

SME: GLOBAL CHAMPIONS

MALAYSIA-INDIA SME FORUM
23 SEPTEMBER 2013, MANDARIN ORIENTAL HOTEL

BUSINESS MATCHING
24 SEPTEMBER 2013, SME CORP
KUALA LUMPUR, MALAYSIA

CO-ORGANISERS:



CONSORTIUM OF
INDIAN INDUSTRIES
IN MALAYSIA



IN COLLABORATION WITH:



SUPPORTED BY:



FORUM SPEAKERS



**DATO' HAFSAH HASHIM, CHIEF EXECUTIVE OFFICER
OF SME CORPORATION MALAYSIA**
KEYNOTE ADDRESS
"OVERVIEW OF SME SECTOR IN MALAYSIA"

Dato' Hafsa Hashim is currently the Chief Executive Officer of the SME Corporation Malaysia (SME Corp. Malaysia). She has vast experience in public sector administration and has served in several ministries including Ministry of International Trade and Industry (MITI), Ministry of Agriculture and Ministry of Primary Industries. Her passion for the development of companies in Malaysia particularly the SMEs have prompted her to also be appointed as members of various organisation, working group and development council. Her leadership in SME development has also been recognised internationally among APEC and ASEAN countries.

Under her leadership, SME Corp. Malaysia has formulated the SME Masterplan that charts the direction of SME development until 2020.



MR. AJAY SAHAI, DIRECTOR GENERAL & CEO, FIEO
PRESENTATION 1 (INDIA)
**"OVERVIEW OF SME SECTOR OF INDIA AND ITS
STRENGTH PERTAINING TO FOCUSED SECTORS
INCLUDING POLICY ADVANTAGE AND CASE STUDIES"**

He is the Director General & CEO of the Federation of Indian Export Organisations (FIEO), jointly set up by the Ministry of Commerce, Government of India and private trade and industry in the year 1965, for promoting India's exports. Shri Sahai was earlier Joint DGFT in the Policy Division of the Directorate General of Foreign Trade where he played a key role in the formulation of the Foreign Trade Policy from 1996 to 2003. He was member of the High level task force of Government of India on Exim Policy.



**MR. AMIT GOYAL, MANAGING DIRECTOR, SARJU
INTERNATIONAL LTD.**
PRESENTATION 2 (INDIA)
**"INDIA - MALAYSIA CETA : BILATERAL TRADE
OPPORTUNITIES AND THE WAY FORWARD FOR BOTH
COUNTRIES"**

He is the Vice President and Regional Chairman of Federation of Indian Export Organisation (FIEO). He is also the President of Confederation of Indian Apparel Exporters, Former Chairman of the Export Facilitation Centre (FIEO - WR), Member of the Executive Committee of AEPC, Managing committee member to FIEO, Leader of the Young Entrepreneurs Forum (AEPC) and Former Chairman of Apparel Resource Development Committee (ARDC) AEPC. He was one of the architects of resolving the 80 HHC issue (drawback). He is presently involved in the Service tax issue on commissions.



MR. MOHD FADZIL A. RASHID,
MANAGING DIRECTOR, EXTRA-BUILT (M) SDN BHD
GLOBAL CHAMPION | ELECTRICAL (LED)

He graduated in Mechanical Engineering from University Technology Mara (UiTM) and is the Director of Extra-Built (M) Sdn Bhd. He has been in the lighting field with about 30 years experience focusing on manufacturing, R&D and lighting design applications. He also supports local M&E consultants in Designing and is a technical advisor on lighting applications to government agencies, GLCs and private sectors as and when needed. He is also a Chairman of Malaysia Led Consortium (MLC) under the guidance of SME Corporation.



MR. FAYAZ AHMAD, MANAGING DIRECTOR,
HORESTCO INDUSTRIES (M) SDN BHD
GLOBAL CHAMPION 2 | FURNITURE & DESIGN

He hails from North India. He obtained his MBA from University of Nottingham Trent, UK and is the corporate sales manager of Horestco Industries, producing and supplying furniture to Hotels, resorts, restaurants and commercial places.



**MR. GOVIND OZA, DIRECTOR, BUSINESS
DEVELOPMENT, PARI**
**GLOBAL CHAMPION 3 | MANUFACTURING -
PROCESS INNOVATIONS AND ROBOTICS**

He graduated with honors in Electronics & Telecommunication from Engineering College of PVPIT, Sangli in 1993 and is Director of Precision Automation & Robotics India Ltd. (PARI). PARI is the largest automation & robotics system provider in the Indian sub-continental. Since joining PARI in 1995, he has got hands on experience automation & robotics application in various areas of systems engineering, systems software, systems executions and Systems Sales & Marketing.



