

**TENTATIVE COURSE SCHEDULE
THIRD COUNTRY TRAINING PROGRAMME (TCTP):
SME DEVELOPMENT FOR AFRICAN COUNTRIES 2023**

**11 – 19 September 2023
Kuala Lumpur, Malaysia**

4 September 2023 (Wednesday)

Link: TBC

2.30 pm (TBC) Pre-Briefing on TCTP 2023 with participants

9 & 10 September 2023 (Saturday & Sunday)

Participants arrive in Kuala Lumpur

11 September 2023 (Monday) – Day 1

Venue: TBC

9.00 am	Registration of Participants
9.30 am	Kick-off Briefing by SME Corp. Malaysia
10.00 am	Briefing by JICA Office
10.20 am	The Role & Functions of SME Corp. Malaysia by SME Corp. Malaysia
12.00 pm	Lunch
2.00 pm	Country Presentation by Participants - 15 Minutes per country (10 Mins presentation + 5 Mins Q&A)
3.15 pm	Break
4:00 pm	Country Presentation (resume)
5.00 pm	Adjournment
8.00 pm	Welcoming Dinner

12 September 2023 (Tuesday) – Day 2

Venue: Malaysian International Trade Exhibition Centre (MITEC)

8.00 am Breakfast

9.30 am **Depart to MITEC**

10.00 am Visit to Malaysia International Halal Showcase (MIHAS)
Agenda MIHAS

12:30 pm Lunch (on their own)

3:00 pm **Depart to SME Corp. Malaysia**

3:30 pm Visit to SME Hub @ SME Corp. Malaysia

4.30 pm **Depart for Hotel Kuala Lumpur & Adjournment**

13 September 2023 (Wednesday) – Day 3

Venue: TBC

Policy, Framework, and Strategic Initiatives to Empower Malaysian SMEs

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| 8.45 am | 'Selamat Pagi Malaysia'/ Good Morning Malaysia |
| 9.00 am | Empowering Entrepreneurship through Inclusive Policy by
Ministry of Entrepreneur and Cooperatives Development (MECD) |
| 10.00 am | Promotion of Trade and Investment by
Ministry of International Trade and Industry (MITI) |
| 11.00 am | Break |
| 11.30 am | Strengthening Investment Landscape: A Strategy towards Economic
Prosperity and Societal Well-being by
Malaysian Investment Development Authority (MIDA) |
| 12.30 pm | Lunch |
| 2.00 pm | Driving Profitability through Productivity by
Malaysia Productivity Corporation (MPC) |
| 3.00 pm | Break |
| 3.30 pm | Key Take Away & Evaluation for the Day |
| 4.00 pm | Adjournment |
| 8:00 pm | Dinner |

14 September 2023 (Thursday) – Day 4

Venue: TBC

Mainstreaming Market Access and Internationalisation of SMEs

- 8.45 am 'Selamat Pagi Malaysia'/ Good Morning Malaysia
- 9.00 am Enhancing Market Access for Malaysian Traditional Craft by Kraftangan Malaysia
- 10.00 am Gaining Market Access and Opportunities for SMEs & Paving the Way for SME Exports, Malaysia External Trade Development Corporation by (MATRADE)
- 11.00 am Break
- 11.15 am Facilitating SMEs' Access to Markets via Quality Products & Services by Standard and Industrial Research Institute of Malaysia (SIRIM)
- 12.15 pm Developing Marketing Strategies for Agricultural Products by Federation Agriculture Marketing Authority (FAMA)
- 1.15 pm Lunch
- 2.30 pm Unlocking SMEs' Potential in Franchise Industry by Perbadanan Nasional Berhad (PNS)
- 3.30 pm Propelling SMEs in the Digital World & Promotion of E-Commerce by Malaysia Digital Economy Corporation (MDEC)
- 4.30 pm Break
- 4.45 pm Key Take Away Points & Evaluation for the Day
- 5.00 pm Adjournment
- 8:00 pm Dinner

15 September 2023 (Friday) – Day 5

Venue: TBC

The Role of Finance in Improving the Growth of SMEs

- 8.30 am 'Selamat Pagi Malaysia'/ Good Morning Malaysia
- 8.45 am Conducive Financing Landscape for SMEs by Central Bank of Malaysia (BNM)
- 9.30 am Diversifying Financing Solutions through Alternative Financing by Securities Commission (SC)
- 10.15 am Break
- 10.30 am Fulfilling Financial Needs of SMEs by SME Bank
- 11.15 am The Role of Agrobank in Meeting Specific Financial Needs of SMEs in Agriculture Sector by Agrobank
- 12.00 pm Lunch & Friday Prayer
- 2.30 pm Supporting SME's Expansion through Guarantee Schemes by Credit Guarantee Corporation (CGC)
- 3.15 pm Microfinancing Scheme: A Tool for Extending Lifeline for Entrepreneurs by Tabung Ekonomi Kumpulan Usaha Niaga (TEKUN)
- 4.00 pm Break
- 4.15 pm Enhancing Socio-Economic Ecosystem through Micro Financing by Amanah Ikhtiar Malaysia (AIM)
- 5.00 pm Key Take Away Points & Evaluation for the Day
- 5.30 pm Adjournment
- 8:00 pm Dinner

16 September 2023 (Saturday) – Day 6

8.30 am **Depart for Field Visit I**
9.30 am Kraftangan Malaysia
10.30 am **Depart for Field Visit II**
11.30 am Visit to Petronas Twin Tower
12.30 pm **Depart for Field Visit III**
1.00 pm Lunch
2.00 pm Visit to Royal Selangor Visitor Centre
4.00 pm Return to Hotel & Adjournment
8:00 pm Dinner

17 September 2023 (Sunday) – Day 7

Preparation of Plan of Action / Free and easy

18 September 2023 (Monday) – Day 8

- 8.00 am **Depart for Field Visit I**
- 9.00 am Visit to Boom Grow
- 10.15 am **Depart for Field Visit II (45 mins)**
- 11.00 am Visit to Malaysian Research Accelerator for Technology & Innovation (MRANTI)
- 12.15 pm **Depart for Lunch (30 mins)**
- 12:45 pm Lunch @ De.Wan Restaurant, Bangi
- 2.00 pm **Depart for Field Visit III (30 mins)**
- 2.30 pm Visit Malaysian Palm Oil Board (MPOB)
- 3.45 pm **Depart for Field Visit IV (30 mins)**
- 4.15 pm Visit to Aerodyne Group
- 5.30 pm Depart for Dinner
- 6:00 pm Dinner in Putrajaya
- 9:00 pm Depart for Hotel

19 September 2023 (Tuesday) – Day 9

Venue: TBC

- 8.30 am 'Selamat Pagi Malaysia'/ Good Morning Malaysia
- 9.00 am Japanese SME Expert: Japanese Experience in Internationalisation of SMEs @ JICA Office
- 10:30 am Plan of Action (PoA) Presentation by Country:
PoA Presentations by participant (8 Mins presentation & 2 Mins Q&A) – 5 pax
- 11.30 am Break (15 mins)
- 11:45 am Plan of Action (PoA) Presentation by Country (resume) 5 pax
- 1.00 pm Lunch
- 2.00 pm Feedback on PoA Presentations
- 3.00 pm Wrap-up & Adjournment
- 8.00 pm Dinner & Closing Ceremony @ TBC

20 September 2023 (Wednesday) – Day 10

Participants depart for Home Country

Note: The itinerary of the program is subject to changes at the discretion of the Secretariat.