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Ruj. Kami: SHS/SMA – 11/01-03

23 November 2021

YBhg Dr Raudlotul Firdaus Bt Fatah Yasin
Deputy Director (SHAS Mosque) CENTRIS
Level 3, Rectory Building
International Islamic University Malaysia
Gombak Campus, Jalan Gombak
53100 Kuala Lumpur

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

“Dengan penuh ikhlas saya memanjatkan doa ke hadrat Allah swt agar YBhg Dr sekeluarga sentiasa dikurniakan kesihatan yang baik dan dilindungi Allah swt”.

YBhg Dr Raudlotul,

INVITATION TO BE A SPEAKER AT THE 1st INTERNATIONAL ISLAMIC AGED CARE CONFERENCE (IIACC) KUALA LUMPUR 2022

We are extremely pleased to inform YBhg Dr Raudlotul that we will be organizing Malaysia’s FIRST International Islamic Aged Care Conference in 2022.

This conference is very important to address Malaysia and the region's rapidly ageing population. In 2020, there were 727,000,000 persons above the age of 65 globally and over the next three decades the number of older persons worldwide is projected to double reaching 1.6 billion.

In Malaysia, 7% of its population (2.2 million) are over the age of 65 and will increase to 14% (5.5 million) in 2044. This rapid change to the ageing demographics poses great challenges not only to Malaysia but the region.

Seterra Healthcare Services Sdn Bhd (Seterra) is a Social Enterprise that has embarked on a journey to transform the Islamic Aged Care in Malaysia by introducing new standards of care, with emphasis on Islamic caregiving modules coupled with new technology to meet this growing need. Beginning with our first-of-its-kind flagship Aged Care Facility in an upscale neighbourhood in Kuala Lumpur, Seterra plans to develop and operate 11 other facilities throughout the country by 2040.

Our proprietary approach is by Giving the Highest Care with emphasis on Spiritual Remedy and Medical Care as prescribed by the Quran and the Sunnah.

In order to meet the ‘Silver Tsunami’ and as a catalyst to spearhead the Islamic Aged Care transformation, Seterra has taken the responsibility to engage and bring various stakeholders from around the world, the Malaysian Government and Industry together to seek common solutions, and to spur the Islamic aged care industry to meet its future demands.

It is with this objective in mind that Seterra has undertaken the responsibility to organize the first **International Islamic Aged Care Conference (IIACC)** to be held at the Kuala Lumpur Convention Centre next year on 22 February 2022 .

Details of the Conference are as follows;

Day/date: Tuesday, 22 February 2022
Time: 8.30am to 6.00pm
Venue: Kuala Lumpur Convention Centre
No of Delegates: 500 in-person; 300 virtual
Theme: Transforming Islamic Aged Care

For your information, Pusrawi International College of Medical Sciences (PICOMS) will be our Strategic Partner together with the Malaysian Research Institute on Ageing (MyAgeing) UPM in this Conference of national importance.

We are pleased and humbled to invite your learned self as a speaker at the IIACC 2022 Kuala Lumpur on the topic of ‘Benchmarking Standards of Future Islamic Aged Care Homes’ for the benefit of the Muslim Ummah.

We enclose herewith our tentative conference programme for your information.

It is Seterra’s long term goal to build these purpose-built facilities for Muslim aged care folks from all strata of the population and it is our hope that we can fund their stay until they go on their ‘final journey’ in peace and contentment.

However, this is a challenge that we must take into our responsibility as fard a-kifayah (collective obligation).

With your generous support, we hope to make a difference and pray Allah SWT rewards your generosity with his gracious blessings.

“And We have commanded people to ‘honour’ their parents. Their mothers bore them through hardship upon hardship, and their weaning takes two years. So be grateful to Me and your parents. To Me is the final return.”

Al Qur’an

Surah Luqman 31:14

We look forward to a positive reply from you as soon as possible and welcoming your learned self to the inaugural IIACC 2022.

Yours sincerely,

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YM Raja Dhiyauddin Raja Amir
Director
Seterra Group of Companies