

# **EXTRA** • Ordinary **Conversations:**

**CO-SOLUTIONING FOR AN INCLUSIVE SOCIETY**

# EXTRA•ORDINARY CONVERSATIONS

Organised by Extra•Ordinary People, Extra•Ordinary Conversations is a series of dialogues that provides a platform for discussion and catalysis of partnerships towards inclusion of marginalised communities.

Through these dialogues, we hope to work towards increasing the number of channels for employment of the special needs and low-income community, furthering the support ecosystem to train and support these individuals, while expanding engagement with relevant grassroots organisations and partners internationally.

This inaugural event brings together distinguished speakers and panellists for a discussion on the theme “**Co-solutioning for an Inclusive Society**”. It will showcase the collaboration between Extra•Ordinary People and Embrio Enterprises Pte Ltd to develop, assemble, and bring to market SpotOn Inclusive and Litehaus, a contactless thermal visual scanner and a visitor management system respectively, powered by GovTech's SPOTON software. In taking steps to build meaningful partnerships and foster a more inclusive society, the collaborative model has enabled the creation of valuable training and work opportunities for persons with special needs and low-income persons.

The collaboration was featured as a case study on [City2City Network](#), a peer-to-peer learning platform facilitated by the United Nations Development Programme (UNDP) to share knowledge and approaches for building inclusive cities. It was lauded for addressing population health safety and financial resilience in a co-COVID world in an effective and timely manner.

# EVENT DETAILS



Friday, 14 May 2021



2.30pm to 4.30pm



**Guest-of-Honour: Mr Eric Chua**

*Parliamentary Secretary for Social & Family Development*

## Programme

14:30 - 14:35 **Welcome Speech by Mr Wee Boo Kuan, Co-founder and Director, Extra•Ordinary People**

14:35 - 14:40 **Guest-of-Honour Address by Mr Eric Chua,  
Parliamentary Secretary for Social & Family Development**

14:40 - 15:00 **Keynote Address by Ms Anna Itkin, Co-founder and CEO, The Inceptery**

15:00 - 15:20 **Keynote Address by Ms Mo Shuyi, President, Business Development, Infinite Studios**

15:20 - 15:30 **Showcase of SpotOn Inclusive and Litehaus**

15:30 - 15:35 **A Message from UNDP New York: Empowering the Marginalized During and Beyond the Pandemic**

15:35 - 16:00 **Panel Discussion 1: Creating Collective Impact through Cross-Sector Collaboration**

16:00 - 16:25 **Panel Discussion 2: From Corporate Social Responsibility to Corporate Social Value**

16:25 - 16:30 **Closing**

# INTRODUCTION TO EXTRA•ORDINARY PEOPLE

Established in July 2017, Extra•Ordinary People is a charity and Institute of Public Character fully dedicated to serving the special needs community.

Located at Beach Road, we provide integrated therapy services, performing arts classes, caregiver support services, as well as inclusive employment services. In striving for an inclusive society, we embrace a team-based approach in partnering families on their children's learning and developmental journey. Extra•Ordinary People also offers Financial Assistance for children and youth with special needs from low-income families to meet their long-term therapy and caregiver needs, ensuring that they have uninterrupted access to therapy interventions.

Scan here to find out more about Extra•Ordinary People's programmes and services:



Scan here to donate:



# INTRODUCTION TO EMBRIO ENTERPRISES

Embrio Enterprises is an IT services provider headquartered in Singapore, providing a comprehensive suite of IT technical support services for small and large organisations.

Through the provision of services such as consulting, design and delivery, operation and maintenance, end-to-end delivery for systems migration, as well as relocation and site implementation, Embrio Enterprises works closely with organisations to enhance their technological competencies and transform their technological capabilities.

Scan here to find out more about Embrio Enterprises:



# KEYNOTE SPEAKERS



## **Anna Itkin**

*Co-founder & CEO | The Inceptery*

Anna has spent nearly two decades at the vanguard of scientific research and innovation in both academia and industry blending scientific principles, progressive ideas and business. She believes business, governments and industry can be vehicles that carry change, so long as the journey makes sense in a world where capital is king.

Anna began her sustainability journey at a boutique sustainability consultancy. In 2016, The Inceptery - a sustainability-led innovation practice - was born.

After successfully completing Business Sustainability Management at CISL Cambridge, she co-founded an international NGO based on a collaborative and sustainable business model, created by and for sustainability professionals' community aiming at accelerating a just transition towards healthy and flourishing societies that respect our planet's boundaries. Anna serves as a board advisor and drives new learning and partnership initiatives.

She authored a chapter "Circular Economy Business Models and Practices" in a textbook titled "An Introduction to Circular Economy" by Springer Nature 2020.



## **Mo Shuyi**

*President of Business Development | Infinite Studios*

Shuyi had a fulfilling career in business development, finance and private equity, working with the best in class over wide-ranging industries, including media, F&B and hospitality, fund management, manufacturing and real estate across Asia and the USA.

She is also active with start-ups and accelerator programmes in the USA and Singapore, working closely with founders at both the board and company levels.

She has a passion for social causes and is active with children charities in China, Cambodia and Nepal. Additionally, she has a community-based environmental initiative in Singapore.

# PANEL 1: CREATING COLLECTIVE IMPACT THROUGH CROSS-SECTOR COLLABORATION

## PANELLISTS

Chong Fook Yen  
Ku Geok Boon  
Riad Meddeb  
Mo Shuyi



**Chong Fook Yen**  
*Senior Social Sector Specialist (Skill Development) |  
Asian Development Bank*

Prior to joining the Asian Development Bank (ADB) in the Indonesia Resident Mission (IRM), Fook Yen was based in ADB India Resident Mission as a skill development specialist and focal person for the India skill development portfolio.

With more than 24 years of work experience in Technical Vocational Education Training (TVET), he is a practitioner in TVET infrastructure planning and design, curriculum design and development, TVET training equipment requirement, and TVET teachers' training. He has contributed extensively on improving TVET in different parts of the world. He also sits as an advisory committee member in the Aquaculture Innovation Centre in Singapore.

Fook Yen co-authored two publications on Training Facility Norms and Standard Training Equipment Lists for Precision Engineering and Mechatronic Technology trades. His latest pursuit is in developing and deploying Mixed Reality training content for skill training and looking at the role of innovation and technologies in driving growth potential in developing countries.



***Ku Geok Boon***  
*Chief Executive Officer |*  
*SG Enable*

Geok Boon believes that embracing diverse experiences and abilities helps businesses grow and ultimately build a culture that values every individual.

She leads SG Enable, an agency dedicated to enabling persons with disabilities and building an inclusive society. SG Enable seeks to bring collective impact to the disability sector by establishing a common agenda, developing a shared measurement system, fostering collaboration and convening and coordinating participating organisations. SG Enable also developed and manages the Enabling Village, an integrated community space which materialises SG Enable's vision of an inclusive society and enabled lives.

Under Geok Boon's leadership, SG Enable developed and manages the Enabling Lives Initiative (ELI) Grant, which brings together the community of non-profit organisations, social enterprises and innovators to create scalable, meaningful solutions for persons with disabilities.



***Riad Meddeb***  
*Director a.i. | UNDP Global Centre for Technology,*  
*Innovation and Sustainable Development*

Riad has 25 years of experience in sustainable development and economics, focusing on technical cooperation and policy advisory support to governments in Africa, Arab States, and Asia and Pacific regions. He is currently a Senior Principal Advisor on Small Island Developing States (SIDS) in the Bureau for Policy and Program Support/Global Policy Network.

Prior to joining the United Nations Development Programme (UNDP), Riad was an Economist at the UN Conference on Trade and Development (UNCTAD), working on international trade and foreign direct investment, and at the International Labor Organization (ILO) on the impact of technology and job generation in developing countries. He has worked with the private sector and lectured at the University of Paris V.