**COL. JITENDRA GOKHALE, LOCATION & BUSINESS
HEAD, PERSISTENT SYSTEMS LTD, MALAYSIA**
**GLOBAL CHAMPION 3 | MANUFACTURING -
PROCESS INNOVATIONS AND ROBOTICS**

Colonel Jitendra Gokhale is the Location and Business Head of Persistent Systems Limited (PSL) Malaysia, a company that he joined in Jul 2003. Jitendra has more than 30 years in the field of Telecommunication and in his previous assignments at Persistent; formed the Messaging Competency Centre and Headed the E-mail and Messaging Vertical. He also spearheaded the Information Security initiative at PSL. He has keen interest in the areas of Data Mining in general and Email mining in particular. Jitendra is a Professional Member of the Association for Computing Machinery (ACM) for the past several years.



MR. VINNIE MEHTA, EXECUTIVE DIRECTOR,
**AUTOMOTIVE COMPONENT MANUFACTURERS
ASSOCIATION OF INDIA (ACMA)**
GLOBAL CHAMPION 4 | MANUFACTURING / AUTOMOTIVE

He is an Electrical Engineer from IIT-BHU, an MBA from FMS, University of Delhi and a Masters in International Trade from the Indian Institute of Foreign Trade (IIFT). He has been actively involved in promotion, growth and development of the auto component industry in India. Prior to joining ACMA, he headed the Manufacturers' Association for Information Technology (MAIT), the apex body of the IT hardware Industry in India.

PROGRAMME

DAY 1 : MONDAY, SEPTEMBER 23, 2013 MALAYSIA-INDIA SME FORUM

0100pm - 0200pm	Registration & Arrivals
0205pm - 0210pm	Welcome Remarks Mr. Anil Manocha , Chairman of CIIM
0210pm - 0215pm	Opening Speech H.E. Mr. Vijay Gokhale , High Commissioner of India
0215pm - 0245pm	Keynote Address "Overview of SME Sector in Malaysia" Dato' Hafsa Hashim , Chief Executive Officer of SME Corporation Malaysia
0245pm - 0315pm	Presentation "Overview of SME Sector of India and Its Strength Pertaining to Focused Sectors Including Policy Advantage and Case Studies" Mr. Ajay Sahai , Director General & Chief Executive Officer, Federation of Indian Export Organisations (FIEO) Presentation "India – Malaysia CECA : Bilateral Trade Opportunities and the Way Forward for Both Countries" Mr. Amit Goyal , Managing Director, Sarju International Ltd.
0315pm - 0345pm	Industry Focused Forum Global Champion 1 (Electrical / LED) : Mr. Mohd Fadzil A. Rashid , Managing Director, Extra-Built (M) Sdn Bhd Global Champion 2 (Furniture & Design) : Mr. Fayaz Ahmad , Managing Director, Horestco Industries (M) Sdn Bhd
0345pm - 0415pm	Networking Session with Refreshments
0415pm - 0445pm	Industry Focused Forum Global Champion 3 (Manufacturing – Process Innovations And Robotics) : Mr. Govind Oza , Director, Business Development, Precision Automation & Robotics, India Ltd. (PARI) Col. Jitendra Gokhale , Location & Business Head, Persistent Systems Ltd, Malaysia Global Champion 4 (Manufacturing / Automotive) : Mr. Vinnie Mehta , Executive Director, Automotive Component Manufacturers Association of India (ACMA)
0445pm - 0545pm	Interactive Panel Moderator: Dato' Hafsa Hashim , Chief Executive Officer of SME Corporation Malaysia Global Champion 1 (Electrical / LED) : Mr. Mohd Fadzil A. Rashid , Managing Director, Extra-Built (M) Sdn Bhd Global Champion 2 (Furniture & Design) : Mr. Fayaz Ahmad , Managing Director, Horestco Industries (M) Sdn Bhd Global Champion 3 (Manufacturing – Process Innovations And Robotics) : Mr. Govind Oza , Director, Business Development, Precision Automation & Robotics India Ltd. (PARI) Col. Jitendra Gokhale , Location & Business Head, Persistent Systems Ltd, Malaysia Global Champion 4 (Manufacturing / Automotive) : Mr. Vinnie Mehta , Executive Director, Automotive Component Manufacturers Association of India (ACMA)
0545pm - 0600pm	Word of Thanks

