

# ASEANSME

## SHOWCASE & CONFERENCE 2015



**KUALA LUMPUR** 26-28 MAY 2015





***Dato' Sri Mohd Najib Tun Haji Abdul Razak***  
Prime Minister of Malaysia

“The eyes of the region and the world will be on Malaysia in 2015, a historic date which will see the establishment of the ASEAN Community. It is the culmination of a five-decade long effort of region-building.”

*Dato' Sri Najib Tun Haji Abdul Razak,  
Prime Minister of Malaysia at the Opening Session of  
The National Colloquium on Malaysia's Chairmanship  
of ASEAN 2015 in Kuala Lumpur, Malaysia  
8 April 2014.*

Malaysia

is proud to host the

## **ASEAN SME Showcase & Conference 2015**

on 26 - 28 May 2015 in Kuala Lumpur.

Themed **ONE Business ONE Community**

the event will provide the ASEAN SME Community with vast trading and networking opportunities beyond borders offered by the region's exciting and fast-growing economies.

**JOIN US!** Explore Regional

Opportunities and Beyond into the

Global Arena.

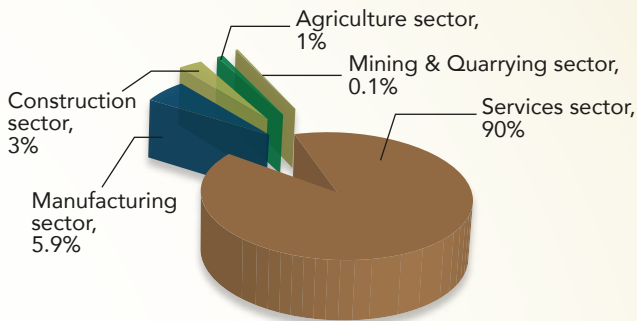


**ONE Business ONE Community**

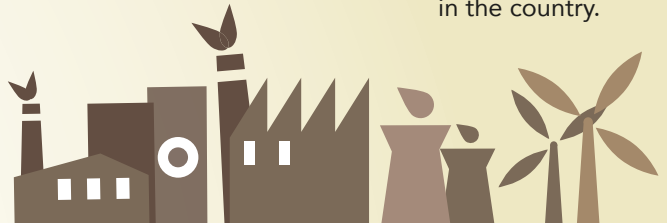


The Small and Medium Enterprises (SMEs) are the pillar of the ASEAN economy representing **95% - 99% of total business establishments** and providing **43% - 97% of total employment in ASEAN Member States**.

## About SMEs in Malaysia



SMEs are the backbone of the Malaysian economy, constituting **98.5%** of the total business establishments in the country.



## Definition of SMEs in Malaysia

**Manufacturing Sector**

Sales Turnover  $\leq$  **USD15 million (RM50 million)** or Full-time Employees  $\leq$  **200 workers**

**Services & Other Sectors**

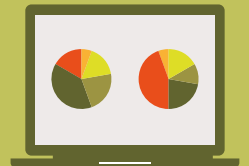
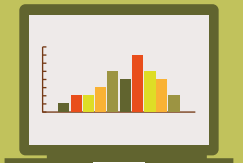
Sales Turnover  $\leq$  **USD6 million (RM20 million)** or Full-time Employees  $\leq$  **75 workers**

## SMEs - The Driver of Economic Growth and Development

The growth momentum of SMEs in 2014 and beyond is expected to be sustained, mainly supported by strong domestic demand led by the private sector activities.

SME GDP's average annual growth of 6.6% is higher than the average overall GDP growth of 5% of the Malaysian economy for the period 2003-2014.

The establishment of a single regional market under the ASEAN Economic Community (AEC) will bring economic prosperity and global competitiveness to the nation.

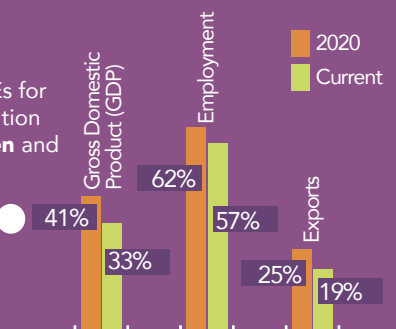


## SME Masterplan (2012-2020)

The "game-changer" that charts the policy direction of SME development until the year 2020.

