj. Mohd Ali Mohd Rustam seen seated next to the Ambassador of Germany, H.E Dr. Guenter Gruber(above left). WYBN representatives (above right); WYBN President, Mr. Tomislav Brogdanic was also seen seated with WAY President's wife, Datin Fadillah Abdullah (second row above left) also graced the Gala Dinner with their presence. In attendance from second row above right: Dr. Rohani Tahir (moderator) seated with Mr. Ramlan Osman(speaker); Mr. Lee Kwang Meng (moderator) seated with Ms. Sedina Tamakloe(moderator); volunteer and participants from Nigeria, Malaysia and Oman.*