



AIF
ASIAN INSTITUTE OF FINANCE

AWARD FOR ESSAYS

ON PROFESSIONALISM IN THE FINANCIAL SERVICES INDUSTRY

ABOUT THE AWARD

The Asian Institute of Finance Award for Essays on Professionalism in the Financial Services Industry (“Award”) is a biennial regional essay competition. Organised by the Asian Institute of Finance (“AIF”), the Award aims to promote greater awareness of the need for a strong culture of professionalism and ethics in the financial services industry in Asia in order to secure public trust in the industry and its long-term sustainability.

AIF is a think tank jointly established by Bank Negara Malaysia and the Securities Commission Malaysia that has a focus on human capital development in the financial services industry across Asia.

ELIGIBILITY

The Award is open to all individuals who, at the date of the submission of their essays, are at least 21 years of age **and** either:

- (a) Citizens of an Asian country listed below and working in the financial services industry regardless of the country in which they are living and working; **or**
- (b) Living and working in the financial services industry in an Asian country listed below regardless of their nationality.

The financial services industry encompasses all financial institutions and associated consultancies operating within the banking, capital markets and insurance sectors both in conventional and Islamic finance.

CASH PRIZES

- First Prize: USD 20,000
- Second Prize: USD 10,000
- Third Prize: USD 5,000

THE THEME

The inaugural theme of the Award is “*The Future of Professionalism in the Financial Services Industry in Asia: The Way Forward*”.

Asia’s economic development towards prosperity over the past 50 years has been a source of admiration amongst the international community. At its current growth trajectory, Asia is projected to account for half of global output, trade and investment by 2050. To support the region’s growth in a sustainable manner, it is imperative that the financial services industry in Asia is anchored by a strong culture of professionalism and ethics.

AIF invites eligible individuals working in the financial services industry to join the debate. Some of the issues that the Award aims to address are:

- What is the role of professionalism and ethics in the financial services industry in Asia against a backdrop of rapid economic development?
- Are financial institutions in Asia currently doing enough to develop a strong culture of professionalism and ethics within their organisations?
- What are the changes that ought to take place in Asia’s financial services industry from a professionalism and ethics perspective over the next 10 years?
- What should the various players in the financial services industry in Asia do today to ensure the progressive strengthening of professionalism and ethics in the industry?

PANEL OF JUDGES

The essays will be judged by a panel of judges comprising of prominent members from the financial services industry and associated industry within and outside of Malaysia. Members of the panel of judges are:

- **Tan Sri Siti Norma Yaakob (Chair of the Panel)**
Chairman, Malaysia Competition Commission
- **Dato' Charon Wardini Mokhzani**
Executive Director, Managing Director's Office,
Khazanah Nasional Berhad
Managing Director, Khazanah Research Institute
- **Datuk Khatijah Ahmad**
Managing Director
KAF-Investment Bank Berhad
- **Dr Yasuhiro Maehara**
President & Chief Executive Officer, The Securities
Analysts Association of Japan
- **Mr Youssef Nasr**
Faculty Member
The ICLIF Leadership and Governance Centre
- **Mr John Plender**
Senior Editorial Writer & Columnist, Financial
Times, UK
- **Dr Rodney Wilson**
Emeritus Professor, International Centre for
Education in Islamic Finance (INCEIF)

All decisions made by the Award's panel of judges with regard to the Award shall be final.

LIST OF ELIGIBLE COUNTRIES / NATIONALITIES

Central Asia

Kazakhstan
Kyrgyzstan
Tajikistan
Turkmenistan
Uzbekistan

Eastern Asia

China
China, Hong Kong SAR
China, Macao SAR
Democratic People's Republic of Korea
Japan
Mongolia
Republic of Korea

Southern Asia

Afghanistan
Bangladesh
Bhutan
India
Iran (Islamic Republic of)
Maldives
Nepal
Pakistan
Sri Lanka

South-Eastern Asia

Brunei Darussalam
Cambodia
Indonesia
Lao People's Democratic Republic
Malaysia
Myanmar
Philippines
Singapore
Thailand
Timor-Leste
Viet Nam

Western Asia

Armenia
Azerbaijan
Bahrain
Cyprus
Georgia
Iraq
Israel
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
State of Palestine
Syrian Arab Republic
Turkey
United Arab Emirates
Yemen

HOW TO PARTICIPATE

To participate in the Award, entrants must first register their interest through an Expression of Interest Form ("EIF"). The EIF may be downloaded from the AIF website (<http://www.aif.org.my>) and must be electronically submitted to award@aif.org.my.

An Official Entry Form, together with the Official Terms and Conditions of the Award, will be provided to entrants upon such registration of interest. Such registration of interest will not commit entrants to participate in the Award.

DEADLINE FOR SUBMISSION OF ESSAYS

30 SEPTEMBER 2015 at 2400HRS (GMT)

MORE INFORMATION

Please visit the AIF website (<http://www.aif.org.my>) for more details on how to submit your essay, the list of eligible countries/nationalities and the full Terms & Conditions of the Award.

