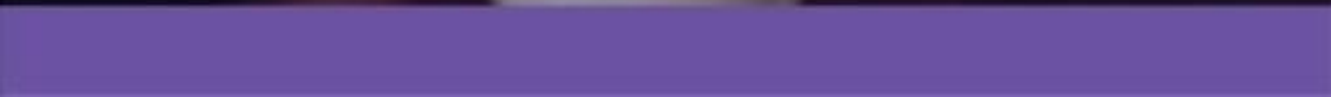




SETERRA  
DIALOGUE  
ISLAMIC AGED CARE  
KUALA LUMPUR 2022

Our Journey  
Towards  
*Husnul  
Khatimah...*



# PROGRAM BOOK



**SETERRA  
DIALOGUE**  
ISLAMIC AGED CARE  
KUALA LUMPUR | 2022

22<sup>nd</sup> February 2022

<http://www.seterradialogue.com>

## **Introduction**

In the spirit of collaboration to find new innovative approaches that chart the way forward for Islamic aged care, the Seterra Dialogue aims to bring together ecosystem influencers, government bodies, federal and state religious councils, industry operators, financial institutions, and foreign investors from all over the world.

## **Theme**

The Journey Towards Husnul Khatimah

# **ORGANISING COMMITTEE**

## **CHAIR**

Rashidi Yahya

## **ADVISORY BOARD**

YM Raja Dhiyauddin Raja Amir  
Prof. Ir. Dr. Siti Anom Ahmad  
Prof. Dr. Wan Azizi Wan Sulaiman

## **CHIEF CONVENOR**

Muhammad Fadhil Choong  
Siti Mariam Abdullah  
Norhanaza Mohd Yunos  
Nooreena Yusop

## **SPONSORSHIP**

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Rashidi Yahaya (SETERRA)  
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Haji Wan Rashdan Wan Yahya (SETERRA)  
Muhamad Fahim Othman (SETERRA)  
Haji Ambok Chening Meri  
Muhammad B. Sahrim

## **PROGRAM & SPEAKERS**

Chair: Assoc. Prof. Dr. Hayati Kadir@Shahar (MyAgeing™)  
Sub-committee:  
Raja Nurzatul Efah Raja Adnan  
Nur Shahirah Mohd Salleh

## **PUBLICITY & SOCIAL MEDIA**

Chair: Hazwan Mat Din (MyAgeing™)  
Sub-committee:  
Anneliza Zainal  
Nurul Asyikin Mohd Taib

## **REGISTRATION AND WEBSITE**

Chair: Khairil Safri (PICOMS)

Sub-committee:

Auzaei Che Mohamad Nor

Roshidah Mohd Lamit

Muhammad Asyraf Salleh

Haily Liduin

## **INVITATION**

Chair: Siti Mariam Abdullah (SETERRA)

Sub-committee:

Siti Khatijah Shaikh Mahmood

Ummaira Nur Fazillah Basri

Siti Aisyah Nor Akahbar

Norliza Md Nor

## **TECHNICAL, LIVESTREAM AND A/V**

Chair: Khairil Safri (PICOMS)

Sub-committee:

Auzaei Che Mohamad Nor

Muhammad Fahim Othman

## **TRANSPORTATION AND LOGISTICS**

Chair: Faris Safwan Ibrahim (PICOMS)

Sub-committee:

Muhammad Fahim Othman

## **PROTOCOL VVIP, VIP, EVENT MANAGER**

Chair: Aldia Lai

# PROGRAM OVERVIEW

TIME	AGENDA
09.15 am	<b>OPENING CEREMONY</b>
09.30 am	<b>FORUM</b> <b><u>Correcting Perceptions &amp; Prejudices – Aged Care from the Perspective of Islam</u></b>  Panelists: <ol style="list-style-type: none"><li>1. Sheikh Dr. Sajid Umar, Mufti &amp; Judge, UK</li><li>2. Prof Dr. H. Syamsul Anwar - Chairman, The Council of <i>Tarjih</i> and <i>Tajdid</i>, the Central Board of Muhammadiyah</li></ol>
10.30 am	<b>PANEL SESSION 1</b> <b><u>Benchmarking Standards of Future of Islamic Aged Care Homes</u></b>  Panelists: <ol style="list-style-type: none"><li>1. Dr. Federa Aini bt Bibit, Deputy Director, Medical Legislation Section, Medical Practice Division, Ministry of Health Malaysia</li><li>2. Prof. Dr. Wan Mohd Azizi bin Wan Sulaiman, CEO &amp; Vice Chancellor, PICOMS International University College</li><li>3. Dr. Raudlotul Firdaus Bt Fatah Yasin, Deputy Director, CENTRIS IIUM</li><li>4. Hj Rashidi Yahaya, Group CEO, Seterra Group of Companies</li></ol> Moderator: <p>Pn. Norhanaza Mohd Yunos, Deputy Dean, Faculty of Nursing, PICOMS International University College</p>

