



SME MASTERPLAN

2012 - 2020

Catalysing Growth and Income



Moving forward, SME development to be innovation-led and productivity-driven through the SME Masterplan



“Unless we introduce a ‘game changer’, we will be caught in a middle-income trap, and no longer as competitive on cost...”

*“... the Government would adopt a **differentiated approach** to accelerate the growth of SMEs and to provide the impetus for growth led by the private sector.”*

*“... an **innovation-led economy** demands a **new breed of SMEs** that can help foster market and technology-driven innovation to create more high-skilled jobs in all economic sectors.”*

Prime Minister of Malaysia /
Chairman of National SME Development Council



SME Masterplan takes a **new approach** in SME development

Public-private partnership

Innovation and productivity-led

Outcome-based

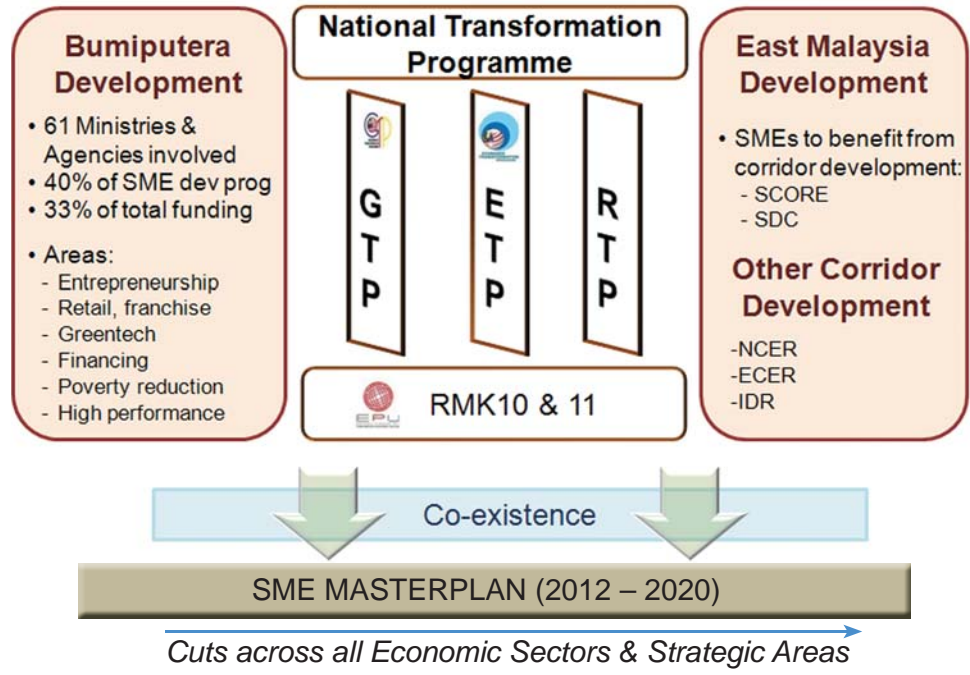


Approach

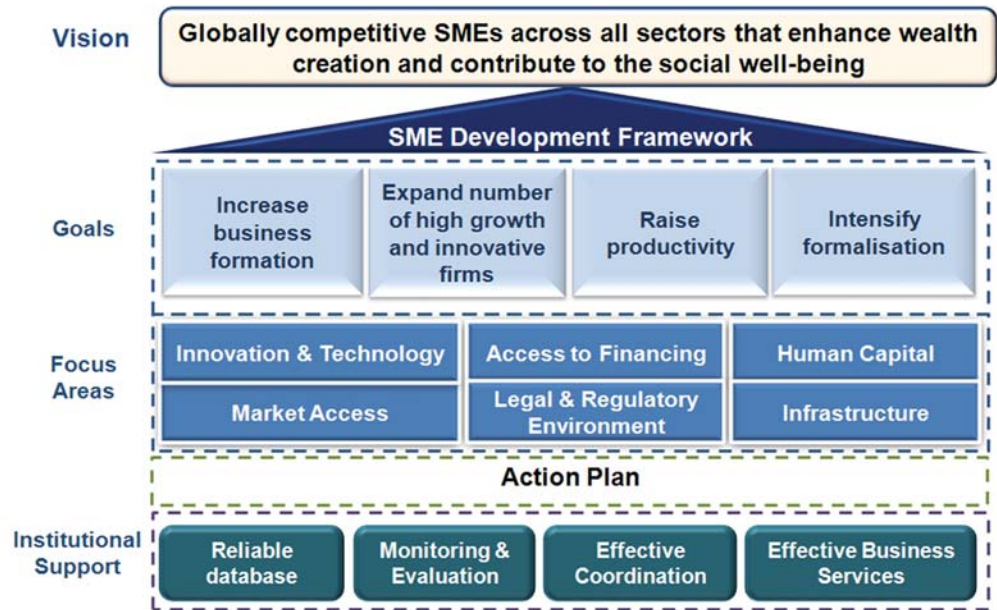
‘Live’ plan



SME Masterplan reinforces & complements existing initiatives to accelerate growth of SMEs



New SME Development Framework for innovation-led and productivity driven growth

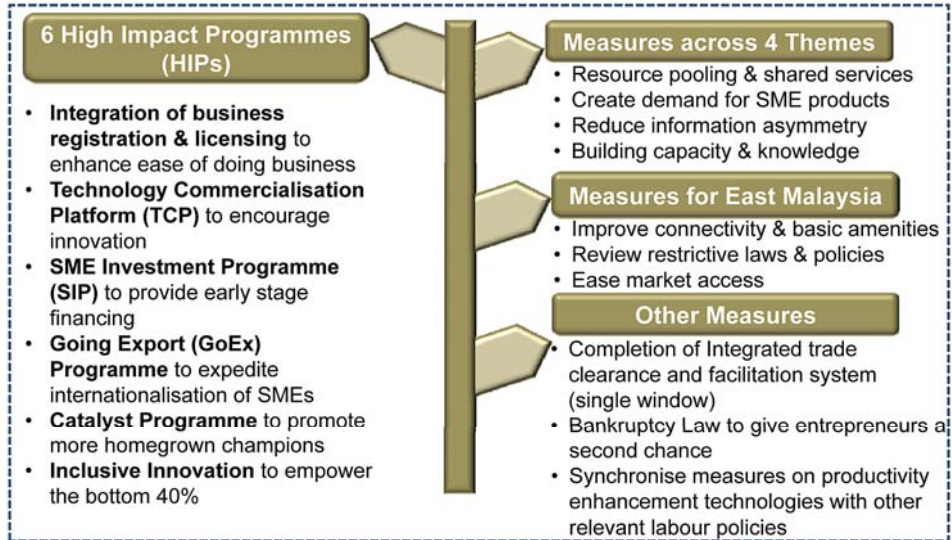


The focus areas identified as growth levers where constraints need to be addressed simultaneously





Plan proposes **32** initiatives across all focus areas, of which **6** are High Impact Programmes

