



PRESS RELEASE

SME VENTURE@ASEAN 2025 OFFERS GREAT OPPORTUNITY FOR SMEs TO PENETRATE EXPORT MARKET

KUALA LUMPUR, 17 February 2025 – SME Venture@ASEAN 2025, to be organised by SME Corp. Malaysia, an agency under the Ministry of Entrepreneur and Cooperatives Development (KUSKOP), will take place from 16 to 18 October 2025 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur. It is set to be one of the key events for the Small and Medium Enterprises (SMEs) in conjunction with Malaysia’s Chairmanship of ASEAN this year. YB Datuk Ewon Benedick, Minister of Entrepreneur and Cooperatives Development, officiated the soft launch ceremony today. The event serves as a platform for our SMEs to showcase their capabilities as well as offers business matching sessions with SMEs and anchor companies from ASEAN, and ultimately the opportunity to seal export deals.

The event themed “Bringing ASEAN Closer to You”, is expected to attract over 10,000 visitors and bring together more than 300 local and international exhibitors, mainly from the ASEAN Member States and trade partners. During the three-day event, exhibitors will have the opportunity to showcase their most innovative products and services, targeting both the B2B and B2C segments. The B2B showcase aims to highlight export-ready SMEs in high impact sectors such as electrical and electronics, oil & gas, biotechnology, medical devices, aerospace, tourism, smart farming, as well as the Halal industries. Exhibitors will also have the opportunity to join the business matching sessions which is set to engage 30 anchor companies from ASEAN and trade partners.

Meanwhile, the B2C segment under the ASEAN Market Fair, seeks to be a crowd puller at the event, offering a wide variety of consumer products sourced locally and from ASEAN countries ranging from food & beverages, apparels, health and wellness products, cosmetics, handicrafts up to travel deals to set the momentum for Visit Malaysia Year 2026. The event will also be buzzing with other activities designed to support export endeavour by SMEs which include workshops on Free Trade Agreements (FTAs), a forum on Environmental, Social and Governance (ESG), pocket talks on export assistance, technology and digitalisation talks (Tech Spot), export fund pitching and product launch.

YB Datuk Ewon Benedick, during his opening remarks said, “SME Venture@ASEAN 2025 is more than just an event, it is a platform specially crafted with a plethora of activities to provide MSMEs with maximum opportunities to venture into the global market. To ensure the outcome of getting local SMEs to export to the ASEAN Market, 200 business matching sessions will be arranged. Aside from participation of ASEAN SMEs during the event, the Ministry, through SME Corp. Malaysia, is committed to bringing in anchor companies and buyers not only from the ASEAN member states, but also from Malaysia’s MoU partner countries such as Turkiye, Japan, Saudi Arabia, Oman, Georgia and Kazakhstan”.

Meanwhile, Mr. Rizal bin Dato’ Nainy, Chief Executive Officer of SME Corp. Malaysia in his welcoming remarks emphasised on internationalisation aspect, “SMEs must not only focus on reaffirming their position in the domestic front to safeguard their prospects in a more liberalised economic landscape, but at the same time, must be equally willing to seek out new business opportunities abroad. They must benchmark themselves against international competitors and be willing to embrace best practices and equip themselves with the necessary skills and technical expertise.”

During the soft launch ceremony, YB Datuk Ewon Benedick also witnessed the exchange of the Memorandum of Agreement (MoA) between SME Corp. Malaysia and Selangor State Development Corporation (PKNS) on the Export Accelerator Programme (EAP). The EAP initiative is designed to empower MSMEs with the knowledge and skills needed to penetrate and succeed in international markets, particularly in Japan.

Also present during the soft launch ceremony of SME Venture@ASEAN 2025 were YBhg. Datuk Haji Zamri Bin Salleh, Deputy Secretary General (Entrepreneur Development) of KUSKOP, Madam Noor Afifah Binti Abdul Razak, Deputy Secretary General (Policy and Monitoring) of KUSKOP and Mr. Rizal bin Dato’ Nainy, Chief Executive Officer of SME Corp. Malaysia.

Do not miss this amazing opportunity. Mark your calendar and join one of the most remarkable events of the year – the SME Venture@ASEAN 2025. To register or for further information about the event, please visit www.smecorp.gov.my.

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About SME Corp. Malaysia

SME Corporation Malaysia (SME Corp. Malaysia) is the central coordinating agency (CCA) under the Ministry of Entrepreneur and Cooperatives Development (MECD) that coordinates the implementation of development programmes for micro, small and medium enterprises (MSMEs) across all related Ministries and agencies. It acts as the central point of reference for research and data dissemination on MSMEs, as well as provides business advisory services for MSMEs throughout the country.

Beginning on 2 May 1996, SME Corp. Malaysia was formerly known as the Small and Medium Industry Development Corporation (SMIDEC), which aims to develop the small and medium industries that are capable and resilient to be able to compete in the global market. In 2007, SMIDEC was mandated by the National SME Development Council chaired by the YAB Prime Minister to formulate comprehensive policies and strategies for SMEs and drive SME programmes across Ministries and Agencies. Accordingly, SMIDEC has been officially rebranded as SME Corp. Malaysia on 2 October 2009.

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