<p><b>12.00 noon</b></p>	<p><b>PANEL SESSION 2</b> <b><u>Current Experience in Islamic Aged Care</u></b></p> <p>Panelists:</p> <ol style="list-style-type: none"> <li>1. Prof. Ir. Dr. Siti Anom Ahmad, Director, Malaysian Research Institute on Ageing, MyAgeing™UPM</li> <li>2. Pn. Hajjah Asral Widad Ahmad Asnawi, Founder &amp; Chairperson Darul Insyirah</li> <li>3. Dr. Zakiah Bt Ismail, Kompleks Pengajian Sepanjang Hayat Ibu &amp; Ayah, Yayasan Al-Jenderami</li> </ol> <p>Moderator: Pn. Anneliza Zainal, Chief, Corporate Services, Seterra Group</p>
<p><b>1.00 pm</b></p>	<p><b>LUNCH</b></p>
<p><b>2.30 pm</b></p>	<p><b>PANEL SESSION 3</b> <b><u>Sustainable Business Models for Future Islamic Aged Care Homes</u></b></p> <p>Panelists:</p> <ol style="list-style-type: none"> <li>1. Dr. Adhi Santika, Yayasan SAHIRA, Pegiat Kelanjutusiaan, Anggota Komisi National Lanjut Usia, Indonesia</li> <li>2. Ar.TPr.IDr. Hj Mohd Nazam Md Kassim, Managing Director Focus Architect</li> <li>3. En. Wan Azman bin Ismail, CEO Damansara REIT Malaysia Sdn Bhd</li> </ol> <p>Moderator: Assoc. Prof. Dr. Zumilah Zainalaludin, Head of Social Gerontology Laboratory, MyAgeing™ UPM</p>
<p><b>3.30 pm</b></p>	<p>Summary of Damansara Declaration by Pn. Siti Mariam</p> <p>Closing Remarks</p>
<p><b>4.00 pm</b></p>	<p>End</p>

## SPEAKERS

### Forum: Correcting Perceptions & Prejudices – Aged Care from the Perspective of Islam

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**Sheikh Dr. Sajid Umar**  
Mufti & Judge, UK

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Sheikh Sajid Umar is a qualified Mufti and Judge, as well as an educator, author, researcher, and developer with a vision of ignited communities that benefit humanity upon the ethos of sincerity, excellence and steadfastness.



**Prof. Dr. H. Syamsul Anwar**  
Chairman,  
The Council of *Tarjih* and  
*Tajdid*, the Central Board of  
Muhammadiyah

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Professor Dr. Syamsul Anwar is a scholar and an active leader at the Tarjih Council of Muhammadiyah, the second largest Islamic organization in Indonesia. Graduated from Sunan Kalijaga State Institute for Islamic Studies (IAIN) [now: Sunan Kalijaga State Islamic University] in 2001, Dr. Syamsul has been lecturing Usul al-Fiqh, Fiqh al-Mu'amalat, Hadith Study at Sunan Kalijaga State Islamic University from 1983 until now.

## SPEAKERS

### PANEL SESSION 1: Benchmarking Standards of Future of Islamic Aged Care Homes

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**Dr. Federa Aini Bt Hj  
Bibit**

Deputy Director,  
Medical Legislation  
Section, Medical  
Practice Division,  
Ministry of Health  
Malaysia

Dr Federa Aini is currently the head of Medical Legislation Section of Medical Practice Division. She has both clinical and administrative work experience. Previously attached to major public hospitals e.g. Tengku Ampuan Rahimah Hospital and Kuala Lumpur Hospital. She has been involved in medical and healthcare law drafting works since 2015 including the Private Aged Healthcare Facilities and Services Act 2018. Her ongoing works include amendment of number of existing acts and regulations pertaining to healthcare professionals, medical practice and private healthcare facilities and services. Apart from drafting works, she has past experience of being part of the negotiation team member in international free trade agreements on matters pertaining to healthcare services liberalization.