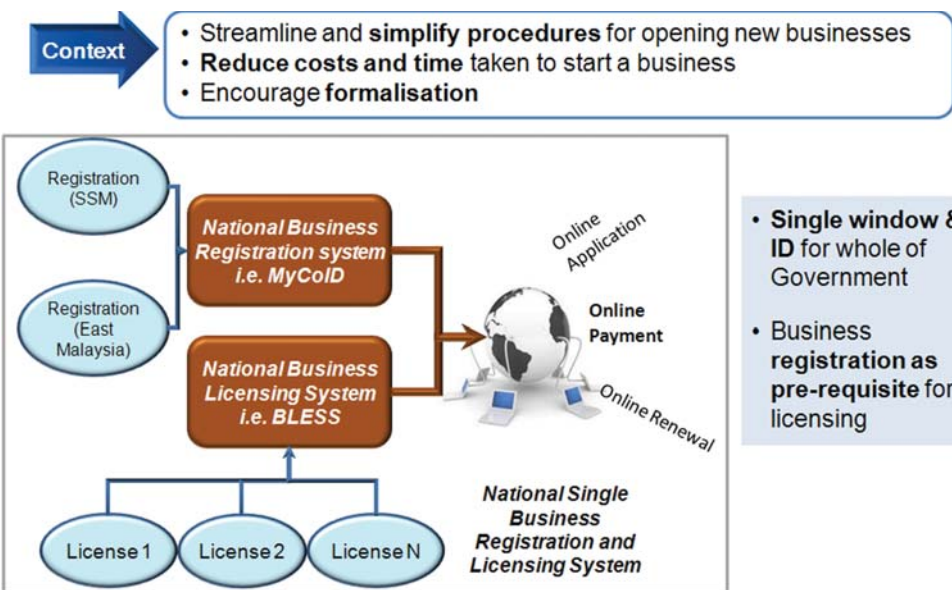


Result-based approach with monitoring & evaluation

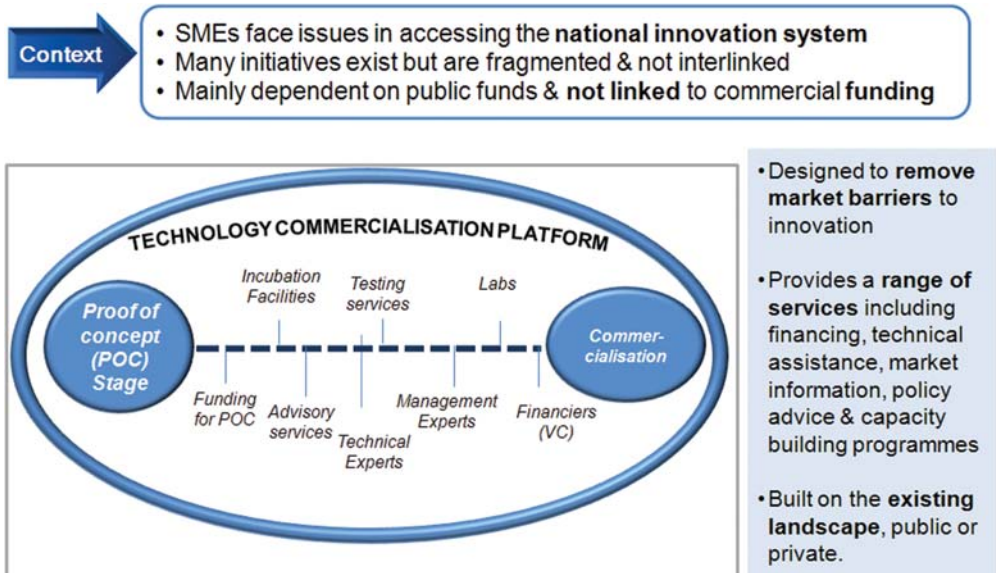


6 HIGH IMPACT PROGRAMMES (HIPs)

HIP 1:
Integration of business registration & licensing to enhance ease of doing business

