

KCCCI Open Day 2.0

SME DEVELOPMENT OF MALAYSIA

10th June 2023, Saturday
Auditorium

Klang Chinese Chamber of Commerce and
Industry



SME Corp. Malaysia is a development agency that drives the growth & transformation of Malaysian MSME businesses

VISION

The **premier** organisation for the development of progressive MSMEs to enhance wealth creation and social well-being of the nation.

MISSION

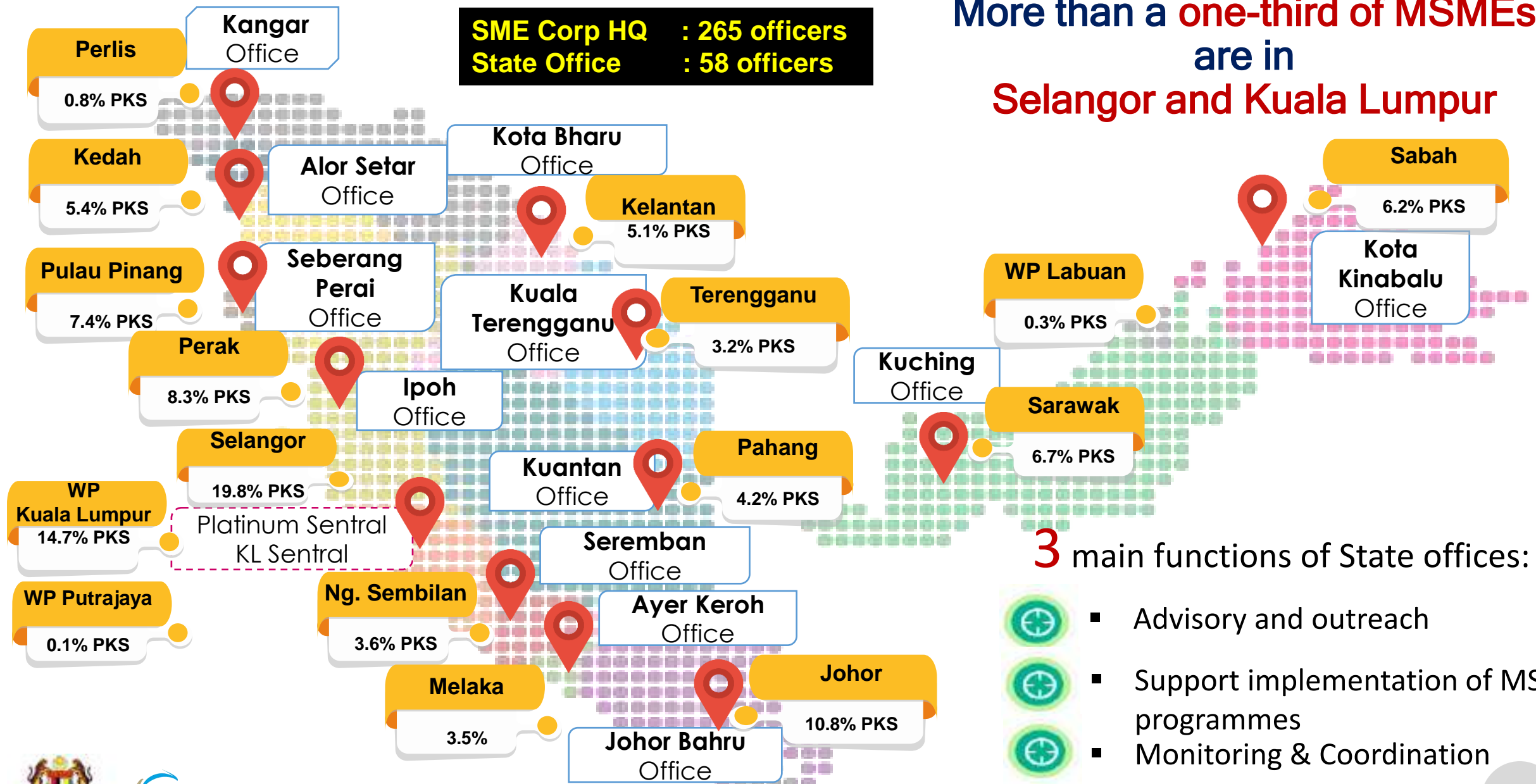
Promote the development of **competitive, innovative** and **resilient MSMEs** through effective coordination and provision of business support.

