



UniMAP

ACADEMIC LECTURE SERIES BY ADJUNCT PROFESSOR

Do you have what it takes to be a

SUCCESSFUL ENTREPRENEUR?

YBHG. DATO' YUSOF BIN JUSOH
Executive Chairman
Proven Group of Companies

MR. BAHARUDIN BIN ABD MAJID
Consultant
Maybank Shariah, Indonesia

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SPEAKER'S BIOGRAPHY

Dato' Yusof Jusoh

Dato' Yusof came from a Businessman background family. He had his business exposure as early as he was 7 years old, from his father, who has been his Mentor all his life. His father wanted him to be a businessman, but his mother preferred him to live a quieter life as a teacher. So he enrolled himself into a Teaching College, then out of curiosity he entered into the university without his parents knowing it. However his secret came out 3 years later when his face came out in the newspapers, graduating from the University of Malaya with First Class Honours from the School of Arts n Social Science majoring in History and International Relations. He was awarded the Best Student of his Faculty. He later on went to do his MPA at Harvard University in USA. He also participated in Leadership and Negotiations Programme at Oxford University, United Kingdom.



Like many other businessman and entrepreneurs, Dato' Yusof has his own history before deciding to join the Business world. He was doing business at the early age with his father and even when he was in the university he never missed the opportunity to do business in the campus. After graduation he had so many offers to work from the private sectors, Universities, the Government and not forgetting from his own father. He thought that if he were to join his father, he would miss the opportunity of working with others and to find out his full potential. After discussing with his senior friends, he decided to join the Malaysian Administrative & Diplomatic Service. He served the Malaysian Government for 15 years in

various Departments and Ministries. He spent 6 years in Paris representing Malaysia at UNESCO. He travelled extensively in Europe and built a lot of network while working in the international organisation.

Not long after coming back from Harvard, his father had a long chat with him and he eventually agreed to go into the business world with the assistance of his father. He did not take over his father's business but started his own with his father's assistance and guidance. During the early days, he was involved in property development, manufacturing and Overhead Transmission Lines. With his business background, the network he has built over the years internally and internationally, and with the guidance of his father, he was able to lead the PROVEN Group of Companies through two recessions that took place. The Proven Group has grown up well under his leadership and had completed more than a billion dollar worth of projects. It has its own building system which is called PROVEN IBS.

Dato' Yusof believes in expansion and now his group of companies are across the border in Indonesia, Thailand and Saudi Arabia. He is known among his friends as "a man who makes things happen". He believes that the real progress ahead will require new fresh, creative and innovative ideas.

Due to his vast experience in business, he has been appointed by UniMAP as the Adjunct Professor, to share and exchange his knowledge and experience with the students and the professors.

Dato' Yusof believes Communication is an important tool in one's life especially when come to doing business. He speaks 6 languages and finds it very useful moving from one country to another.

Baharudin Abd. Majid

Baharudin has a combined of over 20 years experience in international commercial, and investment banking industry, inclusive of conventional and Islamic coverage, with specialized exposure in originating, structuring, executing fund raising exercises, and corporate advisory.

Part of the above valuable experience was obtained during his employment in the banking industry in New York City and Kuala Lumpur while sitting in various senior management positions.

In Indonesia, Baharudin has been employing his extensive expertise and experience in executing large Islamic cross-border transactions which has gained international recognition and awards from publications for innovative structures. The Islamic cross-border transactions were structured to support the growth momentum of local Indonesian and offshore Malaysian conglomerates in various sectors and amongst others such sectors as in plantation, power, mining, property, infrastructure and etc.

Additionally in late 2010, Baharudin had successfully converted a conventional bank into an Islamic bank in Indonesia and currently holds a Senior Management position as its Advisor-Client Coverage.

Baharudin regularly has been invited to conduct workshops & presentation and sit-in panel discussions on specific banking and finance issues from various business groups and conglomerates, financial institution, universities and government bodies & its related agencies.