**Prof. Dr. Wan Mohd  
Azizi bin Wan  
Sulaiman**

Vice Chancellor,  
PICOMS International  
University College

Prof. Dr. Wan Mohd Azizi bin Wan Sulaiman is a Vice Chancellor at PICOMS International University College. Prior to that, he was an academician and researcher at Kulliyah Pharmacy, International Islamic University Malaysia (IIUM). His research works mainly in natural product development for diabetes mellitus, wound care and cancer. In addition, he has been appointed as Head of INHART Kuantan (Halal Research Institute) for Halal Pharmacy and National Committee for MS 2424: Malaysian Standard for Halal Pharmaceutical Guideline under Malaysian Standard Department.





**Dr. Raudlotul Firdaus  
Bt Fatah Yasin**  
Deputy Director,  
CENTRIS IIUM

Dr. Raudlotul Firdaus is the Deputy Director Centre for Islamisation, IIUM. She received her Ph.D in Islamic Revealed Knowledge and Heritage (Quran and Sunnah Studies), from International Islamic University Malaysia in 2012. Since then she has been an Assistant Professor (DS51) at Kulliyah of Islamic Revealed Knowledge and Human Sciences. Before joining IIUM, she was the Head of Department Department of Instructional Resources at IIUM Holdings, International Islamic School, Kuala Lumpur, Malaysia.



**Hj Rashidi Yahaya**  
Group CEO, Seterra  
Group of Companies

Rashidi has 26 years of Corporate Law Experience with extensive engagement. Amongst his vast experience includes managing and operating Group of Companies in the Oil & Gas Industries with business in FPSO/FSO Conversions, Shipbuilding & Repairs, serving as the Chief Trade Negotiator and Legal Counsel for Exports of Malaysian Palm Oil , Petroleum & Petrochemical Products, Lead Advisor for Public and Private Equity Financing and Foreign Direct Investment for Malaysian Corporations and Government Link Companies and the Aging Mosque Congregation and Mosque Communities engagement – China , Indonesia, Thailand, Cambodia.



**Pn. Norhanaza Mohd  
Yunos**  
Deputy Dean,  
Faculty of Nursing,  
PICOMS  
**Moderator**

Currently, Deputy Dean/ lecturer at Faculty of Nursing, PICOMS International University College. She has clinic experience working in various nursing capacities such as managerial, quality, accreditation, staff development and training for major healthcare organizations in Malaysia and Middle East. She has teaching experience working in local University and College and actively involved in various academic capacities such as management, curriculum development, accreditation, MOU/MOA, research, local and international webinar, mentoring, students advisors and others.

## SPEAKERS

### PANEL SESSION 2: Current Experience in Islamic Aged Care

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**Prof. Ir. Dr. Siti Anom  
Ahmad**  
Director,  
MyAgeing™, UPM

Dr. Siti Anom Ahmad is the Director of Malaysian Research Institute of Ageing (MyAgeing™). She is also a Professor at the Faculty of Engineering, Universiti Putra Malaysia. Siti Anom received a PhD in Electronics in 2009 and MSc in Microelectronics System Design in 2004 from the University of Southampton, UK. She received her BEng in Electronic/ Computer from UPM in 1999. She is a Professional Engineer of Board of Engineers Malaysia, Chartered Engineer of Institute of Engineering and Technology (IET), Senior Member of Institute of Electrical & Electronic Engineering (IEEE) and member of the Institute of Engineers Malaysia (IEM). Her research interests are biomedical engineering, gerontechnology and intelligent control system.



**Pn. Hajjah Asral Widad  
Ahmad Asnawi**  
Founder & Chairperson  
Darul Insyirah, Bangi

Hajjah Widad Asnawi is a successful mompreneur and social activist, well-known for her pioneering work and success in advocating elderly care for Muslims and effective early Quranic education for children in Malaysia. Graduated in law from IIUM and UKM, brought her to the profession as a full-time and part-time lecturer at the Open University Malaysia (OUM), Kuliyyah Information and Technology (KICT) UIAM, Kuliyyah Economics and Management (KENMS) UIAM, INTI College and Lim Kok Wing University College. She then ended her service as a lecturer and later set up an education NGO, the Pusat Kecemerlangan Pendidikan Ummah (PACU) in 2015 to continue to contribute to the the ummah.