6 Main Functions of the Agency

- 1 One-stop collection and reference center for MSME information and advisory services
- 2 Coordination of MSME development programmes
- 3 MSME Economic assessment
- 4 MSME accreditation
- 5 Business development and support programmes
- 6 Access to domestic and international markets

With a strength of **323 staff** including from **12 state offices**

More than a **one-third of MSMEs**
are in
Selangor and Kuala Lumpur



Source: 2016 Economic Census: SME Profile (reference in 2015), Department of Statistics Malaysia

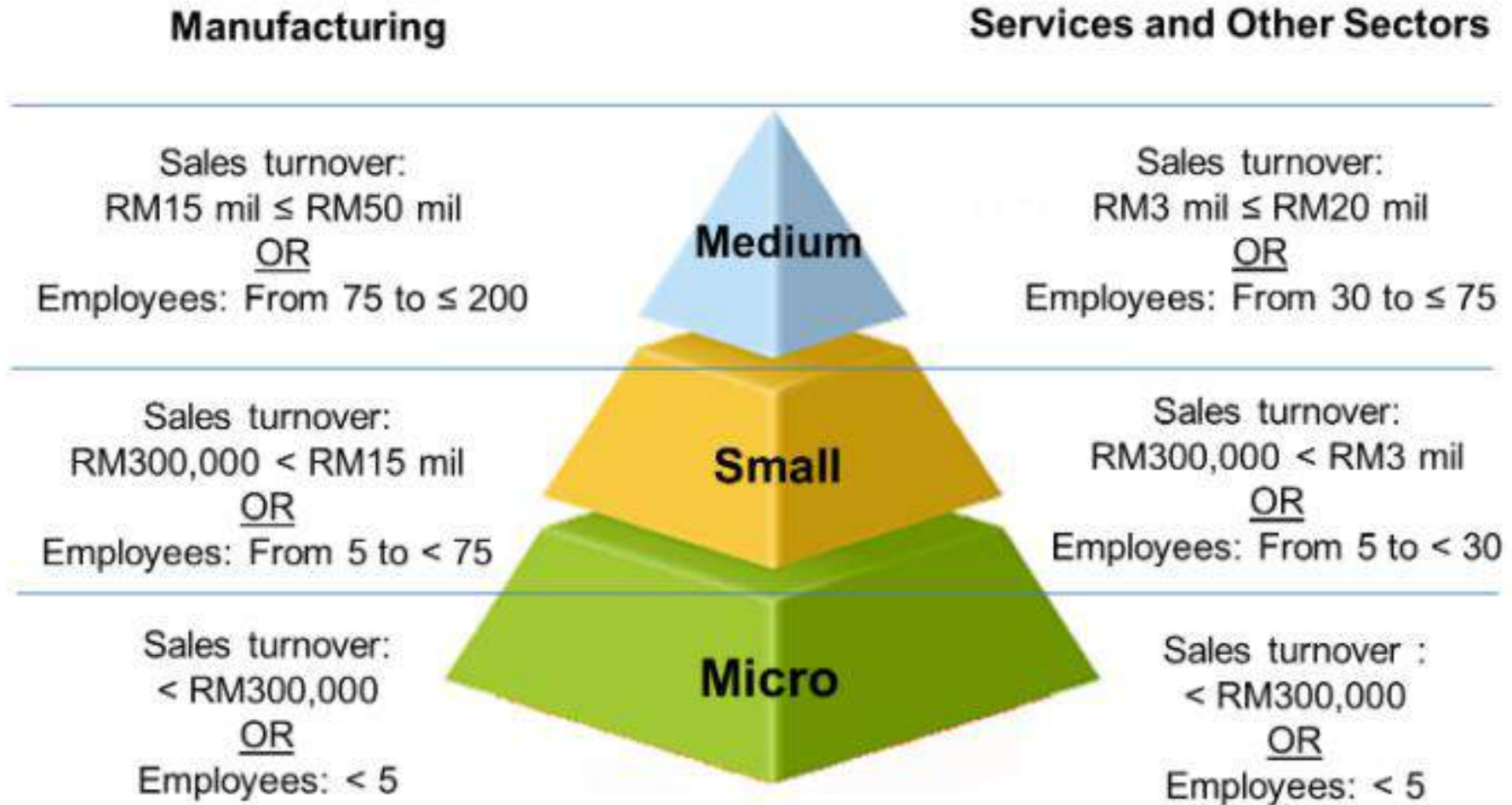


Planning Leadership Teamwork Management Success Technology Support

SMECORP
MALAYSIA

The MSME Development Agenda

MSME Definition



Source: Guidelines for the New Definition of SMEs, National Entrepreneur and SME Development Council (NESDC)

