

# SME ASSOCIATION OF MALAYSIA

马来西亚中小企业公会

Empowering SME  
引领中小企业





# SME

MALAYSIA







中小企业 SME Connect | August 2015

**SME MALAYSIA**  
马来西亚中小企业协会

### 带领中小企业走出去

马来西亚中小企业协会  
SME Association Malaysia

成立日期: 1995年  
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# ABOUT US 简介

**SME Association of Malaysia** (formerly known as SMI Association of Malaysia) was established on 13th July 1995 with the objectives of promoting, providing supports, services and solutions towards the best interest of small and medium enterprises (SMEs).

Since its inception, the Association has been organizing numerous mega and international conferences, seminars, award, exhibition and projects to educate, elevate and expose its members as well as SMEs in Malaysia.

The Association also actively engages in dialogues with the various ministries of Malaysian Government to reflect and provide feedback on the needs and improvement required for the development of a strong, vibrant, competitive, and resilient SMEs. As a backbone of Malaysia economy, the flourish of SMEs is critical for elevating Malaysia into an advanced economy in the world.

成立于1995年7月13日，马来西亚中小企业公会积极为中小企业提供服务与支援，并促进中小企业的发展。

自成立以来，公会举办许多大型国际会议、工作营、商览、企业奖项等，努力加强中小企业的教育与学习。

公会也积极与政府部门和机构对话，反应中小企业的需求和提供改进的方向，以建立一个强大、有活力、有竞争力、和有弹性的中小企业。作为我国经济的主干，中小企业的蓬勃发展是马来西亚迈向先进经济体的关键点。

## Moving beyond the local market

If 2015 was tough, business conditions this year may be even more challenging with the expected hike in minimum wages, electricity tariff and a further weakening of the ringgit. SMEs need to build up competitiveness and look at expanding their markets abroad.

By Michael Kang

2015 year 2015 was a transitional year for Malaysia SMEs, beset by several setbacks and increased headwinds. The volatility will persist, and 2016 is going to be a very challenging year.

Strong growth and cost of living, as a result of the implementation of GST and increased inflation, have put the upward on businesses.

The persisting power of recession is going to impact further, slowing further weakening of the ringgit and the introduction of state-level economic programmes. The impact has been amplified by SMEs receiving the 14th order in 2015, and it has further worsened in 2016.

Against the pessimistic outlook, the SME Association of Malaysia (SMEAM) is looking at ways to help SMEs survive and thrive in this challenging environment. The 2016 year 2016 is going to be a very challenging year. The impact has been amplified by SMEs receiving the 14th order in 2015, and it has further worsened in 2016.



Photo: Reuters

have hardened with the rising cost of doing business. While best cases were seen, the SMEs would not increase their costs, the impact has been substantial.

Additional costs were incurred in areas such as human resources and training, hardware and software, and operational business processes. Delays in releasing across 125 payments also resulted in cash flow problems.

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as the opportunity to be integrated, in the regional or global value chain.

SMEs should also enter the opportunities offered by the Trans-Pacific Partnership Agreement (TPPA), which will materialize in 2016. The TPPA will open up access to a market of 400 million people, 40% of the world's gross domestic product and a third of global trade. It is anticipated that the TPPA will stimulate exports to agriculture, food, electrical and electronics, textiles and garments industries.

Furthermore, the SME and TPPA also bring tremendous challenges. By opening up market and allowing free flow of goods and services, investment, and labour, we will have to face competition from SMEs and large enterprises from outside. Hence, Malaysian SMEs have to be equipped with the relevant competencies and sufficient resources to stay ahead.

This would require capability and capacity-building, technology upgrade and innovation.

The reality is that the majority of Malaysian SMEs have been in the comfort zone for too long and are not ready to compete internationally in a market of producers. Malaysia is heavily tilted with a ratio of 1:100. It is essential to improve and the SMEs must be able to compete with the global market.

There are several steps that SMEs must take to improve their competitiveness. First, they must improve their product quality and innovation. Second, they must improve their marketing and sales strategy. Third, they must improve their financial management and risk management. Fourth, they must improve their human resources and training. Fifth, they must improve their technology and innovation.