Aims to accelerate the growth of SMEs for Malaysia to achieve a high-income nation status by 2020 via **INNOVATION-driven** and **PRODUCTIVITY-led** strategy.

Endorsed by the National SME Development Council (NSDC), the highest policy-making body, chaired by the Prime Minister of Malaysia.



Targeted to **increase the contribution of SMEs to the economy** by the year 2020.

**TARGETS**

The ASEAN SME Showcase 2015 is a world-class, intelligent, interactive platform for SMEs to showcase their products, services and technologies for the global market and seize global networking opportunities.



## Mark your DATE!

Be an exhibitor to gain all these **benefits**.

Open to **all sectors** of SMEs.

**Don't miss** this great opportunity!



3 days of regional trade opportunities

Greater brand exposure

Knowledge-sharing sessions

Industry exposure with like minds!

Amazing networking opportunities across the SME community and beyond!

Face-to-face Business Matching sessions

Investment opportunities

Increase visibility and profitability



For more information, kindly contact:

Info Line : 1-300-30-6000

Fax Line : 603-2775 6001

Website : [www.aseansme.my](http://www.aseansme.my)

Email : [aseansme@smecorp.gov.my](mailto:aseansme@smecorp.gov.my)

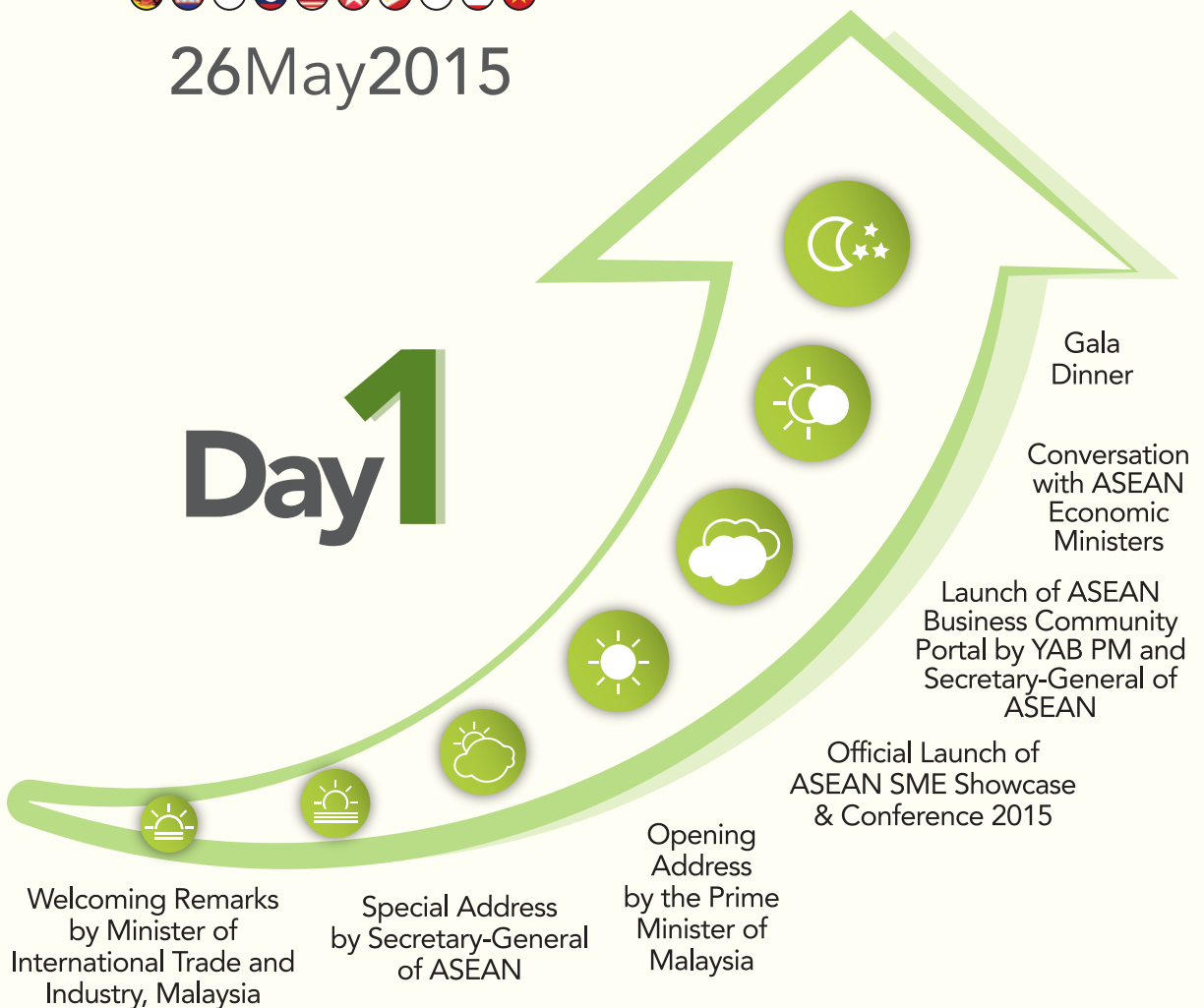
Showcase

# ASEAN SME SHOWCASE 2015



26 May 2015

# Day 1





**ASEAN**SME  
SHOWCASE & CONFERENCE **2015**

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**KUALA LUMPUR** 26-28 MAY 2015