Representing **97.4%** of business establishments in Malaysia, are MSMEs

1,226,494

MSME in Malaysia



78.6%

Microenterprises



19.8%

Small-sized enterprises



1.6%

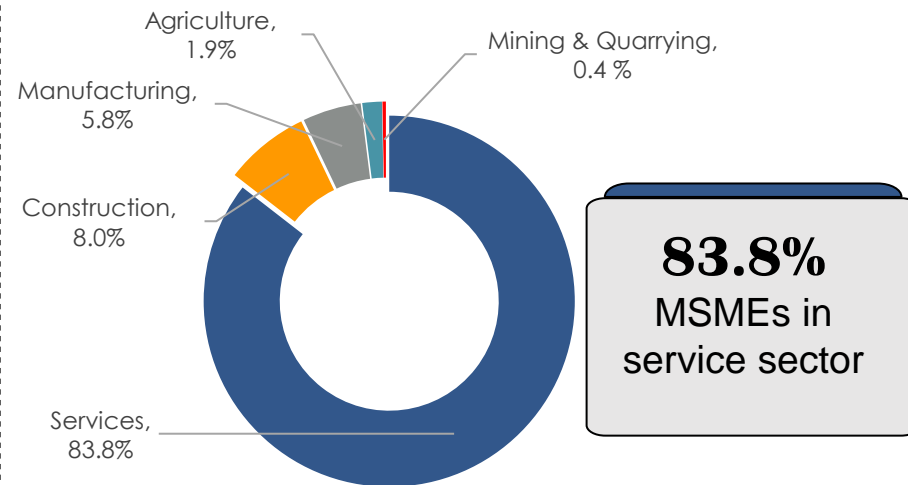
Medium-sized enterprises



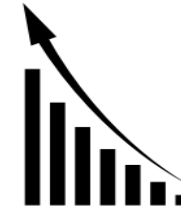
20.6%

are women-owned
businesses

Source: 2016 Economic Census: SME Profile (reference in 2015),
Department of Statistics Malaysia



MSMEs Performance 2021:



37.4%
(RM518.1 bil)
Contribution to
GDP



11.7%
(RM124.3 bil)
Contribution to
Export



47.8%
(7.32 mil workers)
Contribution to
Employment

Notes: Data as at 2021

Source: Malaysia Statistical Business Register and National Accounts of Small and
Medium Enterprises 2021 by the Department of Statistic Malaysia

Market Access

- **2021** - 49 programmes;
RM127.16 million
- **2022** - 58 programmes;
RM1.11 billion

Access to Financing

- **2021** - 91 programmes;
RM11.53 billion
- **2022** - 100 programmes;
RM14.44 billion

PROGRAM



Human Capital Development

- **2021** - 90 programmes;
RM2.48 billion
- **2022** - 90 programmes;
RM2.02 billion

Innovation & Technology Adoption

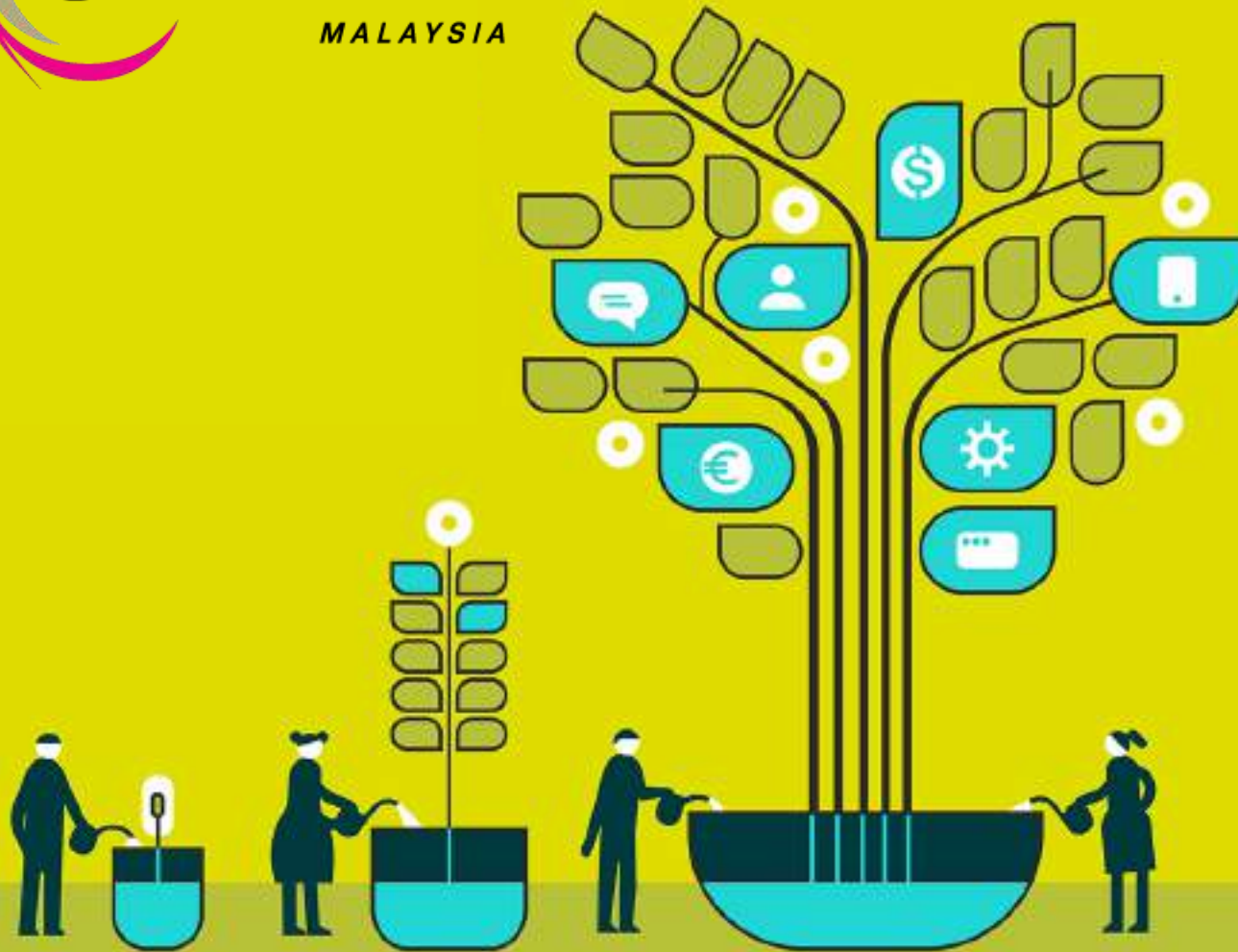
- **2021** - 49 programmes;
RM674.37 million
- **2022** - 46 programmes;
RM427.71 million

