



FOR IMMEDIATE RELEASE

Top Entrepreneurs of National Mark of Malaysian Brand Taken Back to Nature

Pahang, 8 August 2014 – A total of over 100 participants that include the past recipients of the National Mark of Malaysian Brand and Enterprise 50 (E50) winners as well as representatives from hypermarkets, MNCs and large companies such as AEON, The Store Corporation, MRT Corp, MyOutlets, Sime Darby and Panasonic attended the Networking Session for the National Mark of Malaysian Brand Recipients and Related Agencies 2014 at Tanarimba, Janda Baik, Pahang today.

The National Mark of Malaysian Brand is an initiative under the SME Brand Development Programme by SME Corp. Malaysia in collaboration with SIRIM QAS to enhance visibility of Malaysian products and services in both local and international markets. Launched on 2 March 2009, the Mark depicts quality, excellence and distinction of Malaysian products and services.

This is the third annual networking session organised under the National Mark of Malaysian Brand programme. These sessions aim to provide an important platform for recipients to mingle and network with one another in order to share their experience and insights on brand building and transformation. The recipients also enjoyed the opportunity to build rapport with representatives from Government agencies and large corporations. With the rationale that Malaysia is a brand in itself that showcases biodiversity, the theme of the event was “Back to Nature”, which included an open forum that allowed feedback and candid discussion in a casual and relaxed environment.

The event was graced by the presence of YBhg. Datuk Ir. (Dr.) Mohamed Al Amin Hj Abdul Majid, Chairman of SME Corp. Malaysia and YBhg. Dato’ Hafsah Hashim, CEO of SME Corp. Malaysia and Mr. Parama Iswara Subramaniam, Senior General Manager SIRIM QAS International Sdn Bhd were among the guests who attended the networking session.

In his speech during the event, YBhg. Datuk Ir. (Dr.) Mohamed Al Amin mentioned that the session was a great outlet for SMEs to learn from each other about new-age marketing as well as to establish important connections. *“Networking is vital in getting good ideas off the ground and peer networks could help improve businesses by the exchange of experience, knowledge, advice and opportunities for partnerships and*

support, while simultaneously getting insights from experienced and successful entrepreneurs and corporate leaders. Furthermore, networking like today can create new bonds and alliances between well-established businesses with small businesses that share common interests,” he said.

The highlight of the day was a presentation by Ms. Kubi Springer, an international brand specialist who has experience working with large clients such as Nike, L’Oreal and Sony to name a few. Titled ‘What is a Brand?’, Ms. Springer gave tips and shared insights on new approach in branding and commercialising brands.

-End of release-

For more information please contact Ms. Intan Zanariah at 03-2775 6116 or email - izanariah@smecorp.gov.my , Ms. Sarahana Mohamad at 03-2775 6225 or email – sarahana@smecorp.gov.my.

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

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.