



MEDIA RELEASE

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SMIDEX 2017 GENERATES RM557 MILLION POTENTIAL SALES

KUALA LUMPUR, 17 November – The SME Annual Showcase 2017 has successfully generated sales negotiation worth RM555 million throughout the 3-day of action-pact business and trade proceedings, the highest ever recorded since its inception in 1997. A total of 109 SMEs and 38 anchor companies and MNCs had taken part in 377 business matching sessions. Renowned organisations such as TM, Northport, Tesco, Mydin, Celcom, Digi, Maybank, MRCB, Malakoff, MRT Corp and many other MNCs also participated in the business matching sessions. This event was organised by SME Corp. Malaysia, an agency under the Ministry of International Trade and Industry (MITI) held from 15-17 November 2017.

The SME Annual Showcase or better known as SMIDEX 2017 was graced by YAB Dato' Sri Mohd Najib Tun Abdul Razak, Prime Minister of Malaysia yesterday, in a casual Townhall Session with SMEs organized at the Malaysia International Trade & Exhibition Centre (MITEC). Marking its 20th year, the Showcase provided a platform for local SMEs to exhibit their products and services for the global market as well as an avenue for SMEs to demonstrate their competitiveness and readiness to enter into strategic cooperation agreements and alliances for regional and global business expansion.

With over 11,000 trade visitors and more than 300 exhibition booths, SMIDEX 2017 provided a unique opportunity for SMEs to display their ability to match their products, services and technologies to the fast-changing demands of the evolving national, regional and global markets. Concurrently, new business opportunities and technologies were also made available for companies under one roof. This year, SME Corp. Malaysia introduced the Megatrend pavilion and featured some of their Tunas Usahawan Belia Bumiputera Alumni (TUBERs) as part of the showcase that should not be missed. Activities such as pocket talks, product demonstrations and

business matching sessions were also the highlights and activities that were arranged for all visitors and SMEs.

SME Conference 2017 that was held in conjunction of SMIDEX 2017 this year also managed to catch the public's attention as it gathers more than 500 participants to be inspired by outstanding line ups of speakers including YBhg. Dato' Ameer Ali Mydin, Vivy Yusof & Fadza Anuar of FashionValet and YBhg. Dato' Mohd Shukri Salleh of Pos Malaysia. The highlight for the 2-day conference is the Royal Luncheon Talk by DYTM Tunku Mahkota Johor who shared some inspiring tips with the participants. A Fireplace Chat featuring YB Dato' Sri Mustapa Mohamed, MITI Minister and YB Khairy Jamaluddin, Minister of Youth and Sports took place where both ministers shared their hopes and aspirations on Malaysian youths. The 2 days powerpack session were attended by corporate leaders, business owners, representatives from Ministries and Agencies, international delegations, university students and many more.

The event are concluded with the Enterprise 50 Award Dinner 2017, a Gala Dinner to celebrate Malaysia's enterprising spirit and recognizing the best companies in Malaysia. During the dinner Harta Maintenance Sdn Bhd was announced as the number one winner for the Enterprise 50 Award 2017 while Builtech Project Management as the 1st runner up and Respack Manufacturing Sdn Bhd as the 2nd runner up. In addition, Madam Yo Bee Keow, Managing Director of the Ever Delicious Food Industries Sdn Bhd was announced as the E50 Women Entrepreneur Award 2017 for her excellence and outstanding performance in managing her F&B business. SMIDEX 2017 was supported by SME Bank and MIDF as the main sponsors, TM as exclusive Telecommunication Partner, Grab as the Official Transportation Partner and CIMB as the SME Conference 2017 Partner while RHB, Da Vinci, Daiohs, CGC, Bank Islam, ABX Express, MRCB Quill Reit, Exim Bank, Johor Corporation and Huawei as sponsors.

The Enterprise 50 Award Dinner 2017 was attended by YB Datuk Haji Ahmad Haji Maslan, Deputy Minister of International Trade and Industry (MITI), YBhg. Tan Sri Ir. (Dr) Mohamed Al Amin Haji Abdul Majid, Chairman of SME Corp. Malaysia, YBhg. Datuk (Dr) Hafsa Hashim, Chief Executive Officer of SME Corp. Malaysia, SME

Corp. Malaysia's Board Members and representatives from Ministries, agencies, association and the industry players.

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About SME Corp. Malaysia

SME Corp. Malaysia is a Central Coordinating Agency that formulates overall policies and strategies for SMEs and coordinates the implementation of SME Development Programmes across all related Ministries and Agencies. It acts as the central point of reference for research and data dissemination on SMEs, as well as, provides advisory services for SMEs in Malaysia. SME Corp. Malaysia also assumes the role of the Secretariat to the National SME Development Council (NSDC) which is chaired by YAB Prime Minister of Malaysia.