Infrastructure

- **2021** - 38 programmes;
RM77.52 million
- **2022** - 45 programmes;
RM109.99 million

In 2022, a total of **213** entrepreneurship and MSME development programmes being implemented with total allocation of **RM14.69 billion**

Notes: Each program can cover more than one area of focus
Source: SME Integrated Action Plan (SMEIPA) 2022



MSME Strategy Development

5 focus areas has been identified as key enabler for future growth of MSMEs

1

VALUE CHAIN IN HIGH IMPACT INDUSTRIES



Providing opportunities for SMEs in value chain of large companies in **8 high-impact industries**

(Smart Agriculture, Aerospace, Electrical & Electronics, Medical Devices, Halal Industry, Tourism, Oil & Gas and Biotechnology)

2

INTERNATIONALISATION OF SMEs



Encourage the transformation of SMEs into **global market players** by creating a clear market-based framework

3

MICROENTERPRISES & INCLUSIVE GROUPS



A **targeted approach** through the **transformation and expansion (scale-up)** of microenterprises into small firms

4

DIGITALISATION & AUTOMATION OF MSMEs



A structured approach to support the **digitalisation of MSMEs** through digital compass and IOT and building digital talents

5

RECALIBRATING THE CCA ROLE OF SME CORP. MALAYSIA



Realignment of role as Central Coordinating Agency by **increasing effectiveness** of systems and portals (SMEIPA, SSIS, MyAssist MSME and MalaysiaBiz)

Note:

- SMEIPA - SME Integrated Plan of Action
- SSIS - SMEIPA Online & SCenIc Integrated System
- MyAssist MSME – Online one-stop business advice platform
- Portal MalaysiaBiz - Online one-stop center to facilitate business registration and licensing

Registration of MSME Status as one of the business requirements of MSMEs

Benefit of registering MSME Status

Provision of targeted assistance to eligible MSMEs such as Government procurement

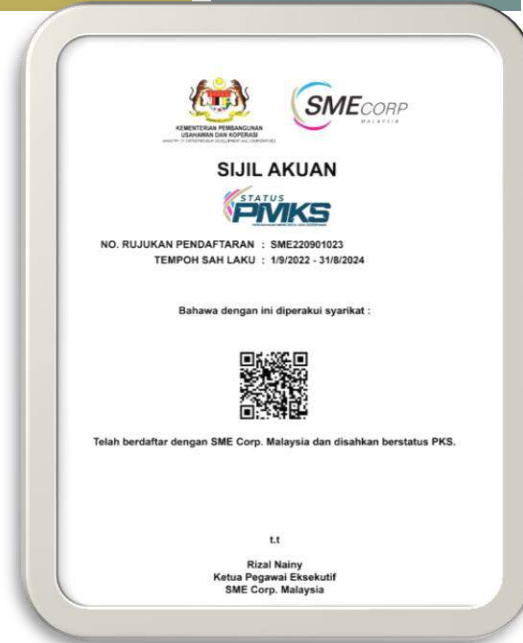
Better monitoring of incentives provided by the Government

WHO SHOULD REGISTER?

- ❖ Companies interested to check the status of their respective companies/businesses; and
- ❖ Companies looking to get special targeted assistance & incentives offered by the Government

How to register?

www.smereg.smecorp.gov.my
Certificate & Processing Fee = RM100



25,010
Certified with MSME Status
(2020 – 31 January 2023)

SME Competitiveness Rating for Enhancement (SCORE), a **diagnostic tool** to assess and improve the competitiveness of MSMEs