Purpose

An excellent avenue to establish business relationships and strengthen economic ties

To keep abreast with emerging trends and opportunities for SMEs arising from the ASEAN Economic Community (AEC)

Knowledge sharing by distinguished speakers from reputable organisations

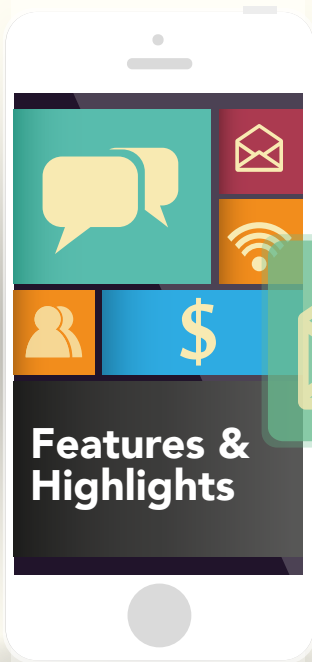
Be energised by Luncheon Power Talks!

A 2-day power-packed

experience solely focused on ASEAN SMEs

Connect and network with 1000+ entrepreneurs, industry leaders, policy makers and innovators

Be inspired by Success Stories of ASEAN SMEs



## Why should you attend?



Opportunity to learn and gain invaluable insights on:

Let's connect with the SME Community!  
**Register** yourself as a delegate **NOW** to receive an early bird **DISCOUNT!**



Potential of AEC for economic growth, investment, trade and market opportunities

Stories from second generation and young entrepreneurs positioning to the next level

Potential for exponential growth by embracing innovation and e-business

Success stories of firms overcoming entry barriers to global footprint



Alternative or innovative financing mechanisms available for SMEs in the ASEAN countries



For any enquiries on **ASEAN SME Conference 2015**, kindly contact the Secretariat:

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Ms. Julyskristin	julyskristin@smecorp.gov.my	+603-2775 6261
Ms. Nur Aishah Isa	aishah@smecorp.gov.my	+603-2775 6296

