

# COMPANY PROFILE

January 2026



# SUPER CONNECTOR BETWEEN GOVERNMENT AND BUSINESS





## ABOUT INTERNATIONAL STRATEGY INSTITUTE (ISI)

The International Strategy Institute (ISI) is a not-for-profit organisation that helps connect governments and businesses across Asia. We stand for universal ethical business values such as equality, transparency, fair trade, and sustainable development.

Our dialogues, programmes, research and networking platforms are designed to drive economic growth in the region. We aim to:

- 1 Build platforms for regional dialogue and networking opportunities that allow businesses, industry captains and governments to come together to drive economic growth of the region;
- 2 Provide timely research to keep our members and governments informed and updated on global trade and political issues that may have an impact on their operations;
- 3 Match businesses to the right investors and ensure that the companies are paired with the right strategic investment partner.
- 4 Provide strategic platforms that connect governments, businesses, and Civil Society Organisations (CSOs) around the region to conduct CSR programmes for community outreach and to give back to the community.

## VISION AND MISSION

International Strategy Institute (ISI) aims to be the leading regional connector and networking platform for governments and businesses across Asia and the Pacific.

Through our networking events, conferences, and rigorous research publications, special dialogue with key decision makers within the Government, captains of industries and NGOs, we hope to promote a robust Asian socio-economic environment that is strategic, inclusive, thought-provoking, innovative and sustainable for all.

# Management Team



**Dato' Sri Shamsun Baharin  
Bin Mohd Jamil**

**Honorary Advisor  
2021 - March 2024**



**Tan Sri Dato' Seri  
Zamrose Mohd Zain**

**Honorary Advisor  
2024 - Jun 2025**



**Dato' Seri Dr. Mohd Nizom  
Sairi**

**Honorary Advisor  
2024 - Present**



**Mr. C.Y Cheah**

**Chairman,  
International Strategy  
Institute (ISI)**



**Dato' Nik Suhaimi Bin Nik Sulaiman**

**Honorary Advisor  
May 2023 to Present**



**International Strategy Institute (ISI) brings together government, business, civil society and academic leaders to discuss issues of strategic importance to the region, the country and business.**

**International Strategy Institute (ISI) carries the high level advisory services based on our strong commitment to our core values of integrity, excellence, diligence, and mutuality.**





## CSR Programmes

International Strategy Institute (ISI) will also carry out specific CSR programmes in line with its vision, mission, and objectives;

Specifically, ISI will be able to support CSR programmes around the themes of Sustainable, Development, Climate Change, Women, and Youth. ISI can also support in a small way, programmes aimed at enhancing Infrastructure and Improvement in agriculture. ISI will support CSR Programmes of various government ministries and key agencies.



# High Level Programmes

ISI will organise on an annual basis several high level and high profile strategic programmes. These programmes include Conferences, Summit, Forums, and Strategic Roundtables.

- **13th World Chinese Economic Forum (WCEF) 2025**  
02 December 2025 - AsiaWorld-Expo, Hong Kong
- **2025 World Anti - Corruption Conference (WACC)**  
24 October 2025 - Rhodes House, Oxford,  
United Kingdom
- **2024 World Anti - Corruption Conference (WACC)**  
22 October 2024 - Rangsit University, Thailand
- **Inter-Regional Business Forum (IRBF) 2024**  
07 & 08 March 2024-Eastin Hotel, Kuala Lumpur
- **World Anti-Corruption Conference (WACC) 2023**  
16 November 2023-Royal Kuningan Hotel, Jakarta, Indonesia
- **12th World Chinese Economic Forum (WCEF) 2023**  
12 & 13 November - Qingtian County, Zhejiang Province, China
- **3rd Malaysia Tax Policy Forum (MTPF) 2022**  
01 August 2022 - Everly Hotel, Putrajaya
- **3rd Malaysia Anti-Corruption Forum (MACF) 2022**  
24 May 2022-Everly Hotel, Putrajaya
- **2nd Penang International Business And Investment Summit (PIBIS) 2022**  
25 March 2022-Setia SPICE Convention Centre, Penang
- **World Chinese Economic Forum (WCEF) 2021**  
27 December 2021- Sheraton Petaling Jaya
- **Malaysia Democracy Forum**  
30 March 2021 - InterContinental Hotel Kuala Lumpur
- **World Islamic Trade Forum 2020**  
14 May 2020-LIVE @ Zoom
- **Malaysia Domestic Trade and Consumer Forum**  
28 May 2019-The Everly Putrajaya
- **Disruptive Education Roundtable**  
25 April 2019-TPC Kuala Lumpur

# High Level Programmes

- **ISI Ministerial Dialogue**  
09 April 2019-Le Meridien, Putrajaya
- **Kedah International Business and Investment Summit (KIBIS)**  
13 December 2018 - Aloft Langkawi, Pantai Tengah
- **World Muslim Leadership Forum**  
06-07 December 2018-Lambeth Palace and House of Commons, London, UK
- **New Malaysia Summit**  
18 October 2018-Connexion Conference & Event Centre, Kuala Lumpur
- **Corporate Malaysia Summit**  
04 September 2018 - Sime Darby Convention Centre, Kuala Lumpur

ISI's programmes will bring together government, business, academic, and civil society leaders to discuss issues of strategic and civil society leaders to discuss issues of strategic importance to the region and to the business and entrepreneurs. ISI provides the platform for a healthy exchange of views and ideas, and promote dialogues between government, business and industry.

# Strategic Advisory

We offer a broad range of consulting services covering Business Advisory, Corporate Strategic Planning, Corporate Communications and Government Relations. We can assist with market entry strategies, facilitate high level meetings and partner search and evaluation.

With combined experience of over 100 years across a number of industries, we can provide prompt, professional and friendly strategic advice. Our strategic planning can provide strategic insights and foresight. We carry out our Advisory services based on our strong commitment to our core values of integrity, excellence, diligence and mutuality.



**INVESTMENT INTO  
ASIA WILL CONTINUES  
TO GROW AND THRIVE**

# Key Success Factors

**STRONG REPUTATION LEVERAGING ON OVER 100 YEARS OF COLLECTIVE EXPERIENCES**



**RELATIONSHIP BUILDING**



**DIVERSE AND REPUTABLE BOARD AND INTERNATIONAL ADVISORY BOARD**



**DISTINGUISHED PROFESSIONALISM**



**STRONG COMMITMENT OF PROMOTERS**



**HIGH-LEVEL CONTACTS OF THE PROMOTERS AND PRINCIPAL OFFICERS IN ALL 10 ASEAN COUNTRIES**



**ABILITY TO OPEN DOORS AND ACCESS SENIOR DECISION-MAKERS**



**STRONG ETHICAL VALUES AND HIGH GOVERNANCE STANDARDS**













ISI is dedicated to providing quality programmes and we can only achieve this with your honest feedback.

We also know that no man is an island. Together, we can create impactful programmes that can improve the well-being of our shared economy and society. We are therefore, open to proposals for partnerships and collaborations, and we hope you can join us in this journey.

Do drop us a line at [info@istrategyglobal.org](mailto:info@istrategyglobal.org) or give us a call at **+6 03 2242 3799**

## The Vertical Business Suite

A-15-02 & A-15-03, The Vertical Business Suite Tower A, Avenue 3, No. 8, Bangsar South, 59200 Kuala Lumpur, Federal Territory of Kuala Lumpur.

Email : [info@istrategyglobal.org](mailto:info@istrategyglobal.org)

Contact no : 603 2242 3799.





ISI INTERNATIONAL  
STRATEGY  
INSTITUTE