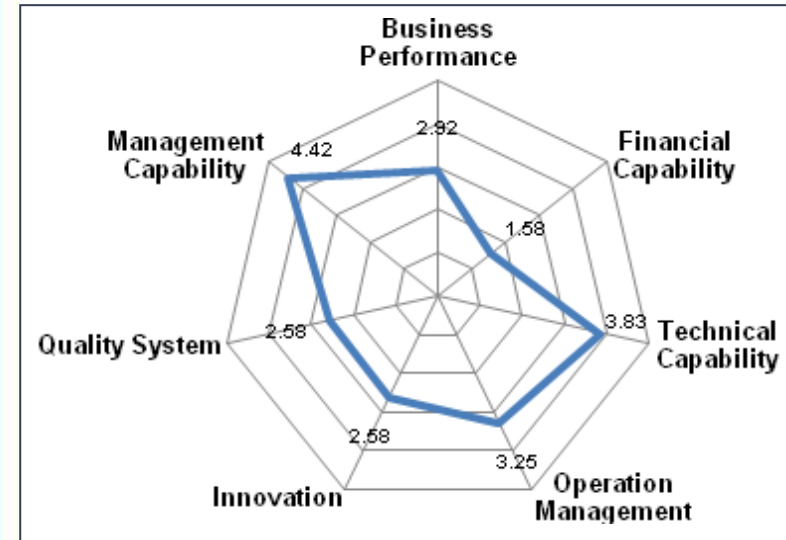
Functions

Acquire baseline data on MSMEs

Facilitate linkages

Evaluate & track MSMEs capabilities & performance

Effective fund utilization & focus of resources



Analysis:

Weak in financial capability

Assistance:

Requires training in financial management & improvement in quality management

11 Strategic Partners



Facilitation and advisory services by Business Counselors



Technical & non-technical
business advisory
services



Guidance /
mentoring for
entrepreneurs



Invitation as a
Speaker / Panel
Member

The programs that have been implemented:

Financial training program
with PPPNP Perak, U-KIR
Program with DBKL

Entrepreneurship program
with UPSI, TUB Program
with MAIWP

Cooperation with Agencies
and State Governments

MeetMe



MENTORING



Micro Entrepreneur Business Development Programme (BizME)

MICRO CONNECTOR PROGRAMME



The Programme aims to provide **technical support** for Micro Enterprises to **increase productivity** and to run business **more efficiently**

Implementation through appointed Delivery Partners
- Assistance up to 80% grant of programme cost

Digitalisation & Automation

- Solutions based on cloud computing
- Customer Relationship Management (CRM)
- Stock management
- E-Commerce
- Digital marketing
- Cyber security



Enhance Financial Capacity

- Adoption of computerised accounting system

FOCUS AREA

Other area that can increase productivity as well as improve product and service offering.



Smart Farming



<https://www.smeCorp.gov.my/index.php/my/programmes/1/2015-12-21-09-53-14/micro-connector-programme>



GROWBIZ PROGRAMME

To **enhance knowledge** and **guide micro enterprises** including **women entrepreneurs** in upgrading their businesses from **micro to small-sized companies** while **improving business efficiency and productivity**



Training



Coaching



Monitoring

SCORE Rating



Registration of MSME Status

Conducted through a **hand holding** approach which includes the elements of **training, coaching and monitoring** in order to **guide** micro enterprises (MEs) to **scale up their businesses** to the **next level**. This programme is implemented by an Implementation Partner (IP) appointed by SME Corp. Malaysia



70% programme package fee is funded by SME Corp. Malaysia

GROWBIZ PROGRAMME 2021/2022

(Oct. 2021 – Sept. 2022)



50

Micro Entrepreneur

Participants

Including:



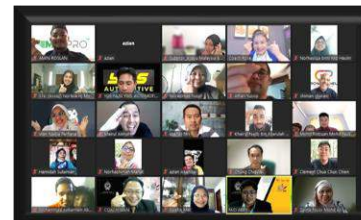
22 (44%)

Women Entrepreneur



12 (24%)

Youth Entrepreneur



Women Netpreneur Programme

- ❖ To provide opportunities for women entrepreneurs and micro enterprises to acquire new skills especially related to e-commerce and subsequently conduct business online
- ❖ To ensure that women entrepreneurs continue to be in the changing cycle of the new business landscape - key megatrends that will transform businesses around the world through the adoption of technology in business



As at **December 2022**

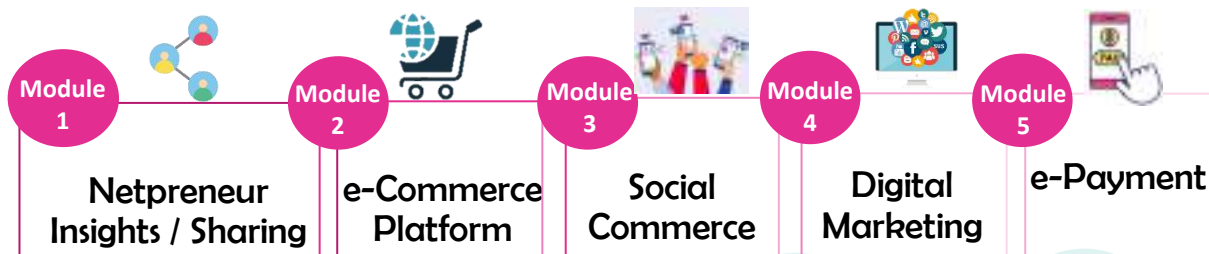
3,140

women entrepreneurs
beneficiaries

Feedback from Participants:

- 86% subscribes to e-commerce platforms (including Facebook, Shopee and Lazada)
- 98% are willing to invest to start online business
- 90% indicated that their understanding and awareness on technology and online platform have improved after attending the Programme
- 90% indicated that this Programme is suitable for their career

