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RUJUKAN KAMI:

PRESS RELEASE

IMMEDIATE RELEASE

SME COMPETITIVENESS IN 2020: VISION OF A BETTER FUTURE

Kuala Lumpur, 4 June 2016: – International Business School Universiti Teknologi Malaysia (UTM IBS) proudly invites the public to join UTM IBS: Innovation and Business Strategies Discourse, entitled SME competitiveness in 2020: Vision of A better future.

The details of the event as per below:

Title: SME Competitiveness in 2020: Vision of A better future

Time: 12:00 pm – 1:00 pm

Venue: Bilik LPU, Level 17, Menara Razak UTMKL

Date: 5 June 2016

In this discourse, we will be having CEO from SMEcorp, Dato (Dr) Hafsah Hashim. She is also one of UTM IBS’ Board of Advisors and is well known for her enthusiasm in the growth and sustainability of Small and Medium Enterprises (SMEs).

SMEs play significant roles in the economic development, social transformation and entrepreneurial capital in each country. In Malaysia, SMEs play vital role in uplifting income for the local people since they are increasing amount of exports of SME manufactured products that encourage small businesses to create products and export them. Malaysian economy has undoubtedly passed through a considerable transformation over the last few decades from agricultural based to industry based. Now the economy is shifting from the industry-based to a knowledge-based economy to achieve the vision 2020 and race to become a high income nation. The role of SME is undeniable as it creates more job to the society, spur innovations that capture global reputations and sustain the nation’s competitiveness vis-a-vis other societies. Despite the increase of SMEs in Malaysia, they are also facing challenges on how to sustain their business in today’s ever challenging economy.



This 1 hour talk will look at the future of SME in Malaysia and the role that government and the whole eco-system play in order to help all Malaysian SMEs grow bigger and better towards by 2020 and beyond.

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