## Vision 愿景

- To transform small and medium industries, enterprises and businesses into the economic powerhouse of the country by 2020.
- 致力协助大马中小企业转型，成为实现 2020宏愿的主要引擎。

## Mission 使命

- To instill and eventually ingrain-deeply the concept of a learning organization in small and medium industries, enterprises and businesses and encourage them to be export-oriented.
- 倡导精益求精及以出口为导向的大马中小企业。



## OUR ACTIVITIES 活动

### SME Recognition Award (SMERA) 中小企业表彰奖

Launched in 2002, the SMERA is an annual award programme organized by the Association to recognise achievements of outstanding SMEs in Malaysia. The Award also provides a premium platform to benchmark the quality of products or services of SMEs, and to enhance their brand images in the global marketplace. The SMERA is well-supported and highly recognized by the SME community.

于2002年推介，一年一度的SMERA 表扬优秀成就的中小企业，提供了一个优质的平台，以标杆中小企业的产品或服务的质量，同时提升本身在全球市场的品牌形象。SMERA在中小企业界获得高度认可和支持。



2 news &amp; views

## Levy hike not the answer

There are too many ministries and agencies involved in the employment of foreign workers.

By MICHAEL KONG

THE sudden announcement of the government increasing the levy for foreign workers has caught the SME industry by surprise. The levy for most manufacturing, construction and services sectors has been increased to RM1,500, while the levy for plantation and agriculture sectors has been increased to RM2,500. The government expects a hike of 20% to 30% in foreign worker levy.

Many are of the view that the new measure is to reduce dependence on foreign workers and accelerate automation in the labour-intensive sectors. Furthermore, the growing number of foreign workers in the country has brought rising security and social issues.

This problem is far greater than it seems to be. The levy is a very small right amount for reducing the labour shortage.

Based on the estimate of the Human Resources Ministry, there are six million foreign workers in the country, and the number is growing. It is a very big number for a country of 30 million people. The figure suggests that our labour force is heavily dependent on foreign workers.

The reality is that our economy would be seriously affected without the presence of foreign workers. There has been a shortage of labour in the country as a result of low foreign worker levy. Many businesses are forced to hire foreign workers, even though they have to bear the increasing costs and restrictions of hiring.

Our government should take the role of foreign workers very much more seriously. They are the backbone of our economy. It is not only a matter of labour supply and demand, but also a matter of economic growth and development.



Hiring foreign workers is important to encourage and support the growth of the country's economy.

and being able to work with the local labour force. In order to reduce the number of foreign workers, the government should consider other measures, such as providing training and education to local workers, and creating more job opportunities for them.

The levy hike is not the answer. There are too many ministries and agencies involved in the employment of foreign workers. The government should take a more holistic approach to the issue, and consider the needs of both the local and foreign labour forces.

It is time for the government to rethink its policy on foreign workers. The levy hike is a short-term solution, but it does not address the root cause of the problem. The government should focus on creating a more competitive and attractive environment for foreign workers, and encourage them to stay in the country for the long term.

## 2015年中小企业卓越成就奖 开始提名 诚邀业者展现自我实力

由马来西亚中小企业协会 (SMEAM) 主办的2015年中小企业卓越成就奖评选活动，现正接受各界业者的提名。该奖项旨在表彰在经营、管理、创新及社会责任等方面表现卓越的企业，以鼓励中小企业不断提升自我实力，在激烈的市场竞争中脱颖而出。

评选活动由中小企业协会 (SMEAM) 主办，并由政府、学术界、媒体及行业专家组成评审团。入围企业将有机会参加颁奖典礼，并获得荣誉证书及奖杯。此外，获奖企业还将有机会参加由协会组织的海外考察及交流活动，以拓展视野，提升竞争力。

中小企业协会 (SMEAM) 表示，举办此项评选活动，旨在为中小企业提供一个展示自我实力的平台，同时也为社会各界提供一个了解中小企业发展状况的窗口。协会将全力支持并协助各业者参与评选活动，共同推动马来西亚中小企业的发展。

