

SME WEEKLY NEWS

(2 August 2021 – 6 August 2021)

Countries	Highlights
<p>MALAYSIA</p> <p>Revenue Monster partners MDEC on e-commerce onboarding for SMEs</p>	<p>Homegrown financial technology company, Revenue Monster and MDEC collaborate on an e-commerce onboarding campaign that would benefit 300,000 local businesses. The Go-eCommerce Onboarding and Shop Malaysia Online campaigns see Revenue Monster working with local SME owners to digitalise their businesses through à la carte. With this campaign, local businesses can tap into Revenue Monster's wide-ranging ecosystem to upgrade their business to digital at zero cost. Revenue Monster provides an all-in-one online superstore solution designed to help businesses take their operations online, driving business sustainability and generating revenue. Businesses that sign up for the campaign will benefit from four key Revenue Monster's features including to receive one free payment terminal and marketing materials, own an online store (à la carte), payment solution with payment links and interoperable platforms with terminals, merchant app and portal. SMEs need to immediately adapt automation in their businesses to remain competitive and continue to be resilient through the impact of the Covid-19 crisis as the pandemic has accelerated the shift of consumer behaviours towards digital transactions and e-commerce.</p> <p><i>(Source: The Malaysian Reserve, 5 August 2021)</i></p>
<p>CAMBODIA</p> <p>SME companies in line for e-commerce training</p>	<p>Cambodian SMEs are to receive government training on how to make the most of the digital economy. The Ministry of Commerce says the training programme is an important part of its Go4eCAM project. That project aims to increase economic opportunities for SMEs by giving them a doorway to the digital economy through an e-commerce platform. It also aims to improve e-commerce in provinces, give extra help to businesses owned by women and develop the business-to-business marketplace. The Digital Business Training Program for SMEs is co-financed by the Ministry of Commerce, the Ministry of Economy and Finance, the United Nations Development Programme (UNDP) and a Cambodian entrepreneur. Secretary of State at the Ministry of Commerce, said the Ministry has achieved a lot in terms of furthering e-commerce by drawing up consumer protection and e-commerce laws, drafting a law on competition, coming up with trade integration and e-commerce strategies and launching the Go4eCAM project. Cambodia's biggest SME association estimates that the Kingdom has more than half a million SMEs, 150,000 of which process raw.</p> <p><i>(Source: Khmer Times, 5 August 2021)</i></p>
<p>SINGAPORE</p> <p>SMEs to get help from #GetReadySG in finding new talent to drive digital transformation</p>	<p>Launched in December 2020 as part of SGUnited's Jobs and Skills Package, the aim of #GetReadySG is to place up to 1,000 Singaporeans into in-demand technology roles across various industries over two years. #GetReadySG is a joint national skills initiative by Microsoft and Generation, a global non-profit organisation that prepares individuals for employment and supports them with job placements. There has been a growing demand for digital skills as consumer preferences and business models become increasingly sophisticated in the uptake of emerging technologies such as AI, data analytics and cloud-based solutions. By providing all-encompassing solution that addresses the manpower and resource pain points that SME employers are facing, #GetReadySG has made it more seamless and fuss-free for SMEs to go digital. SMEs will benefit from customised training, talent recruitment expertise, and administrative support throughout their participation in the programme. Participants will also have the opportunity to upskill themselves through Microsoft-branded training modules and certifications such as Azure Fundamentals and Azure Data Fundamentals at a subsidised rate.</p> <p><i>(Source: The Business Times, 3 August 2021)</i></p>