

SME WEEKLY NEWS

(9 August 2021 – 13 August 2021)

Countries	Highlights
<p>MALAYSIA</p> <p>SMEs can sign up for Celcom's Business Suite and get 3 months waived off</p>	<p>Celcom is working with Microsoft Malaysia, Moduleight Technologies Sdn. Bhd., Payroll Panda Sdn. Bhd., Zimperium and Vigilant Asia (M) Sdn. Bhd, to assist local SMEs during pandemic period. For starters, Celcom is waiving the first 3 months subscription for Celcom Business Suite and SMEs can enjoy 30% savings for one year under the SME Digital Matching Grant. The Celcom Business Suite has been enhanced with Celcom Business Suite Productivity Pack where business owners can manage and operate their businesses smoothly. The package offers Celcom InternetGO mobile internet of 15GB, Microsoft Office 365 Business Basic application and unlimited Microsoft Teams, Google Meet, Zoom, and Webex quota. Also, Celcom's Business Suite Booster Pack allows SMEs to operate their businesses digitally with digital solutions such as Mesinkira Basic, a lite contactless Point of Sales (POS) that manages inventories, transaction records and integrated with digital payment services like e-wallets, credit, and debit cards. The Booster Pack includes Celcom Business Wireless with 150GB data quota, and Enterprise Bulk Messaging to allow SMEs to reach a wider market via SMS broadcast services.</p> <p><i>(Source: TechNave, 11 August 2021)</i></p>
<p>CAMBODIA</p> <p>SME goods eyed for Amazon</p>	<p>The Cambodian business community is eager to work with SMEs across the country to list a curated selection of high-quality offerings on Amazon.com, the well-known US e-commerce platform. Such was the general consensus at a workshop on bringing new products to the US market held via video link, attended by Amazon Global Selling Southeast Asia and representatives of GS1 Cambodia member companies. The two sides discussed the mechanisms for exporting Cambodian products to the US via Amazon, the preparation of quality and standard requirements, and the use and necessary particulars relating to barcodes. Bilateral trade between Cambodia and the US remained resilient in the first half of 2021, clocking in at \$3.84 bil, or a 32.8% surge from the \$2.89 bil booked in the same period last year, according to US Census Bureau data. Cambodian exports to the US during the January-June 2021 period were valued at \$3.64 bil, climbed 32.4% year-on-year, while imports were to the tune of \$202.6 million, rising 40.3%.</p> <p><i>(Source: The Phnom Penh Post, 11 August 2021)</i></p>
<p>VIETNAM</p> <p>SMEs face challenges in digital transformation</p>	<p>Vietnamese SMEs face barriers in digital transformation and have passive response to market changes, said Vietrade. Vietnam targets to become a digital country by 2025 under the national digital transformation programme. However, SMEs did not have enough awareness about digital transformation. In addition, they lack commitment and perseverance from leaders as well as information about digital technology. They also faced limited human and financial resources. Digital transformation is strongly taking place around the world, but in Vietnam, the speed is still modest. A survey by the Vietnam Chamber of Commerce and Industry (VCCI) in 2020 among more than 400 businesses showed that 51% businesses actively transformed digitally before pandemic occurred. Meanwhile 25.7% were not interested but when COVID-19 happened, they started to catch up and find digital technology solutions; 17.5% started to pay attention but not yet started to apply technology. The COVID-19 pandemic is a driving force for businesses to change their habits and apply technology in production, business and consumption. Those that do not keep pace with digital transformation, they will very quickly see their business results affected, and in the long run, easily eliminated from the market.</p> <p><i>(Source: Vietnam Plus, 9 August 2021)</i></p>