中小企业协会 (SMEAM) 成立于1988年，是马来西亚最大的中小企业组织。协会致力于为中小企业提供培训、咨询、融资及市场推广等服务，以促进中小企业的成长与发展。协会还定期举办各种行业论坛、研讨会及展览活动，为中小企业搭建交流与合作的平台。



中小企业协会 (SMEAM) 举办的2015年中小企业卓越成就奖评选活动，吸引了众多业者的参与。

## SME Academy 中小企业学院

In line with the objective of assisting SMEs to transform and excel in the global market, the Academy provides training programmes that contributes to the human resource development, market access, skills upgrading, branding, and innovation of SMEs. The programmes are conducted by industrial experts and are tailored made to the needs of SMEs. This is not only a space for interactive learning, but also a platform for exchange of ideas and networking.

配合协助中小企业转型和迈向卓越的目标，中小企业学院提供人力资源开发，市场拓展，技术提升，品牌创新的课程。这些课程都是针对中小企业的需要而定做，并由行业专家提供培训。学院不仅是互动学习的空间，同时也是思想交流和社交网络的平台。

## Trade Missions & Exhibitions 贸易代表团与展览

Going global is one of the ways forward for SMEs in the world of trade liberalization. We organize various trade missions and exhibitions to ASEAN countries, China, Taiwan, South Korea, India, and Middle East. We aim to assist SMEs to expand beyond local market by creating platforms for SMEs to promote their products and services, to connect with industry leaders, networking, business-to-business meetings with potential partners, foreign market intelligence, and opportunities to initiate, develop and conclude export partnerships.

走向世界是中小企业在贸易自由化的时代里前进的方法之一。我们举办各种贸易代表团和展览，到东盟国家，中国，台湾，韩国，印度和中东等地区，开发商机。通过建立平台，我们帮助中小企业走出国内市场，推广产品和服务，与国内外行业领袖建立网络，发掘潜在合作伙伴。

## SME Club 中小企业俱乐部

Exclusively for the members of the Association, SME Club organizes monthly gathering that bring together entrepreneurs and start-ups for sharing of ideas and knowledge, and networking. We invite outstanding SME entrepreneurs, industrial experts, and policy-makers to share ideas for innovative business, market opportunities, and knowledge learning at the gatherings.

中小企业俱乐部主办每月一次的聚会，邀请优秀的中小企业经营者，行业专家和政策制定者，分享创新业务，市场机会和知识。这是一个专为会员提供理念聚集，知识共享和建立社交网络的平台。



## Forums and Conferences 论坛与会议

The Association organizes forums on diverse range of issues concerning SMEs community, such as GST, minimum wage, and TPPA. These forums provide platform for insightful discussions, exchange of ideas, and up-to-date information on policies and incentive programmes introduced by the government.

Its regional conferences provide a platform for SMEs from ASEAN countries to share ideas and insights on the potential economic growth and market opportunities that are abundant in these economics, and to leverage on the networking and business opportunities that are abound.

论坛探讨各类中小企业关心的议题，如GST，最低工资和TPPA等问题，提供思想交流平台，分享政府政策和奖励计划的讯息。

区域会议为来自东盟国家的中小企业的提供平台，分享对区域丰富的经济潜力和市场机会的想法和见解，同时开发商业网络和商机。







As a member of the SME Association of Malaysia, you will be able to:  
加入我们成为会员，你将能够享有以下优惠：

### Expand Your Business Network 拓展你的业务网络

Great opportunities for you to develop professional associations with thought leaders of your industry, and to network with a great variety of local and foreign business partners and clients by taking part in our activities.

我们提供许多机会让你接触各行业的领导者，并通过我们的活动与本地及外国商业伙伴和客户拓展业务网络。

### Enhance Your Professional Skills 提升你的专业知识与技能

Learn from industry experts and stand out from the competition. Our SME Academy training programmes enhance your professional skills and knowledge, and help your business to transform and advance into the global market.