Over the past years at UNDP, Riad has worked closely with the Alliance of Small Island States (AOSIS), on critical issues related to the implementation of SDGs and SAMOA Pathway in SIDS, including how to capitalise on digital transformation for SIDS.

# **PANEL 2: FROM CORPORATE SOCIAL RESPONSIBILITY TO CORPORATE SOCIAL VALUE**



***Liam Wee Sin***  
*Group Chief Executive /*  
*UOL Group Limited*

Mr Liam has been the Group Chief Executive of UOL Group since 2019. Prior to this appointment, he had already been with UOL for 26 years. Before joining UOL in 1993, Mr Liam was in the public sector for eight years, overseeing architectural works and facilities management. He also worked with Jones Lang Wootton for project management and consultancy work.

An advocate of good design and green architecture, Mr Liam is a member of the URA Architecture and Urban Design Excellence Committee, Preservation of Monuments Board and National Crime Prevention Council. In February 2021, Mr Liam was appointed second vice-president of the Real Estate Developers' Association of Singapore (REDAS). Previously, he was the first vice-president of REDAS from 2017 to 2018.

## **PANELLISTS**

Anna Itkin  
Liam Wee Sin  
Jacinta Ong  
Elijah Wee



**Jacinta Ong**  
*Founder & Director |  
Tea Ideas*

Jacinta is a successful entrepreneur who founded two thriving and innovative beverage companies. Prior to the founding of these two companies, Jacinta led a team of more than 60 bank staff as Head of Department at a foreign bank and achieved a 12-year Long Service Award.

Holding to the firm belief that businesses can do well by first doing good, Jacinta founded Tea ideas in 2012, a social enterprise whose vision is to empower every individual to live their lives healthily, with dignity and respect. They co-created an innovative patented tea product in the form of a Tea Wand. Tea ideas also partners with National Kidney Foundation (NKF) to uplift and offer employment opportunities to the elderly above 60 years of age, hiring their renal patients for light work. They also employ academically-challenged youth.

In 2020, Jacinta founded Wickeg Coffee and redefined cold brew coffee into a “Pocket Sized Nitro Cold Brew Canister”.



**Elijah Wee**  
*Assistant Professor of Management |  
Foster School of Business, University of Washington*

Elijah's research interests include power and social hierarchies, creativity and innovation, and inclusiveness in organisations. He has published in top-tier management journals, including Academy of Management Journal and Journal of Applied Psychology.

He also received numerous major recognitions for his research, including Williams A. Owens Scholarly Achievement Award (2019) and S. Rains Wallace Dissertation Award (2018) from the Society for Industrial and Organizational Psychology, Best Paper Award with Practical Implications (2017) and Best Paper Award (2016) from the Academy of Management. He is also nominated as the 2020 Faculty of the Year – Management and Organization Department, in recognition of his teaching excellence.

He received his B.S degree (First Class Honors) from National University of Singapore and his doctoral degree from University of Maryland.