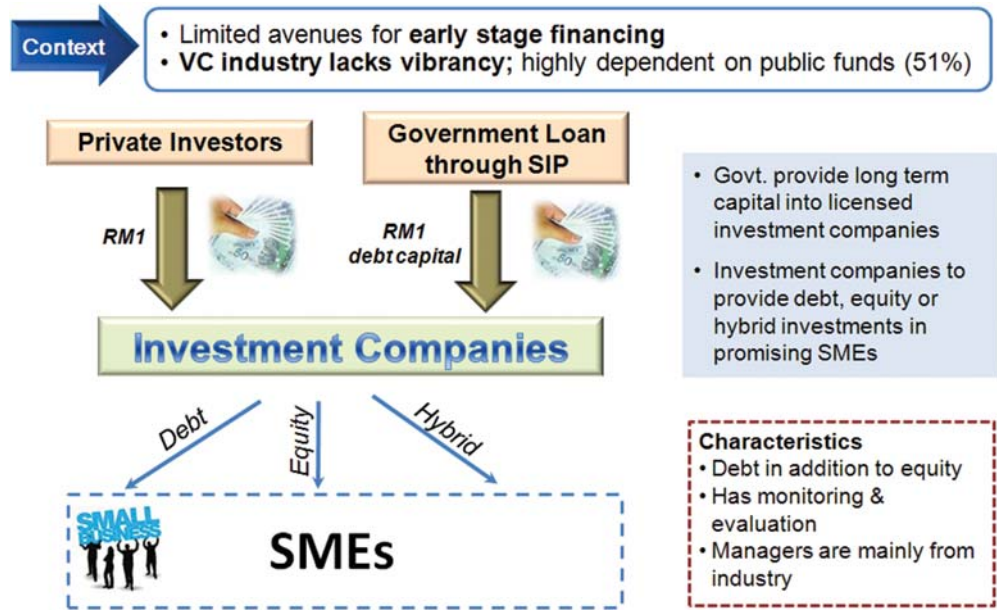


HIP 2:
Technology Commercialisation Platform (TCP) to encourage Innovation

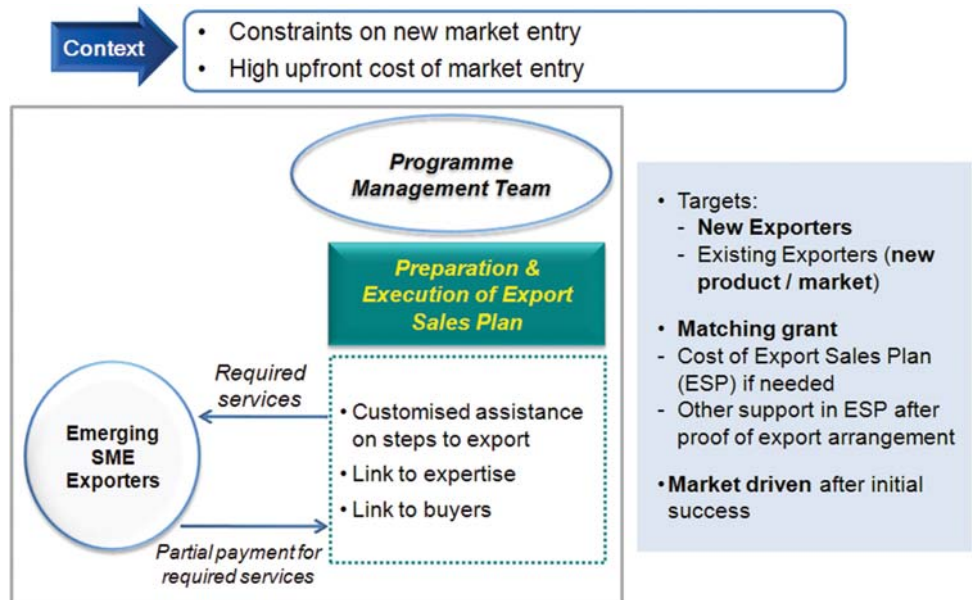




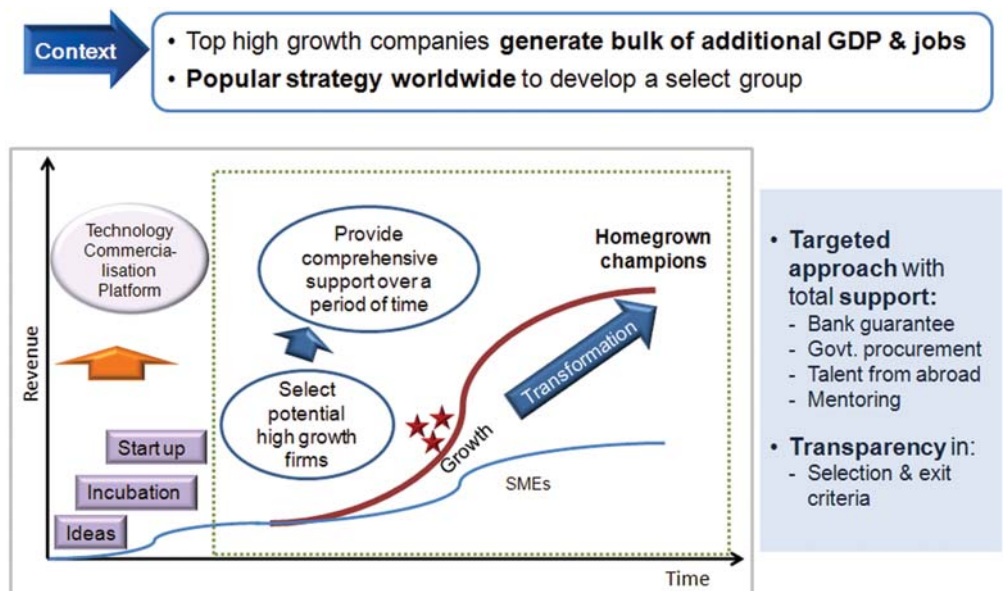
HIP 3:
SME Investment Programme (SIP) to provide early stage financing