**Dr. Zakiah Bt Ismail**  
Kompleks Pengajian  
Sepanjang Hayat Ibu &  
Ayah, Yayasan Al-  
Jenderami

Graduated from UKM Med Faculty 1981 and subsequently done Pathology at University Malaya 1989. She was with the Ministry of Health for 30+ yrs. Starting my carrier at Kuala Lumpur Hospital and later settle at Institute for Medical Research as Medical Research Specialist. Her research interest was in the area of Clinical research areas as well as herbal medicine and involved in few committees related to herbal dan traditional medicine at National as well ASEAN region. Retired in 2015 as Head of Herbal Medicine Research Centre and subsequently joint the Yayasan Al-Jenderami as a member of the Jemaah. While working, she did some volunteer work at the Yayasan in the medical health team for Warga Emas and also standby medical team during festival such as Maulidur Rasul since 2009. In 2019, she was invited to join the Board of Directors of the Yayasan Al Jenderami and at the same time, lead the Warga Emas Programme till today.



**Pn. Anneliza Zainal**  
Chief Corporate  
Services Officer,  
Seterra  
**Moderator**

A communications practitioner for more than 28 years, specialising in crisis communications and customer care. Experienced in multiple fields of communications and crisis management, in various industries ranging from construction, broadcasting, oil & gas, banking and aviation industries. Amongst her more notable achievements were managing the branding and launches of Caltex, Al Rajhi Bank and Maybank Investment Bank.

## SPEAKERS

### PANEL SESSION 3: Sustainable Business Models for Future Islamic Aged Care Homes

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**Dr. Adhi Santika**  
Yayasan SAHIRA,  
Pegiat Kelanjutanusiaan,  
Anggota Komisi Nasional  
Lanjut Usia, Indonesia

Dr Adhi Santika is a well-known figure in ageing as he is currently the board member of Yayasan Sahira, Indonesia's renowned foundation for ageing. As a board member, Dr Adhi Santika is mandated to develop a new rights-based culture of ageing and a change of mindset and societal attitudes towards ageing and elderly, from welfare recipients to active contributing members of society.



**Ar.TPr. IDr. Hj Mohd  
Nazam Md Kassim**  
Managing Director,  
FOCUS Architect

Ar. Hj Nazam has led his company FOCUS in handling numerous prominent projects. Among them are the TNB UNITEN Project in Bangi, a notable fast track project. FOCUS was also entrusted by MRCB to undertake a study, namely the Kinta-Pangkor-Corridor Study in Perak and Bandar Seri Iskandar. His vast experience also includes working at DBKL in the Master Plan Unit before turning into lecturing for 7 years at his alma mater, the Faculty of Architecture, UiTM.



**En. Wan Azman bin Ismail**  
CEO,  
Damansara REIT Malaysia  
Sdn Bhd

Wan Azman bin Ismail is the Executive Director cum Chief Executive Officer of Damansara REIT Managers Sdn Berhad, which manages two listed REITs known as Al-‘Aqar Healthcare REIT (“Al-`Aqar”) and Al-Salam Real Estate Investment Trusts (“Al-Salam”). He was appointed to the Board as Non-Independent Non-Executive Director on 15 February 2017 and subsequently assumed his current role since 27 March 2017.



**Assoc. Prof. Dr. Zumilah Zainalaludin**  
Head of Social  
Gerontology Laboratory,  
MyAgeing™ UPM  
***Moderator***

Associate Professor Dr Zumilah binti Zainalaludin is an associate professor from Faculty of Human Ecology, Universiti Putra Malaysia. Currently, she is the head of Social Gerontology Laboratory, Malaysian Research Institute in Ageing (MyAgeing™). Her field of study is ‘Gender, Poverty and Ageing’, focusing on the fisheries community. She had 26 years’ experience in research and teaching.

# FORUM

**Theme:** Correcting Perceptions & Prejudices – Aged Care from the Perspective of Islam

**Time:** 9.30 am – 10.30 am

**Panelists:**

1. Sheikh Dr. Sajid Umar (Mufti & Judge UK)
2. Prof. Dr. H. Syamsul Anwar (Chairman, The Council of *Tarjih* and *Tajdid*, the Central Board of Muhammadiyah)

**Synopsis:**

What is the concept of ideal Aged Care and who is responsible to take care of the elders in Islam? Amongst Asians and especially Muslims, this responsibility naturally falls on the shoulders of their children. However, this burden can put a financial, physical and emotional strain on their children's family too.

If the elderly parents require medical care, or are bedridden, how does Islam deem what is the best care for the aged parents? Is the best care then to retain the elderly parents at home? What is the ideal?