We look forward to your participation in this prestigious and responsive platform and your contribution towards the development of a strong culture of professionalism and ethics in the financial services industry in Asia!

Note: Geographical sub-regions as defined by the United Nations Statistical Division
Source: <http://unstats.un.org/unsd/methods/m49/m49regin.htm> (accessed on 25 May 2015)

BIODATA OF THE PANEL OF JUDGES



**Tan Sri Siti Norma Yaakob (Chair of the Panel of Judges)
Chairman, Malaysia Competition Commission**

Tan Sri Siti Norma Yaakob is presently the Chairman of the Malaysia Competition Commission. She is also the Chairman of RAM Holdings Berhad, RAM Rating Services Berhad and the Financial Mediation Bureau. In addition, she sits on the Boards of Bank Negara Malaysia and Tenaga Nasional Berhad and is also the Pro-Chancellor of University of Malaya since 16th May, 2007.

Tan Sri Siti Norma's career achievements marked many firsts for women in the Judicial and Legal Service of Malaysia. After being called to the English Bar in 1962, she began her career as a Senior Assistant Registrar at the High Court, Kuala Lumpur in 1963. Subsequently, she rose through the ranks to become Malaysia's first woman High Court Judge, Court of Appeal Judge and Federal Court Judge upon her elevation to the corresponding courts in 1983, 1994 and 2001, respectively. Sworn in as Malaysia's first female Chief Judge of Malaya on 8 February 2005, Tan Sri Siti Norma retired on 5 January 2007 after 43½ years of exemplary service.

In January 2008, the United Arab Emirates appointed Tan Sri Siti Norma as one of its six new judges of the Dubai International Financial Centre (DIFC) Courts for a period of three years. Through this appointment, she became the first female judge to join the DIFC Courts. Her contract with the DIFC Courts was renewed until 2013.

In addition to her distinguished career on the Bench, Tan Sri Siti Norma has held a number of prominent positions in law associations and centres. These include President of both the Federation of Women Lawyers and the Judicial and Legal Service Officers Association, Regional Vice-President of the Commonwealth Magistrates' and Judges' Association, member of the Judicial and Legal Service Commission and designated member of the Panels of Conciliators and of Arbitrators maintained by the International Centre for Settlement of Investment Disputes (ICSID).

In recognition of her stellar accomplishments, Tan Sri Siti Norma has received a number of prestigious awards. They include fellowship by the Women Development Institute Malaysia and the Eisenhower Exchange Fellowships, an Award of Recognition at the ASEAN Law Association and the BrandLaureate Brand Icons Leadership Award.



**Dato' Charon Wardini Mokhzani
Executive Director, Managing Director's Office, Khazanah Nasional Berhad
Managing Director, Khazanah Research Institute**

Dato' Charon joined Khazanah in November 2013 as an Executive Director, Managing Director's Office. He is also the Managing Director of the Khazanah Research Institute.

A former investment banker and lawyer, he joined Khazanah from the CIMB Group where he headed investment banking globally for the group as the Deputy Chief Executive Officer, Investment Banking, CIMB Group and the Chief Executive Officer of CIMB Investment Bank. Prior to that, he was the Managing Partner of Messrs Zaid Ibrahim & Co. He has also been in corporate finance at Rashid Hussain Securities and an advocate and solicitor at Shearn Delamore & Co.

He is a member of the boards of Yayasan Tuanku Syed Putra Perlis and Yayasan Tuanku Fauziah and a Non-independent Non-executive Director on the Board of Directors of Edotco Group Sdn Bhd (a subsidiary of Axiata Group Berhad).

Dato' Charon read Philosophy, Politics and Economics at Balliol College, University of Oxford and Law at the School of Oriental and African Studies, University of London. He is a non-practising barrister of the Middle Temple and an advocate and solicitor of the High Court of Malaya.



Datuk Khatijah Ahmad
Founder, KAF Group

Datuk Khatijah Ahmad graduated from the London School of Economics and worked for seven years in various Malaysian Government organisations including Bank Negara Malaysia.

In 1973, she left government service and founded the KAF Group, a diversified financial services group involved in investment banking, stock-broking, money-broking and fund management.

She was appointed a member of the Brandt Commission (1979-1980), an International Commission chaired by Chancellor Willy Brandt which included eminent members such as Sir Edward Heath, former Prime Minister of UK and Olof Palme, former Prime Minister of Sweden. Between 1980 and 1983 she served on the UN Committee of Development Planning. She was appointed a member of the Economic Panel that advised the then Prime Minister Tun Dr Mahathir in 1981 until 1990. Subsequently, the Panel was enlarged and renamed the Malaysian Business Council 1990-2003. In 1997, she was awarded the PJN by the Yang diPertuan Agong which carries the title "Datuk".

Datuk Khatijah also served on the First National Consultative Council 1990 and the Second National Consultative Council 2000. She was also a Board Member of public listed companies including Sime Darby Berhad.