# PANEL MODERATOR AND HOST



***Yvonne Chan***

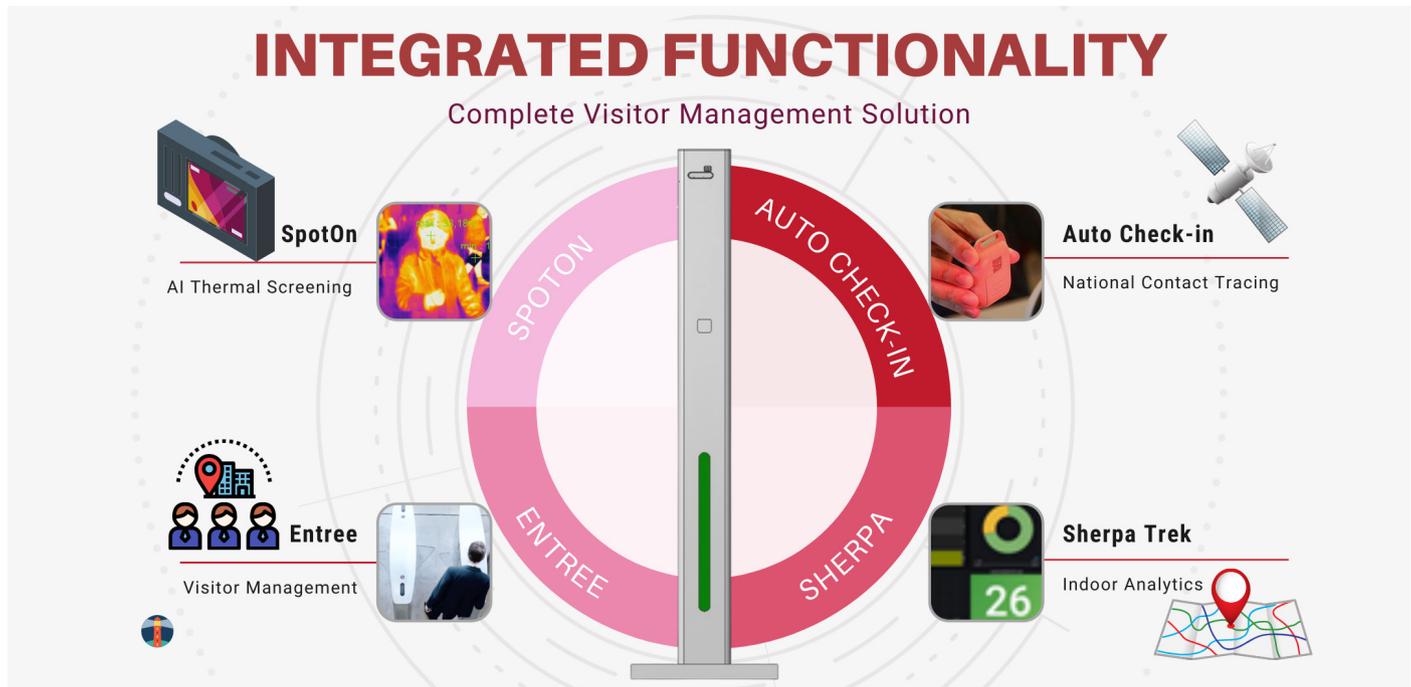
*Presenter | Former CNA News Anchor*

With close to two decades of hosting and moderating experience under her belt, Yvonne brings a certain finesse to every event and panel she is part of. She is a natural on stage, able to engage the audience from the get-go. She is also well-equipped to facilitate panel discussions on a wide variety of topics with professionalism and depth.

As a seasoned host and moderator, Yvonne knows each event audience and subject-matter well and is always well-prepared; delivering 100% every single time. She is bilingual and able to host in both English and Mandarin.

The ex-CNA anchor hosted the popular breakfast show, First Look Asia, and was the anchor for both day news and business news bulletins on CNA. Yvonne has also lent her broadcast-trained voice to several documentaries and productions over the last decade. With her many years of experience, Yvonne has accrued a wealth of information and useful tips for presenting oneself effectively on camera and speaking confidently in public. She is highly sought after for her practical advice and customisable media training sessions.

# SPOTON INCLUSIVE AND LITEHAUS



Borne of a partnership between Extra•Ordinary People and Embrio Enterprises Pte Ltd, SpotOn Inclusive and Litehaus were developed to drive seamless, safe and secure entry amidst COVID-19 and are assembled by persons with special needs and low-income persons.

Designed to shorten screening and admission time in high-traffic facilities such as malls and MICE venues, Litehaus is a visitor management system which incorporates SpotOn Inclusive, a contactless thermal visual scanner powered by GovTech's SPOTON Software and is a Singapore-registered Class A medical device.

The solution is easy to set up and features seamless check-in functions, with advanced models allowing for real-time analytics, capacity management and contact tracing. It can also be programmed to allow event check-ins, payment and guest registration.

Scan here for more information or to place an order for SpotOn Inclusive and/or Litehaus:



ORGANISED BY

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EVENT PARTNER



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