Info Line : 1-300-30-6000

Fax Line : +603-2775 6001

# ASEAN SME CONFERENCE 2015



27 May 2015

## Day 2

Business  
Networking

**Session 1:**  
SMEs as an  
Economic Power  
in ASEAN

**Session 2:**  
Empowering  
SMEs through  
Technology

**Luncheon Power Talk -**  
"Leading through  
Diversity"

**Session 3:**  
Youth  
Entrepreneurs  
the Future of  
ASEAN

# ASEAN SME CONFERENCE 2015



28 May 2015

## Day 3

End of ASEAN  
Showcase  
& Conference  
2015

**Session 6:**  
Innovation Gap in ASEAN:  
"Cashing in on Ideas"

**Luncheon Power Talk -**  
"Entrepreneurship through  
Passion or Profession?"

**Session 4:**  
Innovative and Inclusive  
Financing for MSMEs

**Session 5:**  
From Risk to Rich:  
The Brands that  
Made It!

### Conference Fee:

Category	Fee	
	Local	International
Normal	RM350 per person	USD100 per person
Student / Senior Citizen / Person with Disability	RM100 per person <i>Kindly submit student ID (Including MBA and PHD student), myKAD, OKU card, Passport or Relevant Document</i>	USD30 per person <i>Kindly submit student ID (Including MBA and PHD student), Passport or Relevant Document</i>
Early Bird (Before 31 March 2015)	15% discount	15% discount

#### Notes:

- The dates, programme, speakers and moderators indicated may be subject to change. The organiser reserves the right to alter the content and timing of the programme in the best interest of the Conference and is not responsible for cancellations due to unforeseen circumstances.
- The organiser accepts no responsibility for statements made verbally or in written material distributed by any speaker at the Conference. In addition, the organiser is not responsible for any copying, republication or redistribution of such statements.

## About

ASEAN Business XchanGe Platform is an avenue to provide face-to-face Business Matching Sessions to facilitate linkages between SMEs in Malaysia and ASEAN Member States.



**1**

To forge strategic business partnerships with Large Companies.

**2**

To spur the development of numerous business segments in the region.

## Objectives & Benefits



**3**

To establish business relationships across the region contributing to economic growth.

**4**

To learn from participating corporations on "Business Tricks & Treats".

## Focus Groups



**1**

### SMEs from ASEAN Member States:

- >> Malaysia
- >> Brunei Darussalam
- >> Cambodia
- >> Indonesia
- >> Lao PDR
- >> Myanmar
- >> Philippines
- >> Singapore
- >> Thailand
- >> Viet Nam

**2**

### ASEAN Partners:

- >> China
- >> Japan
- >> Republic of Korea
- >> India
- >> Australia and New Zealand



## Outcomes



- >> Generating potential sales opportunities
- >> Increasing number of new business partnerships through linkages
- >> Enhancement of product knowledge & branding exposure

The logo for the ASEAN SME Showcase & Conference 2015. It features a stylized sunburst icon to the left of the word 'ASEAN' in blue and 'SME' in black. Below this, the words 'SHOWCASE & CONFERENCE' are in grey, followed by '2015' in a large grey font. A horizontal line with ten circular icons representing ASEAN member states is positioned below the text. At the bottom, 'KUALA LUMPUR' is written in blue and '26-28 MAY 2015' in grey.

