



## **FOR IMMEDIATE RELEASE**

### **SME Corp. Malaysia Clinched The BrandLaureate Bumiputera BestBrands Awards 2017-2018 - Strategic Business Partner Award**

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KUALA LUMPUR, 4 May 2018 –SME Corp. Malaysia has been awarded The BrandLaureate Bumiputera BestBrand Awards 2017-2018 – Strategic Business Partner Award. This award recognizes organisations and agencies that have played a pivotal role in assisting Bumiputera brands to be strong and successful.

Initiated by the Asia Pacific Brands Foundation, the world's only brands and branding foundation, the Strategic Business Partner Award was held in conjunction with The BrandLaureate Bumiputera BestBrands Award 2017-2018 which was held on 4 May at the Majestic Hotel, Kuala Lumpur. The theme for The BrandLaureate Bumiputera BestBrand Awards 2017-2018 was Soaring to Greatness, The Pride of Bumiputera Brands, The Pride of the Nation.

SME Corp. Malaysia is the central coordinating agency for overall SME development in Malaysia. It provides various assistance programmes for SMEs and entrepreneurs including Bumiputera; which include among others Bumiputera Enterprise Enhancement Programme (BEEP), Galakan Eksport Bumiputera (GEB), Local to Global Corporation Ascend 800 (LGC 800) and Tunas Usahawan Belia Bumiputera (TUBE).

Recently, at Himpunan Usahawan Bumiputera (HUB) organised by SME Corp. Malaysia in March at Axiata Arena Bukit Jalil, YAB Prime Minister has announced 11 new and additional incentives totalling RM2.9 billion for Bumiputera SMEs. These include the Listing Incentives for SME (LIVE) to assist potential Bumiputera SMEs to be listed on the Leading Entrepreneur Accelerator Platform (LEAP) Market, WIRA eDagang DFTZ and the SpeedMEup incentive for start-ups to be implemented by SME Corp. Malaysia.

The award was received by Mr. Rizal Nainy, Deputy CEO of SME Corp. Malaysia.

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PERBADANAN PERUSAHAAN KECIL DAN SEDERHANA MALAYSIA

(SME CORP. MALAYSIA)

Level 6, SME 1, Block B, Platinum Sentral  
Jalan Stesen Sentral 2, Kuala Lumpur Sentral  
50470 Kuala Lumpur, Malaysia

Tel: 603-2775 6000

Fax: 603-2775 6001

<http://www.smecorp.gov.my>

E-mail: [info@smecorp.gov.my](mailto:info@smecorp.gov.my)

### **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.