Training Modules (April – July 2022)



The SME ecosystem that is being developed:

- 1  Awareness and Education
- 2  SME ESG Assessment and Info Page
- 3  Policy Support
- 4  Market Access
- 5  Standards and Compliance
- 6  Financing and Incentives

12 Indicators for Assessing SME ESG Maturity Level

		Disclosure & Transparency & Data Protection
	Corporate Social Responsibility	Decision Making & Strategic Oversight
Waste Management	Employee Benefits	Risk Governance & Internal Controls
Water Management	Safety & Health	Integrity / Anti- Corruption
Energy Management & Climate Change	Labour Practices & Standards	Culture & Commitments
ENVIRONMENTAL	SOCIAL	GOVERNANCE



45 questions
related to
12 ESG indicators



Level: Has Not Started | Basic |
Picking up | Moderate |
Advanced

MyAssist MSME is an online one-stop business advisory platform to assist MSMEs in their business-related problems and issues



SME info Portal

Information on initiatives and supports available for MSMEs from various sources



Webinar

Live/recorded webinar and pocket talks on topics related to MSME



Meet Me

Virtual consultation and advisory by Business Counsellors on various supports required by MSME



e-Pameran

Virtual exhibition/exposition to promote products and services



Match Me

Virtual business matching platform

Portal MyAssist MSME

01



- Registered users: **4,630**
- Visitors: **37,180**

MeetMe

02



- SMEs apply for advisory services: **335**
- Advisory slots opened: **8,251**

Webinar

03



- Number of sessions: **185**
- Viewers: **151,493**

e-Pameran

04



- Num. of booth: **520**
- Num. of SMEs: **506**
- Num. of Ministries / Agencies : **45**
- Visitors: **30,400**

MatchMe

05



- Participating SMEs: **1,090**
- Anchor Company: **259 (91 Foreign)**
- Business Matching Session: **1,360**
- Sales potential: **RM336.86 million**

Portal MalaysiaBiz make it easy for apply business registration and licensing application...

OBJECTIVE:
MalaysiaBiz portal aims to encourage the establishment of new businesses & enhance the company formalization through the development of a single window for business registration and licensing



5 Easy Steps:



2,957
**Licensing /Agency
Registration Information**

6
**Registration
Bodies**



66
**Licensing
Authorities**



Business Startup Kit: 101 guides for new entrepreneurs starting and running a business...