This forum is aimed at discussing the taboos of sending elderly parents to homes or medical facilities as this is deemed disrespectful or 'derhaka'. What are other perceptions and prejudices for elderly care in Islam and what then would be the best solution for Muslim Elders to enjoy the remainder of their lives on earth in peace and with dignity.

# PANEL SESSION 1

**Theme:** Benchmarking Standards of Future of Islamic Aged Care Homes

**Time:** 10.30 am – 12.00 noon

**Moderator:**

Pn Norhanaza Mohd Yunos (Deputy Dean, Faculty of Nursing, PICOMS)

**Panelists:**

1. Dr. Federa Aini Bt Hj Bibit (Timbalan Pengarah Bahagian Amalan Perubatan, Kementerian Kesihatan Malaysia)
2. Prof. Dr. Wan Mohd Azizi bin Wan Sulaiman (CEO, PICOMS International University College)
3. Dr. Raudlotul Firdaus Bt Fatah Yasin (Deputy Director, CENTRIS IIUM)
4. Hj Rashidi Yahaya (Group CEO, Seterra Group of Companies)

**Synopsis:**

Should Aged Care Homes have a 'Star' rating or any such similar ratings to indicate the quality of standards offered, and who should rate them, especially since the residents may not be able to do so.

Current Aged Care homes, whether for Muslims or otherwise, are not regulated and have varying standards of care. This is the same for the quality and certification of caregivers. Future Islamic Aged care residents must achieve certain requirements in order to be known as an 'Islamic' Aged Care home.

Among some of the questions that need to be answered are:

What makes an aged care home 'Islamic'?

What are the standards of care required and how do we enforce them?

What kind of training and certification do caregivers need?

## PANEL SESSION 2

**Theme:** Current Experience in Islamic Aged Care

**Time:** 12.00 noon – 1.00 pm

**Moderator:**

Pn. Anneliza Zainal (Chief Corporate Services Officer, Seterra)

**Panelists:**

1. Prof. Ir. Dr. Siti Anom Ahmad (Director, MyAgeing™, UPM)
2. Pn. Hajjah Asral Widad Ahmad Asnawi (Founder & Chairperson Darul Insyirah, Bangi)
3. Dr. Zakiah Bt Ismail (Kompleks Pengajian Sepanjang Hayat Ibu & Ayah, Yayasan Al-Jenderam)

**Synopsis:**

This discussion aims to look at the problems and difficulties faced by current aged care operators in the country. Although the issues range from qualified manpower in terms of caregivers, licensing, standards of the physical homes and others, the main challenge remains to be the sustainability of running them.

The panelists will share the multiple issues they face in running the homes and offer possible areas and means that require improvements to transform the Islamic Aged care industry in Malaysia.

Get a glimpse of what may be possible running quality, sustainable aged care homes in this discussion with the current aged care operators, hear their passion, angst and hopes for better aged care solutions



## PANEL SESSION 3

**Theme:** Sustainable Business Models for Future Islamic Aged Care Homes

**Time:** 2.30 pm – 3.30 pm

**Moderator:**

Assoc. Prof. Dr. Zumilah Zainalaludin (Head of Social Gerontology Laboratory, MyAgeing™)

**Panelists:**

1. Dr. Adhi Santika (Yayasan SAHIRA, Pegiat Kelanjutusiaan, Anggota Komisi National Lanjut Usia, Indonesia)
2. Ar.TPr.IDr. Hj Mohd Nazam Md Kassim (Managing Director Focus Architect)
3. En. Wan Azman bin Ismail (CEO Damansara REIT Malaysia Sdn Bhd)

**Synopsis:**

Malaysians largely fall into the M40 and B40 categories, and unfortunately most of them have little or no savings for retirement, let alone savings to fund their aged care costs. In the event that they fall seriously ill or are bedridden, their only option would be Government medical facilities. As elder or geriatric care medical costs can be substantially high, it has the potential to ruin families or result in elder dumping.

The sustainability of current Islamic aged care homes are also a real concern, as most run on an Infaq basis which can be unsustainable in the long term. What business models can help prevent these businesses from going under and offer quality aged care?

# STRATEGIC PARTNERS

Initiated by:



Co-organized by:



**INSTITUT PENYELIDIKAN  
PENUAAN MALAYSIA  
(MyAgeing™)**

**MALAYSIAN RESEARCH INSTITUTE ON AGEING**

