



Press Release

For Immediate Publication

THE ASEAN AGENDA CRITICAL TOWARDS 2020

The ASEAN SME Showcase and Conference 2015 will prove to be a strategic platform to forge profitable business linkages and partnerships

Kuala Lumpur, 26 May, 2015 - In conjunction with Malaysia's chairmanship of ASEAN 2015, the Ministry of International Trade and Industry (MITI) jointly with SME Corporation Malaysia (SME Corp. Malaysia) hosts the landmark event of 2015, the ASEAN SME Showcase and Conference (ASSC). Officiated by the Deputy Prime Minister of Malaysia, YAB Dato' Haji Tan Sri Muhyiddin Yassin today, the event is scheduled to be held from 26th to 28th May 2015 at the Kuala Lumpur Convention Centre. Representatives from large, sponsoring organisations such as Telekom Malaysia (TM), MoTouR, MyCEB and MIDF were also present at the opening ceremony.

Themed "One Business, One Community", ASSC 2015 has sought an overwhelming participation from over 100 ASEAN SMEs and 200 Malaysian SMEs, who will (over three days) facilitate meaningful exchange of trade information, establish synergies and bring to fruition more than 450 business matching meetings that have already been arranged.

“Recognising the importance of SMEs, the AEC Blueprint has a dedicated strategic approach on Equitable Economic Development of SMEs. This document is complemented by the ASEAN SME Strategic Action Plan (SME SAP), with the current plan focusing from 2010 - 2015. Moving forward, from 2016 - 2025, new strategic goals are being planned. These goals will focus more on innovation, technology and productivity. They will promote the development of entrepreneurs and SMEs that will provide higher value in the global supply chain”, said YAB Dato’ Sri Haji Tan Sri Muhyiddin Yassin, Deputy Prime Minister of Malaysia.

The 3-day event will include the ASEAN SME Showcase, ASEAN SME Conference and ASEAN Business XchanGE Platform, and is expected to draw more than 10,000 trade visitors. The Showcase comprises of 60% local and 40% regional as well as international exhibitors. These individual components are designed to provide real opportunities for SMEs for showcasing their best products and services, forging strategic business partnerships and initiating dialogue for ASEAN development solutions.

“ASEAN is currently one of the most dynamic and fastest-growing regions in the world. It is a known fact that with a sizeable population of 633 million, ASEAN offers a significant consumer market base with distinct needs and increasing purchasing power. ASSC 2015 is a gateway to tap the potential of ASEAN as a single market, with organic growth opportunities, especially for the SME Community”, said YB Dato’ Sri Mustapa Mohamed, Minister of International Trade and Industry.

In recognition of SMEs as the backbone of ASEAN economies, ASSC 2015 sets the foundation for regional cooperation, especially to help prepare the SMEs for the AEC, by way of regionalising SMEs in ASEAN for global reach.

“In promoting ASSC 2015, I met various state Ministers and high-influence positions from the ASEAN and if I were to highlight one common aspect – it would be their high-appetite for risks, growth, and development. ASSC 2015 was a much needed regional platform for them to demonstrate their capacity, capability and competitiveness for tapping the big ASEAN market potential. I am confident, beyond any doubt, that after three days from now, ASSC 2015 will generate tangible outcomes for every participating organisation, government institution, businesses and entrepreneurs”, concluded YBhg. Dato’ Hafsa Hashim, Chief Executive Officer, SME Corp. Malaysia.

SME Corp. Malaysia shared that the event will create vast investment opportunities across three days through face-to-face Business Matching Sessions, establishing linkages between SMEs in Malaysia and ASEAN Member States. According to the projections, the potential sales value targeted at ASSC2015 will be to the tune of RM400million as a result of the negotiations in priority sectors such as Aerospace; Automotive & Rail; Oil & Gas; Retail (Hypermarkets); Healthcare; Electrical & Engineering etc. Out of the 484 participants, some of the anchor companies included BAE Systems, Tesco, Bosch, Sime Darby, Procter & Gamble, and e-Bay amongst others.

ASSC 2015 witnesses the official launching of ASEAN Market Place, a portal designed specifically for ASEAN SMEs. The portal features a robust directory of ASEAN SMEs to catalyze strategic partnerships and foster business relationships within the ASEAN SME community.

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About ASEAN SME Showcase & Conference (ASSC) 2015

The ASEAN SME Showcase & Conference is a world-class intelligent, interactive platform for SMEs to showcase their products, services and technologies for the global market and seize global networking opportunities.

It is an unprecedented event for ASEAN Economic Community (AEC), in recognition of SMEs being the backbone of ASEAN economies, in 2015 which is the first year of the AEC, with the following objectives:-

- to lay the foundation of regional cooperation in developing SMEs for the AEC;
- to foster economic integration at the SME level as a goal of the AEC; and
- to regionalise SMEs in ASEAN, towards global reach

About SME Corporation Malaysia (SME Corp. Malaysia)

SMIDEC was established under the Small and Medium Enterprises Corporation Malaysia Act 1995 (Act 539) and was later rebranded as SME Corporation Malaysia on 2 October 2009. SME Corp. Malaysia assumes the task as the central coordinating agency to formulate overall policies and strategies for SMEs, and to coordinate programmes across

15 Ministries and 65 Agencies. SME Corp. Malaysia is the central point of reference for research and data dissemination on SMEs in Malaysia and positions itself as the single point of contact for all information and advisory services through its One Referral Centre (ORC), located at its premises in Platinum Sentral.

An agency under the Ministry of Trade and Industry (MITI), SME Corp. Malaysia assumes the role of the Secretariat to the National SME Development Council (NSDC), which is chaired by the Honourable Prime Minister of Malaysia. SME Corp. Malaysia has also been tasked to implement and drive the SME Masterplan 2012-2020, in horizontal collaboration with other Ministries and agencies to ensure that our SMEs - the building blocks of our nation's economic growth, are transformed, to better serve the nation.

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