**ASEAN**SME  
SHOWCASE & CONFERENCE 2015  
**KUALA LUMPUR** 26-28 MAY 2015

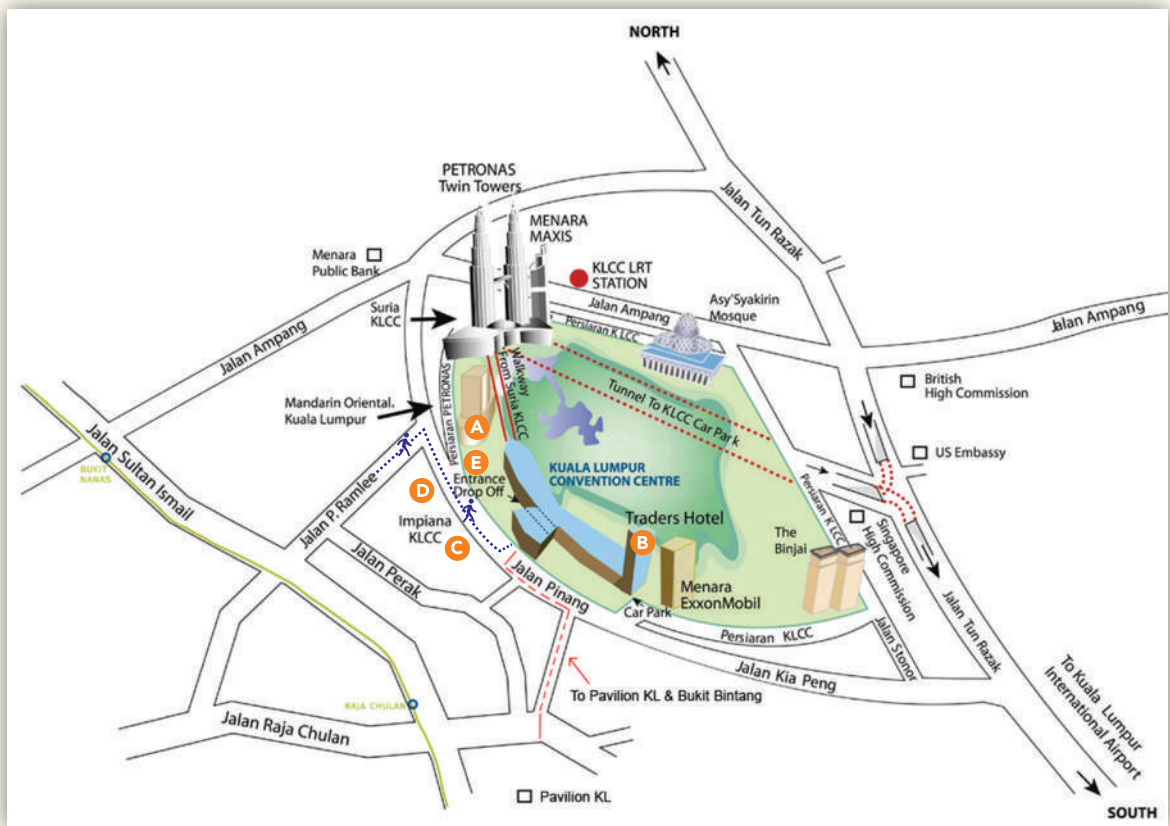
For any enquiries on **ASEAN Business XchanGe Platform**, kindly contact:

Ms. Azrine Othman	+603-2775 6049
Mr. Rosman Zamri	+603-2775 6170
Ms. Usharani Subramaniam	+603-2775 6199

Email : [BMsmc@smecorp.gov.my](mailto:BMsmc@smecorp.gov.my)

## Venue: Kuala Lumpur Convention Centre

### Accommodation:



#### Hotels around the vicinity:

- A Mandarin Oriental Kuala Lumpur Hotel
- D Ascott Kuala Lumpur Hotel
- B Traders Hotel
- E Grand Hyatt Kuala Lumpur Hotel
- C Impiana KLCC Hotel & Spa

Legend: Approximate walking distance of 5-11 minutes

#### Room rate on 24 - 28 May 2015:

Room Type	Grand Hyatt Hotel	Impiana KLCC Hotel	Ascott Kuala Lumpur Hotel
Standard Room (Single)	RM 816.20 nett	RM440.80 nett	
Standard Room (Double)	RM 886.16 nett	RM487.20 nett	
Standard Suite	RM2,401.00 nett	RM800.40 nett	
Apartment	1-Bedroom Deluxe		RM 556.80 nett
	2-Bedroom Deluxe		RM 806.20 nett
	3-Bedroom Deluxe		RM1,096.20 nett

\*All room rates are inclusive of Goods and Services Tax (GST) and subject to changes.

\*Conversion rate USD1=RM3.57 (as at 16 January 2015).

For more information on hotels and room rates, please visit the **ASEAN SME Showcase & Conference 2015** website at [www.aseansme.my](http://www.aseansme.my)

# ASEAN SME Showcase 2015



Hosted by:



Organised by:



- Exhibition of products & services
- Exchange of information & ideas on technology & innovation
- Business matching sessions & forum
- Product launches & presentations

+603 - 2775 6000  
1 300 30 6000  
+603 - 2775 6312

## Participation Fee:



### Standard Booth

- RM5,000.00 (approximately USD 1,500.00) per booth
- Standard Shell Scheme
- 3m X 3m (9sq meter) display area



### Bare Space

- RM300.00 (approximately USD 100.00) per sq meter
- Minimum space requirement 90 sq meter (10 booths space)
- Intended for pavilion construction