Basics of Business & Entrepreneurship

01

Starting Your Business

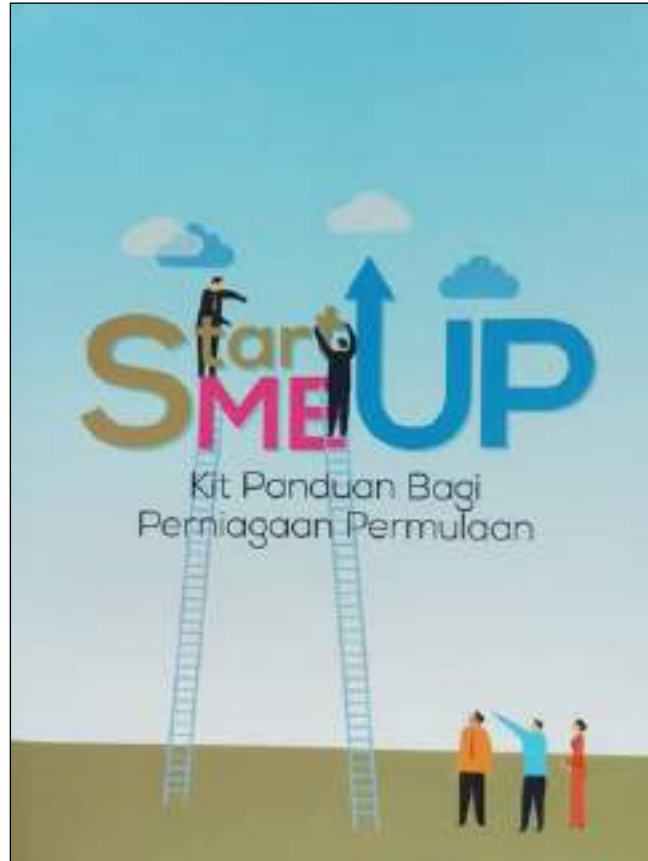
03

Managing Your Business Finances

05

Operations & Human Capital

07



02

Your Business Choices

04

Making Your Business Legitimate

06

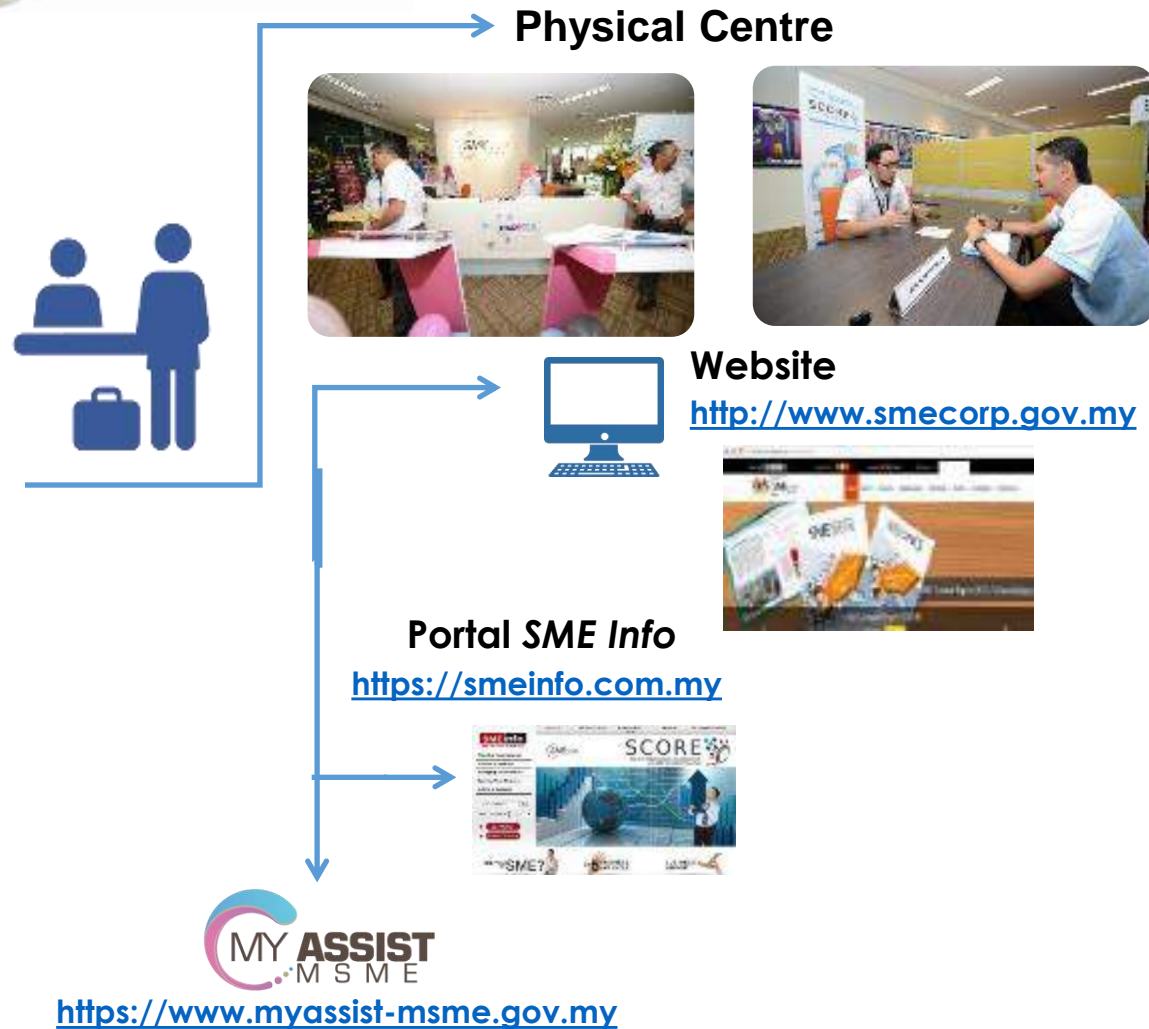
Marketing Your Business

08

Running Your Business



SME Hub @ is a platform for MSMEs



How can we help you?



