

# SME WEEKLY NEWS

(23 November 2020 – 27 November 2020)

Countries	Highlights
<p><b>MALAYSIA</b></p> <p><b>Over half of Malaysian SMEs have not fully embraced digital technologies</b></p>	<p>More than half of Malaysian SMEs (58%) are not ready in reaching their full potential in embracing digital technologies to a greater extent to reap the benefits in efficiency, productivity, customer experience and employee satisfaction. According to the new Digital Readiness Index (DRI) recently launched by Maxis, which surveyed 2,000 SMEs across industries such as retail, manufacturing and transportation, the use of digital tools for customer engagement is still at a basic level. The index found that 61% of the SMEs are still using email and 40% are using social media as main communication channels with consumers. Meanwhile, the SMEs in Malaysia are most digitalised in the efficiency pillar and least digitalised in the customer engagement pillar. Additionally, only 26% of SMEs in the transportation, manufacturing, trade, and oil and gas sector track their company's vehicles digitally. The DRI survey analysis three key pillars in business - customer satisfaction, employee productivity and operational efficiency.</p> <p><i>(Source: Marketing Interactive, 26 November 2020)</i></p>
<p><b>INDONESIA</b></p> <p><b>Fundraising to increase as more SMEs, SOE subsidiaries go public in 2021: Deloitte</b></p>	<p>Fundraising on the Indonesian stock market is expected to increase next year, as more SMEs and state-owned enterprises (SOEs) are projected to go public in response to tax cuts and a relaxation of administrative requirements. The Financial Services Authority (OJK) issued several regulations in 2017 that changed stock listing requirements for small businesses, making it easier for them to go public, Deloitte Indonesia said. The Indonesia Stock Exchange (IDX) has recorded a total of US\$325 million raised from 46 IPOs this year as of November, with offerings dominated by SMEs. Deloitte also expected that Indonesia's IPO market would remain robust next year with the government's strong push for SOEs to go public and the fiscal stimulus to support the nation's economic recovery. Further corporate tax reductions for listed companies are also expected to create a favorable impact on IPO market next year. The government has lowered the corporate tax rate to 22% this year from the previous 25% and will lower it to 20% in 2021. Listed companies with at least 40% of their shares on the market can enjoy an additional 3% reduction.</p> <p><i>(Source: The Jakarta Post, 27 November 2020)</i></p>
<p><b>CAMBODIA</b></p> <p><b>SECC launches Excellence Programme 2</b></p>	<p>Securities and Exchange Commission of Cambodia (SECC) launched here the 'Excellence Programme 2' to help small- and medium-sized enterprises prepare for stock market listing. Excellence Programme is a programme designed to strengthen and build the capacity of small- and medium-sized enterprises in the Kingdom of Cambodia to prepare business governance, financial statements, business plans and compliance in accordance with the standard of listed companies. This programme is divided into three stages including Training and Information Session; Consultation by Experts; and Evaluation and Awarding Ceremony. The first stage of the programme provided participants with the basic knowledge involved in preparing financial statements, corporate governance, the benefits of IPOs, and preparing for the second phase of the Excellence programme.</p> <p><i>(Source: Khmer Times, 24 November 2020)</i></p>