**REGISTER NOW!**

## Showcase Registration Form

Details of Company / Organisation

Company Name					
Contact Person (Mr / Mrs / Ms)			Telephone		
Address			Fax		
			Mobile		
Country	Email	Website			

### Nature of Business

- |  |  |
|--|--|
| <input type="checkbox"/> Manufacturing                     | <input type="checkbox"/> Services                                |
| <input type="checkbox"/> Machinery & Engineering           | <input type="checkbox"/> R&D / Product Development               |
| <input type="checkbox"/> Electrical & Electronics          | <input type="checkbox"/> Banking / Finance                       |
| <input type="checkbox"/> Food & Beverages                  | <input type="checkbox"/> Logistics                               |
| <input type="checkbox"/> Chemical & Petrochemical Products | <input type="checkbox"/> Information & Communications Technology |
| <input type="checkbox"/> Pharmaceutical                    | <input type="checkbox"/> Retail / Wholesale & Trading            |
| <input type="checkbox"/> Steel & Metal Products            | <input type="checkbox"/> Government                              |
| <input type="checkbox"/> Textile & Apparel Leather         | <input type="checkbox"/> Business & Professional Services        |
| <input type="checkbox"/> Non-Metallic Products             | <input type="checkbox"/> Tourism                                 |
| <input type="checkbox"/> Palm Oil Based Products           | <input type="checkbox"/> Healthcare                              |
| <input type="checkbox"/> Paper & Printing                  | <input type="checkbox"/> University                              |
| <input type="checkbox"/> Rubber Products                   | <input type="checkbox"/> Others (Please Specify & Elaborate)     |
| <input type="checkbox"/> Transport Equipment               |  |
| <input type="checkbox"/> Wood & Wood Products              |  |
| <input type="checkbox"/> Manufacturing Related Services    |  |

### Please indicate if you have participated in any programmes below:

- Enterprise 50 Award
- The National Mark of Malaysian Brand
- 1-InnoCert
- Green LED Program

### Payment Options

- Bank Draft  Cheque  Telegraphic Transfer(TT)

Enclosed herewith a cheque / bank draft RM ( )

Bank:

Cheque No:

Cheque payable to:  
**SME Corp. Malaysia**

Bank: Bank Islam Malaysia Berhad  
Bank Account No. : 14195010002391  
Swift Code : BIMBMYKL

Company Stamp: \_\_\_\_\_

Date : \_\_\_\_\_

### For registration & enquiries

Please complete and submit the form to the:  
**ASEAN SME SHOWCASE 2015**  
Closing Date: 17 April 2015

ORC Call Centre +603 - 2775 6000  
Maslinda Zulkifly +603 - 2775 6181  
Nina Fazlina Muhamad +603 - 2775 6173

Nur Johanna Riswan +603 - 2775 6193  
Nur Haida Ismail +603 - 2775 6097

✉ [reg\\_aseansme2015@smecorp.gov.my](mailto:reg_aseansme2015@smecorp.gov.my)



# ASEAN SME Showcase 2015



Hosted by:



Organised by:



- Exhibition of products & services
- Exchange of information & ideas on technology & innovation
- Business matching sessions & forum
- Product launches & presentations

+603 - 2775 6000

1 300 30 6000

+603 - 2775 6317

## Participation Fee:



### Standard Booth

- RM5,000.00 (approximately USD 1,500.00) per booth
- Standard Shell Scheme
- 3m X 3m (9sq meter) display area



### Bare Space

- RM300.00 (approximately USD 100.00) per sq meter
- Minimum space requirement 90 sq meter (10 booths space)
- Intended for pavilion construction

**REGISTER NOW!**

## International Showcase Registration Form

Details of Company / Organisation

Organization Name			Telephone	
Contact Person (Mr / Mrs / Ms)				
Address			Fax	
			Mobile	
Country	Email	Website		