DAY 2 : TUESDAY, SEPTEMBER 24, 2013 BUSINESS MATCHING

9.00am - 1.00pm	
1	Electrical (LED)
2	Furniture & Design
3	Manufacturing – Process Innovations And Robotics
4	Manufacturing / Automotive

ABOUT SME FORUM

The increasing bilateral trade between Malaysia and India has opened up numerous opportunities for small and medium enterprises (SMEs) in both nations to seize. The ever expanding marketplace has encouraged the growth of SMEs, with many taking advantage of the trade agreements between the countries.

The India-Malaysia Comprehensive Economic Cooperation Agreement (CECA) that came into effect on 1 July 2011 has no doubt further strengthened the bond between the countries by the liberalisation of trade in goods, services, investments and other areas of economic cooperation.

Reports indicate that future growth prospects between the nations will be driven by SMEs which are taking on an increasing global perspective.

To better understand the power and strength of SMEs, the Consortium of Indian Industries in Malaysia (CIIM) and SME Corporation Malaysia are co-organising a 2-day event to facilitate a dialogue for SMEs of both countries. Aptly titled 'SMEs: Global Champions', this dialogue will also showcase global SME champions from both marketplaces.

The SME Forum will be highlighting four key sectors that are of increasing importance in the trade ties between Malaysia and India. The four sectors are Electrical (LED); Furniture and Design; IT and Robotics; and Manufacturing (Automotive).

The 2-day event will consist of an industry forum on the first day and business-to-business matching on the second day. The industry forum will provide a platform for case studies and best practices shared by successful SMEs who are global champions in their industries.

A delegation of over 25 SMEs from India will be attending the event to seek business opportunities with Malaysian SMEs and large corporates. This delegation will also participate in the business-to-business matching which will provide fantastic opportunities for all those who attend.

ABOUT CONSORTIUM OF INDIAN INDUSTRIES IN MALAYSIA (CIIM)

A need was felt by the Indian companies operating in Malaysia to have a common platform to share information, opportunities, address issues, brainstorm, network and establish linkages between Indian companies and various stakeholders in the Government and Industry in Malaysia.

To fulfil the above needs, the Indian Industries operating in Malaysia and industries with significant Indian interests got together under a common umbrella to form a platform under the patronage of High Commission of India, termed as Consortium of Indian Industries.

CII (Confederation of Indian Industries) the apex body representing the Indian industry, from its Malaysia office, then initiated this process and the inception of CIIM took place, under the patronage of the High Commission of India.

ABOUT SME CORPORATION MALAYSIA

On 2 May 1996, a specialised agency was established to spur the development of small and medium enterprises (SMEs) by providing infrastructure facilities, financial assistance, advisory services, market access and other support programmes. Known as the Small and Medium Industries Development Corporation (SMIDEC), its aim was to develop capable and resilient Malaysian SMEs to be competitive in the global market.

The establishment of the National SME Development Council (NSDC) in 2004 presented yet another chapter in SME development in Malaysia. As the highest policy-making body, its role was to formulate strategies for SME development across all economic sectors, coordinate the tasks of related Ministries and Agencies, encourage partnership with the private sector, as well as ensure effective implementation of the overall SME development programmes in this country.

In 2007, the NSDC decided to appoint a single dedicated agency to formulate overall policies and strategies for SMEs and to coordinate programmes across all related Ministries and Agencies. SMIDEC was tasked to assume the role and the official transformation into Small and Medium Enterprise Corporation Malaysia (SME Corp. Malaysia) commenced on 2 October 2009. SME Corp. Malaysia is now the central point of reference for information and advisory services for all SMEs in Malaysia.

HIGHLIGHTS

- Eminent speakers with personal experience and intimate knowledge of SME sectors in Malaysia and India
- Case studies that focuses on innovations that could change the ways SMEs manufacture
- Opportunity to access new markets and expand customer base
- Networking opportunities to forge strategic alliances and develop partnership between Indian and Malaysian SME companies
- Business-to-Business Matching organized with key players of targeted industries and sectors

WHO SHOULD ATTEND

This programme is specifically targeted at key decision makers such as CEOs, Managers and Business Owners of various organizations and SMEs in Malaysia and India.

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