

CITATION

Y.B. Guest-of-Honour,

Ladies and Gentlemen:

The Women's Institute of Management, Malaysia was awarded BEST BUSINESSWOMEN'S NETWORKING ORGANISATION 2020, SOUTH EAST ASIA AWARD by APAC INSIDER, U.K.

The following is their Citation:

Since starting operations in 1994, the team at WIM have gone from strength to strength. While performing sterling work in Malaysia, the organization has reached out across the whole ASEAN region and more recently into the world at large.

Giving women the chance to reach their full potential is at the heart of WIM since the very beginning. Cultural stereotypes have acted to limit their growth, and ability to take up the positions they are capable of fulfilling. The philosophy behind WIM is based on the development of a positive image for women first and foremost, with much of this work leading to the promotion of women in leadership across a variety of sectors. In order to practise what they preach, WIM is led by a group of successful female professionals and businesswomen.

Some of the services that WIM offer to clients have been able to transform peoples' lives. The work that the team offers and supports is very broad to match the needs of different people in different circumstances. In South East Asia, the organization is unique. With funding support from UNFPA, the team have been able to conduct leadership courses for women not only in Malaysia, but across other ASEAN countries, South Korea and China.

WIM works alongside other organizations in areas separate to money too. There is, for example, an MBA Programme on offer from the University of East London specialising on International Management for working adults. This is very different to the support provided to UNFPA Malaysia and the OSK Foundation. These groups offer courses on domestic violence, prevention of HIV/AIDS and ICT training courses for marginalised women in all the states of Malaysia amongst other things.

Being based in Malaysia has been of immense benefit to the group, with this multiracial and multicultural country undergoing a dramatic transformation since attaining independence in 1957. Finding support for the group will always be key to the success of WIM, and the team are proud to have leaders such as Tun Dr. Mahathir bin Mohamad engaged with the organization. His views are globally respected, giving the team's impressive support in their endeavors. WIM

has always operated on several levels, with women locally, nationally and globally benefitting from its good work.

Self-reliance is incredibly important to the team, who have developed a strong system of fundraising to ensure there are always the resources on hand to achieve a project's aims. This has meant that the team is always looking for ways in which they can spread the word of the work they do. An active website has seen nearly 140,000 hits per month from 163 countries worldwide, with regular posts on Facebook and other social media being of immense benefit to the business both in terms of raising awareness and in increasing the networking circle that the team have developed.

Looking forward, the team have kept an eye out for trends in the country, with a big increase in the demand for entrepreneurial training courses. With such a good reputation, the WIM team was awarded a of M\$455,000 grant in this area of training by a foundation. This grant reflects the way in which WIM produces "distinction" graduates, both men and women from Malaysian, Chinese and Indian backgrounds. Expanding into other courses, such as Women's Leadership Programmes, inspired by the JFK School of Government and Harvard University is the dream, but such a programme would require more money than WIM have available.

In short, it's little wonder that WIM has achieved such success. Not content with giving women the support they need, the WIM team empowers them to achieve their own ambitions. The success of WIM is based on the success of those it supports, and WIM has proven to be very successful indeed.