### Nature of Business

- |  |  |
|--|--|
| <input type="checkbox"/> Manufacturing                     | <input type="checkbox"/> Services                                |
| <input type="checkbox"/> Machinery & Engineering           | <input type="checkbox"/> R&D / Product Development               |
| <input type="checkbox"/> Electrical & Electronics          | <input type="checkbox"/> Banking / Finance                       |
| <input type="checkbox"/> Food & Beverages                  | <input type="checkbox"/> Logistics                               |
| <input type="checkbox"/> Chemical & Petrochemical Products | <input type="checkbox"/> Information & Communications Technology |
| <input type="checkbox"/> Pharmaceutical                    | <input type="checkbox"/> Retail / Wholesale & Trading            |
| <input type="checkbox"/> Steel & Metal Products            | <input type="checkbox"/> Government                              |
| <input type="checkbox"/> Textile & Apparel Leather         | <input type="checkbox"/> Business & Professional Services        |
| <input type="checkbox"/> Non-Metallic Products             | <input type="checkbox"/> Tourism                                 |
| <input type="checkbox"/> Palm Oil Based Products           | <input type="checkbox"/> Healthcare                              |
| <input type="checkbox"/> Paper & Printing                  | <input type="checkbox"/> University                              |
| <input type="checkbox"/> Rubber Products                   | <input type="checkbox"/> Others (Please Specify & Elaborate)     |
| <input type="checkbox"/> Transport Equipment               |  |
| <input type="checkbox"/> Wood & Wood Products              |  |
| <input type="checkbox"/> Manufacturing Related Services    |  |

### Payment Options

- Bank Draft  Cheque  Telegraphic Transfer(TT)

Enclosed herewith a cheque / bank draft RM ( )

Bank:

Cheque No:

Cheque payable to:  
**SME Corp. Malaysia**

**Bank: Bank Islam Malaysia Berhad**  
**Bank Account No. : 14195010002391**  
**Swift Code : BIMBMYKL**

Company Stamp: \_\_\_\_\_

Date : \_\_\_\_\_

### For registration & enquiries

Please complete and submit the form to the:  
**ASEAN SME SHOWCASE 2015**  
Closing Date: **31 March 2015**

Mr. Czarif Chai Abdullah  
@ Chai Sen Hong  
chai@smecorp.gov.my  
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Mr. Mohd Faizrus Anwar Roslan  
faizrus@smecorp.gov.my  
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# ASEAN SME Conference



Hosted by:



Organised by:



www.aseansme.my

Sharing of knowledge and experience by an impressive line-up of distinguished speakers from reputable organisations in ASEAN and other regions.

+603 - 2775 6000

1 300 30 6000

+603 - 2775 6318

## Conference Fee:

Category	Fee	
	Local	International
Normal	RM350 per person	USD100 per person
Student / Senior Citizen / Person with Disability	RM100 per person <small>Kindly submit student ID (including MBA, MSc and PhD), MYKAD, OKU Card or Relevant Documents.</small>	USD30 per person <small>Kindly submit student ID (including MBA, MSc and PhD), International Passport or Relevant Documents.</small>
Early Bird (Before 31 March 2015)	15% discount	15% discount

Let's Connect With  
The Community!  
Register yourself as a  
Delegate NOW to receive an  
**EARLY BIRD  
DISCOUNT!!!**

**REGISTER NOW!**

## Conference Registration Form

Company Name	
Name	
Designation	
IC / Passport	
Mobile	
Email	

Please tick where applicable :  Local  International  Student  Disabled  Senior Citizen (60 years and above)

Address : \_\_\_\_\_ State : \_\_\_\_\_  
 \_\_\_\_\_ Country: \_\_\_\_\_  
 Postcode : \_\_\_\_\_ Tel: \_\_\_\_\_  
 City : \_\_\_\_\_ Fax: \_\_\_\_\_

Please indicate of the nature of business:

- |   |  |
|---|--|
| <input type="checkbox"/> Agriculture                    | <input type="checkbox"/> Private Education       |
| <input type="checkbox"/> Properties / Real Estate       | <input type="checkbox"/> Private Healthcare      |
| <input type="checkbox"/> Manufacturing                  | <input type="checkbox"/> Construction            |
| <input type="checkbox"/> Communication & IT             | <input type="checkbox"/> Government              |
| <input type="checkbox"/> Wholesale & Retail Trade       | <input type="checkbox"/> Professional Services / |
| <input type="checkbox"/> Financial Services / Insurance | Engineering / Consultancy                        |
| <input type="checkbox"/> Others, please specify _____   |  |