SME Info Portal



Resource Centre



Business Advisory Services



**SME Hub Links collaboration
Government Agencies & other parties**



Pocket Talk – online & physical

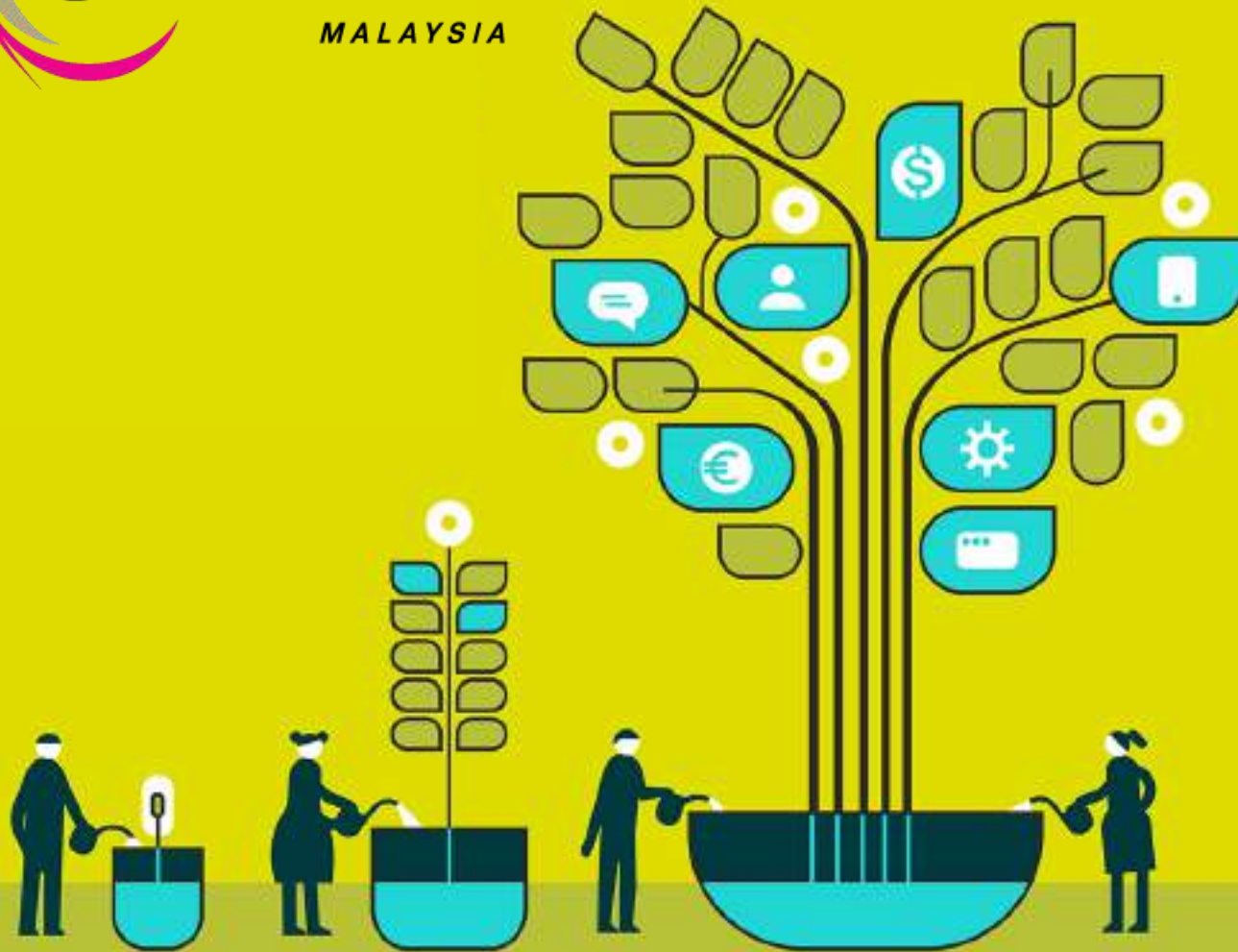


**Info Centre - Info Line (1-300-30-6000)
& Info Email (info@smeCorp.gov.my)**



Social Media Platforms





2023 Development Programs

Programs to be implemented in 2023 by SME Corp. Malaysia

Business Accelerator Programme (BAP)

Business Accelerator Programme (BAP 3.0) is an integrated assistance programme aimed to enhance the capabilities of small and medium enterprises (SMEs) through business advisory services and financial support.

Bumiputera Enterprise Enhancement Programme (BEEP)

Improve the competitiveness of Bumiputera MSMEs through an integrated assistance package covering advisory services, technical assistance and financing to generate dynamic, sustainable and high productivity Bumiputera MSMEs

Galakan Eksport Bumiputera (GEB)

Aims to increase the number of high-performing Bumiputera's SMEs with potential for export market as well as establish a network and supply chain among SMEs

SMEs Go Global

The SMEs Go Global Programme is an initiative by the Malaysian Government that focuses on the internationalisation of local SMEs, especially those in high growth industries, to facilitate their expansion into global markets.

Tunas Usahawan Belia Bumiputera (TUBE)

Targets Bumiputera youths between the ages of 18 to 30 years who have deep interest in engaging in entrepreneurship, especially youths who have basic skills certificates from local training institutions or skills centers.

PRESTIGE

Programme for Enhancement of Strategic Industry and High Growth Enterprise (PRESTIGE) aims at developing high growth SMEs in strategic sectors such as Medical Devices, Biotechnology, Aerospace, Rail etc. in line with the National Entrepreneurship Policy (DKN 2030)

BizMe - Micro Connector

Micro Connector Programme 2.0 is one of the ongoing initiatives by SME Corp. Malaysia to develop Micro Enterprises in the country as well as to provide technical support for Micro Enterprises to increase productivity and to run business more efficiently:-

- Digitalisation & automation;
- Smart farming
- Enhance financial capacity; and
- Other areas that can increase productivity as well as improve product and service offering

Inclusive SME Ecosystem (I-SEE)

The SME Inclusive Ecosystem Program or better known as I-SEE is a continuation of the High Impact Programme 6 (HIP 6) which was implemented from 2015 and ended in 2020 in line with the SME Masterplan (2012-2020).

The objective of I-SEE is to empower the bottom 40% group in the income pyramid (B40) by leveraging innovation.

MSME Week

Micro, Small & Medium Enterprises (MSMEs) are the largest contributors to the country's economic growth which catalyse the shaping of the nation's future. MSME Week is organised nationwide to raise public awareness and promote MSMEs products and services from various industries.

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SUBSCRIBED



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 www.smeinfo.com.my

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