



11TH IFSB-INCEIF EXECUTIVE FORUM

Creativity and Innovation in Islamic Financial Products – Standardisation and Competitiveness

16 – 17 August 2017 | Sasana Kijang, Kuala Lumpur

Islamic Finance Institutions Require Innovation and Creativity in Product Design and Delivery. While Islamic finance institutions must adhere to *Shari'ah* rules and principles, they must also satisfy their wide spectrum of customers, meet innovative aspects of new products and fulfil the needs and aspirations of stakeholders and society.

The 11th edition of the IFSB-INCEIF Executive Forum, themed **Creativity and Innovation in Islamic financial products: Standardisation and Competitiveness**, aims to push the current boundaries and explore the capabilities of the Islamic finance industry to innovate and develop an array of products to satisfy different customer demand segments. This Executive Forum also aims to delve into and draw upon the market player's perspectives on product development and innovation in Islamic finance.

Innovation and **creativity** will be the buzz words of this Executive Forum. It aims to provide a platform for presenting diverse sets of product innovations, where participants are expected to enrich the discussions with suggestions for enhancements towards reaching greater heights for the industry. This Executive Forum will also highlight the challenges facing market players as well as banking supervisors in ensuring that robust *Shari'ah* governance structures are in place during product design and execution. It is expected that the participants, from among industry players and supervisors, will brainstorm and participate in in-depth discussions on a wide range of Islamic finance instruments. Among them equity/risk-sharing structures, consumer finance, structured trade finance and other instruments serving niche markets. These sessions will aim at illuminating issues related to promoting both standardisation with healthy competition in Islamic banking, Takaful, ICM while at the same time exploring the potential use of, and contribution to, Fintech and Financial inclusion, respectively.

□ PROGRAMME APPROACHES

- Interactive discussions on a wide array of innovation and product development issues in Islamic finance
- Discussions and brainstorming on the value propositions of existing Islamic finance products
- Direct engagements with subject matter experts with diverse knowledge and expertise
- Presentation and discussion of case studies and success stories

□ WHO SHOULD ATTEND

- ✓ Regulators and Supervisors of Islamic financial institutions
- ✓ Chief Executive Officers / Board Members of Islamic financial institutions
- ✓ Product Engineers and Developers / Product managers
- ✓ Senior Management of Islamic financial institutions/ Fintech companies
- ✓ Senior Sales representatives / agents
- ✓ Auditors, Lawyers, Advisers, Academics and Researchers in Islamic banking and finance

Registration fees apply for the Executive Forum.

For more information, please email ida.shafinaz@ifsb.org or visit www.ifsb.org



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SESSIONS

Session	Areas of Discussion
Session 1 Overview of Islamic Banking Products – Principles and Parameters	<ul style="list-style-type: none"> ○ Innovative structures and delivering impactful services ○ Legal and taxation frameworks and products innovations in IFSI ○ Product Innovations in the IFSI – Market-driven vs Regulators requirements
Session 2 Consumer Financing Products – Strategies for Innovation	<ul style="list-style-type: none"> ○ Consumer Needs: The starting point for Islamic finance products ○ Marketing Islamic Products: Efficiency, Demand and Supply ○ Transparency in innovation of Islamic finance products
Session 3 Shari’ah Rules in Products Development: Branding , Ethics and Innovation	<ul style="list-style-type: none"> ○ Shari’ah Parameters in Designing New Products: An industry perspective ○ Ijtihad in the development of Islamic finance products
Session 4 Innovation in Takaful Avenue for the Industry’s Growth	<ul style="list-style-type: none"> ○ Strategies to expand the Takaful industry ○ Increasing consumer satisfaction in Takaful offerings products ○ Takaful Operators: Achieving commercial targets and beyond
Session 5 Fintech and Leveraging on the Industry’s Technological Advancements	<ul style="list-style-type: none"> ○ Fintech avenues in enhancing consumer satisfaction ○ Innovation in financial services, the role of Islamic social finance ○ Fintech for Financial inclusion in the Islamic financial services industry (IFSI) sphere
Session 6 Panel Discussion: Innovation in Finance Products: Towards Standardisation and Competitiveness	<ul style="list-style-type: none"> ○ Islamic finance products as tools for financial integration ○ The uniqueness of equity finance and risk for Islamic financial institutions ○ Islamic finance to support international trade

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