### Payment Options

( ) Bank Draft ( ) Cheque ( ) Telegraphic Transfer(TT)

Enclosed herewith a cheque / bank draft RM ( )

Bank: \_\_\_\_\_

Cheque No: \_\_\_\_\_

Cheque payable to:

**Idea Sempurna Services Sdn Bhd**

**Bank Islam Malaysia Account No: 14195010007408**

**Swift Code : BIMBMYKL**

No. of Delegate: \_\_\_\_\_ Organisation: \_\_\_\_\_  
 Name / Contact Person : \_\_\_\_\_ Designation: \_\_\_\_\_  
 Mobile: \_\_\_\_\_ Email : \_\_\_\_\_

### For registration & enquiries

Please complete and submit the form to the:

**ASEAN SME CONFERENCE 2015**

Ms. Nur Aishah Isa  
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Mr. Mogan Arjunan  
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mogan@smecorp.gov.my

Ms. Jazz Tan  
+6017 - 325 5037

jazz@ideasempurna.com.my

aseansme@smecorp.gov.my

# ASEAN Business XchanGe Platform



Hosted by:



Organised by:



ASEAN Business XchanGe Platform is an avenue to provide face-to-face Business Matching Sessions to facilitate linkages between SMEs in ASEAN and beyond.

+603 - 2775 6000  
1 300 30 6000  
+603 - 2775 6314

**REGISTER NOW!**

## Business Matching Registration Form

Details of  
Company / Organisation

Name			
<input type="text"/>			
Contact Person (Mr / Mrs / Ms)		Designation	
<input type="text"/>		<input type="text"/>	
Address			
<input type="text"/>			
<input type="text"/>			
Email	Telephone	Fax	Mobile
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Industry Sectors

<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Manufacturing Related Services	<input type="checkbox"/> Services Sector
<input type="checkbox"/> Electrical & Electronics	<input type="checkbox"/> Engineering Support Services	<input type="checkbox"/> Logistics
<input type="checkbox"/> Transport Equipment	<input type="checkbox"/> Calibration and Testing Services	<input type="checkbox"/> Distributive Trade
<input type="checkbox"/> Machinery & Engineering	<input type="checkbox"/> R&D Institutes & Design Houses	<input type="checkbox"/> Specialised Technical Support
<input type="checkbox"/> Chemical & Petrochemical	<input type="checkbox"/> Software Development	Services Companies, such as OSHA
<input type="checkbox"/> Resource-based	<input type="checkbox"/> Packaging Services	Management Services and
	<input type="checkbox"/> Market Research	Engineering Consultancy
	<input type="checkbox"/> Environmental Management Services	
<input type="checkbox"/> Others (Please Specify) <input type="text"/>		

\*I intend  to buy  to supply  to outsource the products / services as below: (tick where appropriate)

No.	Description
1	
2	
3	
4	

Please arrange for a business meeting with:  
(Please specify/tick which company sectors you wish to meet)

- |  |   |  |   |
|--|---|--|---|
| <input type="checkbox"/> Aerospace         | <input type="checkbox"/> Oil & Gas            | <input type="checkbox"/> Healthcare                  | <input type="checkbox"/> Electrical & Engineering |
| <input type="checkbox"/> Automotive & Rail | <input type="checkbox"/> Retail (Hypermarket) | <input type="checkbox"/> Ship Building & Ship Repair | <input type="checkbox"/> Services                 |
| <input type="checkbox"/> Others            |   |  |   |

For registration & enquiries

Please complete and submit the form to the:  
**ASEAN Business XchanGe PlatForm 2015**  
Closing Date: 17 April 2015

Ms. Azrine Othman  
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Ms. Usharani Subramaniam  
+603 - 2775 6199

BMsme@smecorp.gov.my

Hosted by:



Organised by:



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SHOWCASE & CONFERENCE **2015**  
  
**KUALA LUMPUR** 26-28 MAY 2015



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