



SPECIAL FEATURE

OICTODAY

Business &
Investment
Magazine

READERS OF TODAY LEADERS OF TOMORROW

www.oictoday.biz

- OIC TODAY is a specialised business and investment magazine that was officially launched during the 10th Session of the Islamic Summit Conference held in Putrajaya in October 2003.

- The magazine acts as an information provider and communication link between businesses from various industries around the Muslim world.

- It further allows for investment opportunities and collaboration between businesses in OIC member countries and the rest of the world.

READERSHIP PROFILE

OIC TODAY is read by Cabinet Ministers, Ambassadors and Trade Counsellors, CEOs and Managing Directors, Exporters and Importers, Researchers and Economists in Malaysia and other parts of the Muslim world.



VISION

- To emerge as the trusted platform that individuals and organisations from around the world rely on to get timely updates about business operations and investment opportunities in the 57 OIC member countries.

MISSION

- We work as part of a large network of business leaders, senior government officials, industry analysts, rising entrepreneurs and experienced academicians.
- Our aim to disseminate authentic information about the status of the Islamic economy and the progress of its main components in various sectors.
- Our team of professionals adheres to the highest standards of service quality and ethical practices to inspire our readers and enhance their experience.

CIRCULATION

Every month, 3000 complimentary copies of OIC TODAY are sent to ministerial offices, embassies of OIC countries in Malaysia, government-linked companies, Islamic chambers of commerce, vice-chancellors of public and private universities. OIC TODAY news is also viewed by thousands of people who visit the magazine's official website every week. The magazine also has active accounts on the main social media platforms: Facebook, Twitter, Instagram and Youtube.

SPECIAL FEATURE

- Together with the monthly issue, a special pull-out of OIC TODAY is published. It presents an **exclusive coverage** of impressive progress made by a particular leader, organisation or country.
- The special feature consists of 12 pages that, cover-to-cover, highlights **significant milestones** in their journey towards success and how they overcome challenges.
- The main component of this special publication is usually an **interview** with the key person in the entity being featured to get first-hand knowledge about **past, current** and **future** activities.
- The special feature is circulated alongside the printed copy of OIC TODAY magazine and on its official **website** in the form a downloadable **e-book**.
- An exclusive **video presentation** of the content is produced by OIC TODAY team and posted on the magazine's social media platforms.



OBJECTIVES

- The Special Feature of OIC TODAY magazine spotlights growing economies, successful organisations or accomplished business leaders from around the Muslim world.
- It serves to promote their best practices to a wider range of audiences, which in turns brings about benefits to enhance current and future growth.
- Also, the Special Feature is a tool to inspire individuals, organisations and governments to follow the examples being featured and learn from their stories.
- Overall, the Special Feature represents a concentrated exclusive publication that contributes to the efforts aiming at strengthening intra-OIC trade activities.



GATEWAY TO ISLAMIC ECONOMICS

OIC TODAY Business & Investment Magazine
READERS OF TODAY
LEADERS OF TOMORROW

HONOURING

As part of its mission, OIC TODAY honours the achievements made by successful individuals and organisations from around the Muslim world, whose feat in growing the Islamic economy inspires the youth to take the lead in the future.



JEWELS OF THE MUSLIM WORLD AWARD

Presented every year during a special ceremony held in conjunction with the annual event 'The Muslim World Business and Investment Zone'. The Award acknowledges the wonderful work done by great leaders from around the Muslim world. Their success acts as a source of inspiration to the youths, who will soon take the lead to grow the global Islamic economy.

THE MUSLIM WORLD RANIA AWARD

In recognition of the amazing efforts by great women leaders and to appreciate their feat in all sections of our life, The Muslim World Rania Award is presented during a special ceremony that takes place in conjunction with the annual international trade event, the Muslim World Biz.



THE MUSLIM WORLD ENTREPRENEUR DEVELOPMENT AWARD

The first ceremony was held in Langkawi Island, Malaysia, in November 2018. Held at a prestigious resort in the marvelous Langkawi Island, the award ceremony was attended by government officials, heads of diplomatic missions in Malaysia, renowned investors and business leaders in addition to esteemed media representatives.



READERSHIP BEHAVIOUR

- OIC TODAY is mainly read at office (85%)
- The average time spent reading OIC TODAY is 45 minutes
- 85% keep their copy for themselves while 15% shared their copy with up to 6 others

PARTNERSHIP

OIC TODAY has been the official media partner for over 100 international trade expositions and conferences.

Malaysia Technology Expo
India International Halal Expo
Plantation Management
Café Malaysia
Cities 4.0
Food & Hotel Malaysia
Global Blockchain Halal Industry Forum
IFN Asia Forum
Banking Innovation and Transformation Summit
International Greentech & Eco-products Exhibition & Conference
International Printing, Paper, Packaging Machinery Exhibition
Lab Asia
Langkawi International Maritime and Aerospace Exhibition
Malaysia International Food & Beverage Trade Fair
Malaysia International Packaging & Labelling, Food Processing Machinery & Equipment Exhibition
Oil and Gas Asia Exhibition
Selangor International Business Summit
Superfood Asia
Ecobuild Southeast Asia
Global Islamic Fintech Summit
Glasstech Asia
International Financial Expo & Kuala Lumpur Investment (IFINEXPOKL)
IFN Asia Forum
IFN Investors Forum
International Greentech & Eco Products Exhibition & Conference Malaysia
Malaysian International Food & Beverage Trade Fair
Malaysian International Furniture Fair (MIFF)
Malaysia International Halal Showcase (MIHAS)
Malaysia International Marine Expo (MIMEX)
India Trade Expo
International Franchise Exhibition
Smart Business Expo
GTDW Halal Manufacturing & Logistics Summit & Exhibition
UAE – Malaysia Business Forum
UAE – Singapore Business Forum
World Halal Conference



GATEWAY TO ISLAMIC ECONOMICS

FEATURED COMPANY

SPECIAL FEATURE OIC TODAY Business & Investment Magazine READERS OF TODAY LEADERS OF TOMORROW



OIC TODAY WEBSITE
IS VIEWED BY LEADERS FROM
57 OIC COUTRIES



OIC TODAY Business & Investment Magazine
EXCLUSIVE HARDCOPIES

Prime Minister's,
Ministers's &
Deputy Ministers's Offices



Government-linked
Companies (GLC)



Embassies of
OIC Countries



Vice-chancellors
of Public and
Private Universities



100 Copies for Clientelle

100
Copies

Islamic Chambers
of Commerce



OIC STATISTICS

- OIC Ten Year Program of Action to increase intra-OIC trade to 25% by 2025.
- Halal product market expected to reach 2.6 trillion by 2024.
- Islamic banking assets amounted USD 1.76 trillion worldwide in 2018.
- Malaysia tops OIC lists of performance excellence in many sectors.
- Non-Islamic countries show increases interests in Islamic economy.

OICTODAY

Business &
Investment
Magazine

READERS OF TODAY
LEADERS OF TOMORROW



T : 603 2681 0037

E-mail : info@oictoday.biz

FB : @OICTODAYmagazine

www.oicinternational.biz