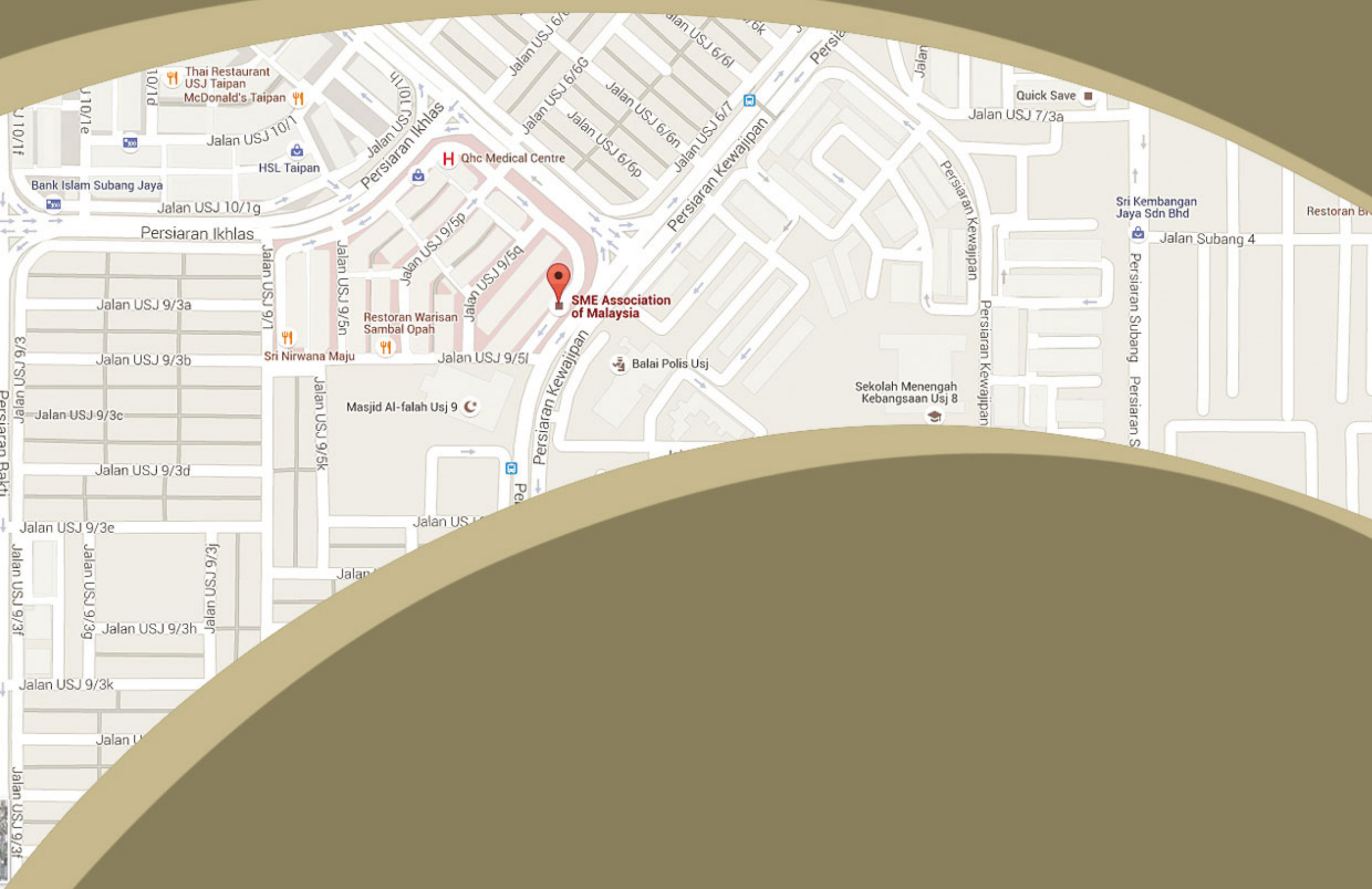
向行业专家学习，从竞争中脱颖而出。我们中小企业学院的培训课程将提高你的专业知识和技能，帮助您企业进行转型，进入全球市场。

### Enjoy Special Rates for Events and Programmes 活动和项目特别优惠价

Members are eligible for special rates at events and programmes organized by the Association, including discounted nomination fee for SMERA. In addition, members will be given priority for joining the events and programmes.

会员将享有活动和项目特别优惠价，包括中小企业表彰奖 (SMERA)提名费优惠价。此外，会员参加活动和项目将获得优先考虑。





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