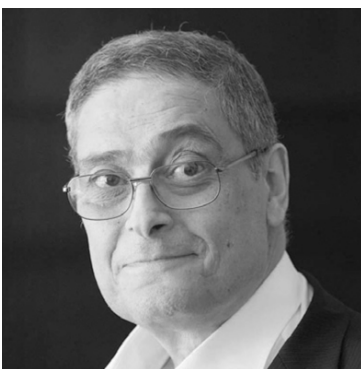
Dr Yasuhiro Maehara
President and Chief Executive Officer
The Securities Analysts Association of Japan

Dr Yasuhiro Maehara took office as President and Chief Executive Officer of the Securities Analyst Association of Japan (SAAJ) in August 2013. Since 2011, he has served as a member of the SAAJ Board of Directors. He was a member of the SAAJ Policy and Coordinating Committee during 2011-2013.

Dr Maehara had been with the Bank of Japan for more than 30 years, working in areas such as international finance, monetary policy, diet liaison, and public relations. In 1998, he became the advisor to the Governor in charge of Diet Liaison and dealt with politicians for the first two and a half years under the new Bank of Japan Law.

In 2005, Dr Maehara became Professor at Hitotsubashi University. After retirement, he is Adjunct Professor at the School of International and Public Policy, Hitotsubashi University.

Dr Maehara graduated with B.A. in economics from Hitotsubashi University in 1974 and with Ph.D. in economics from the London School of Economics in 1981.



Mr Youssef Nasr
Faculty Member
The ICLIF Leadership and Governance Centre

Youssef A Nasr joined the HSBC Group in April 1975 and retired in March 2010. During his career in the HSBC Group, he has worked in the New York, Paris, London, Toronto, Vancouver, San Paulo and Dubai offices.

His most recent roles were as President and CEO of HSBC Canada from 1997 to 1999. After that, he served as the President and CEO of HSBC USA and North America. In 2003, he was made the President of HSBC Brazil and the Group General Manager of South America. This was a position he held till 2006. In 2007, he became the Chairman and CEO of HSBC Middle East and North Africa (MENA).

Besides serving in HSBC, Youssef has chaired and served on boards of numerous cultural, medical, professional and educational associations. He currently serves on the boards of various companies in North America, the UK, the UAE and China in the areas of Private Equity, Infrastructure, Bio Technology, Electricity Generation and Real Estate. Youssef teaches an Executive MBA Programme and does some consulting work. He also teaches various programs initiated by Bank Negara Malaysia, through its ICLIF entity, training board members of financial institutions and Shariah scholars.

Youssef speaks fluent English, French, Arabic and Portuguese. He received his BA and MA in Mathematics from Cambridge University in the UK, and an MBA from the Harvard Business School in the US.



Mr John Plender
Senior Editorial Writer & Columnist
Financial Times, UK

John Plender has been a senior editorial writer and columnist at the Financial Times since 1981. He is also the Chairman of the Official Monetary and Financial Institutions Forum, a monetary think tank and advisory group.

After completing his degree at Oxford University, Plender joined Deloitte and qualified as a chartered accountant. He is a former Financial Editor of The Economist, which he joined in 1974, and became member of the British Foreign Office Policy Planning staff in 1980.

Plender is a former member of the London Stock Exchange's Quality of Markets Advisory Committee, Chairman of Pensions and Investment Research Consultants (PIRC) and member of The Global Corporate Governance Programme, a private sector advisory group on corporate governance created by the World Bank and the OECD. He also served on the UK Company Law Review steering group.

His books include 'That's The Way the Money Goes', 'The Square Mile', 'A Stake In The Future, Going Off the Rails – Global Capital And The Crisis Of Legitimacy' and "Capitalism: Money, Morals and Markets (to be published in July 2015).



Dr Rodney Wilson
Emeritus Professor,
International Centre for Education in Islamic Finance (INCEIF)

Emeritus Prof Rodney Wilson joined the International Centre for Education in Islamic Finance (INCEIF) as an Adjunct Professor in March 2012 and became a full-time faculty member in January 2013.

Prof. Rodney Wilson has been involved in the research and teaching of Islamic economics and finance for over 30 years and he founded the Durham University Islamic Finance Programme.

Prof. Rodney Wilson obtained his BSc and PhD from Queen's University Belfast. He was formerly a Visiting Professor at the International University of Japan and the universities of Kuwait and Paris X. In 2009, 2010 and early 2012, he was a Visiting Professor at the Qatar Faculty of Islamic Studies.

Prof. Rodney Wilson has authored 12 books and over 50 articles. His most recent books are *Legal, Regulatory and Governance Issues in Islamic Finance*, Edinburgh University Press, 2012; *Economic Development in the Middle East*, Routledge, London and New York, 2013 and *Islam and Economic Policy*, Edinburgh University Press, 2015.

Prof. Rodney Wilson has extensive consultancy experience including with the African Development Bank (2011 and 2012), the Qatar Central Bank (2010) and the Islamic Financial Services Board Working Group on Shari'ah Governance (2007- 2009).

Award Terms and condition - <http://www.adfiap.org/wp-content/uploads/2015/07/Award-Terms-and-Conditions.pdf>
Expression of Interest Form - <http://www.adfiap.org/wp-content/uploads/2015/07/Expression-of-Interest-Form.pdf>