HIP 4:
Going Export (GoEx) Programme to expedite internationalisation of SMEs



HIP 5:
Catalyst Programme to promote more homegrown champions





HIP 6:
Inclusive
Innovation to
empower the
bottom 40%

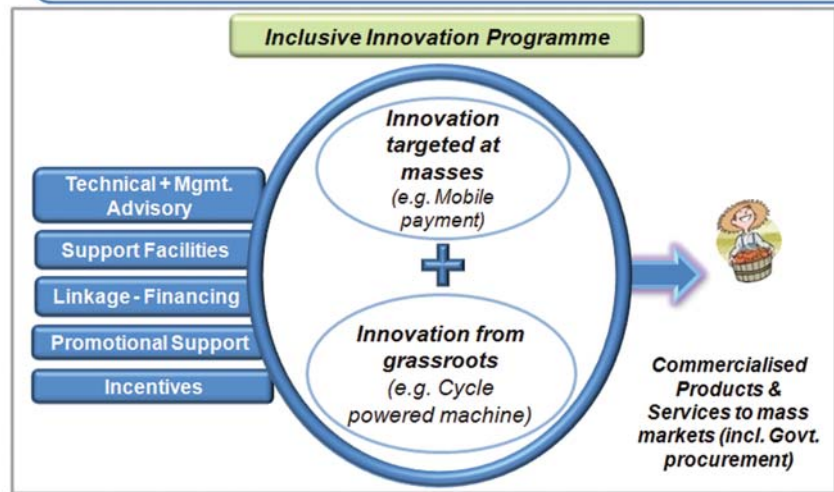


The high impact
programmes
to contribute
significantly
towards achieving
targets under
each goals



Target is
to increase
contribution to
GDP to slightly
over **40%** by
2020

- Context**
- Promote **rural transformation**
 - Improve **business environment** for SMEs especially in rural areas
 - Increase the **innovation pool**



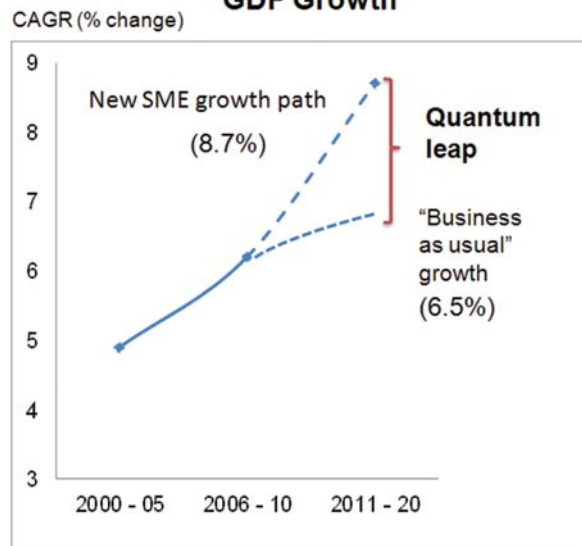
Goals

- Increase business formation
- Expand no. of high growth & innovative firms
- Raise productivity
- Intensify formalisation

Targets



GDP Growth



Projections by SME Corp. Malaysia

Economic Contribution in 2020:

