



HEGD IDEA LAB 2026

Research, Business and MADANI Solutions for a Humane Economy

Where research meets practice, and MADANI ideas become impact.

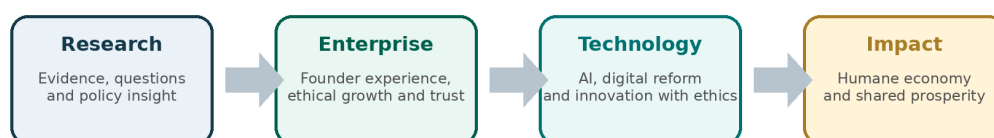
DATE	TIME	VENUE
22 July 2026	2.00 pm - 4.30 pm	World Trade Centre Kuala Lumpur

Hosted by International Centre for Madani Studies (ICMS), UNISEL | In conjunction with Humane Economy Global Discourse (HEGD) 2026

Why this Idea Lab? A focused conversation bringing scholars, policy thinkers, business leaders, technopreneurs and practitioners together to explore how Malaysia and the wider world can build a more humane, inclusive and future-ready economy. The session bridges research and practice, translating MADANI values - compassion, respect, innovation, prosperity, trust and sustainability - into realistic pathways for policy, business and social impact.	Ideal Participants • Academics and postgraduate researchers • Think tanks and policy professionals • Entrepreneurs and business leaders • Finance, sustainability and social-impact professionals • HEGD participants seeking practical solutions
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Expected Output: ICMS-UNISEL Research & Action Agenda

HEGD Idea Lab 2026



Output: ICMS-UNISEL Research & Action Agenda on Humane Economy and MADANI Enterprise

Priority Themes	Practice Learning	Collaboration Pathways	Next Steps
Humane economy, MADANI business and social impact	Lessons from entrepreneurs and industry leaders	University-industry-policy partnerships	Case studies, papers, colloquia and follow-up initiatives

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FEATURED VOICES

University leadership, wellness innovation, AI insight, social finance and MADANI knowledge development



Prof. Emeritus Ir. Dato' Dr. Hassan Basri

Vice-Chancellor, UNISEL

Opening Address

Building the Corpus of Madani Studies: A Research Roadmap for Humane Economy, Technology and Shared Prosperity



Dr. Hjh. Maimunah Ropar

Founder & CEO, MR Moringa

Roundtable Voice

Local botanicals and a Malaysia MADANI wellness economy



Mr Effendy Zulkifly

President, Centre for AI, Blockchain & Advanced Research (CABAR).

Invited Presentation

Can AI Build a More Humane Economy? Digital Reform, Ethical Innovation and Shared Prosperity



Tuan Haji Abdul Rahman Siraj

Executive Director, Yayasan Wilayah Persekutuan (YWP)

Invited Presentation & Roundtable

Madinah Marketplace Wisdom for MADANI Corporate Leadership: Trust, Responsibility and Shared Prosperity



Professor Dr. Md. Sidin Ahmad Ishak

Director, IPKSF, UNISEL

Invited Presentation & Roundtable Voice

Higher education and future-oriented MADANI knowledge development

HEGD Idea Lab Focus

Research + Practice + Technology + Impact

A collaborative space to shape a humane economy with trust, dignity and shared prosperity.



FEATURE HIGHLIGHT

Dr. Hjh. Maimunah Ropar - ethical wellness, local botanicals and inclusive value chains



Dr. Hjh. Maimunah Ropar

Founder & CEO, MR Moringa

Roundtable Voice

Dr. Hjh. Maimunah brings a valuable practitioner voice in ethical wellness and moringa-based innovation. Her experience reflects the practical challenge of transforming local botanical resources into trusted, value-added wellness products while building consumer confidence, market access and community benefit.

Speaking Focus

From Local Botanicals to a Malaysia MADANI Wellness Economy: Ethical Innovation for Health, Livelihood and Trust

Ethical Wellness Economy

Building trust through quality, transparency, safety and sincere service to consumers.

Agro-Wellness Innovation

Transforming local botanical resources into value-added products, healthier lifestyles and livelihood opportunities.

Research-Practice Bridge

Creating pathways for case studies, halal-tayyib standards, wellness literacy and inclusive value chains.

Roundtable Contribution

Guiding Questions

- How can local natural resources become trusted wellness products and sustainable businesses?
- How can researchers and practitioners collaborate on product innovation and community wellbeing?
- How can MADANI values guide quality, access, dignity and shared prosperity?

MADANI Translation

Madinah marketplace wisdom emphasised trust, honest dealing, fair access, quality and social benefit. In Malaysia today, these values can guide a wellness economy that supports consumer protection, halal-tayyib assurance, local livelihoods and inclusive value chains.

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PROGRAMME SCHEDULE

22 July 2026 | 2.00 pm - 4.30 pm | World Trade Centre Kuala Lumpur

Time	Session
2.00 - 2.05 pm	Welcoming Remarks by ICMS UNISEL
2.05 - 2.15 pm	Opening Address by Prof. Emeritus Ir. Dato' Dr. Hassan Basri, Vice-Chancellor, UNISEL
2.15 - 3.15 pm	Invited Presentations • Tuan Haji Abdul Rahman Siraj - Madinah Marketplace Wisdom for MADANI Corporate Leadership • Mr Effendy Zulkifly - Can AI Build a More Humane Economy? • Professor Dr. Md. Sidin Ahmad Ishak - Future-oriented MADANI knowledge development
3.15 - 4.15 pm	Roundtable Discussion: The Plausible Desired Malaysia Future - Economy, Technology, Wellbeing and Shared Prosperity
4.15 - 4.30 pm	Closing Reflections and Next Steps

Roundtable Guiding Questions & Why Join?

Guiding Questions

- What urgent economic and social challenges require deeper research?
- What can researchers learn from entrepreneurs and practitioners?
- What evidence and case studies are still missing?
- How can universities, businesses and policy actors collaborate after HEGD?

Why Join?

- Hear practical insight from business and social-impact leaders.
- Connect research with business and policy needs.
- Contribute ideas towards a humane and values-driven economy.
- Help shape an ICMS-UNISEL Research & Action Agenda after HEGD.

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Opening Address by Prof. Emeritus Ir. Dato' Dr. Hassan Basri, Vice-Chancellor, UNISEL



ICMS Professors