

SME WEEKLY NEWS

(12 July 2021 – 16 July 2021)

Countries	Highlights
<p>MALAYSIA</p> <p>Matrade partners Google Malaysia, Bank Islam to boost SME exports</p>	<p>MATRADE formalised a landmark collaboration at its annual eNational Export Day (eNED@2021) to partner Google Malaysia and Bank Islam Malaysia. MATRADE is embracing the new norm by changing its approach to cater to more agile assistance and enhancing promotion activities to ensure the companies remain competitive. The eNED offers more value as it highlights key insights to guide exporters in the areas of financing, sustainability, digitalisation, market opportunities, as well as current trade-related issues. As collaborative partners to MATRADE, the public-private synergy with Google Malaysia and Bank Islam will leverage on shared assets to organise longer-term enrichment programmes to raise the business community's competitiveness. This will also include immersion sessions on digital tools, global networking and business matching initiatives. Google Malaysia said the company believes technology plays a significant role in helping companies to adapt to the evolving business standards. Meanwhile, Bank Islam said the bank is honoured to facilitate the growth of businesses through its offerings that are Shariah-compliant, which allows enterprises to fortify their global market presence.</p> <p><i>(Source: Malaysian Reserve, 14 July 2021)</i></p>
<p>SINGAPORE</p> <p>Zalora partners ESG to offer e-commerce help to SMEs</p>	<p>Zalora, through its participation in Enterprise Singapore's (ESG) E-Commerce Booster Package 2021, will be launching an e-commerce booster bundle to help SMEs and sellers diversify and scale their operations online. First introduced last year at the onset of the pandemic, ESG's package is being re-introduced to help SMEs go digital as the e-commerce industry continues to see sustained and robust demand off the back of the region's growing pool of digital consumers. Through subsidised package, sellers can gain access to Zalora's Trender Professional dashboard - where they can compare their performance with over 3,000 local and global brands using Zalora's benchmark data - for six months. They will also be able to integrate with last-mile solution providers, store products in Zalora's fulfilment centres and take advantage of free shipping, through some of Zalora's fulfilment solutions. In addition to receiving S\$6,000 worth of Zalora's sponsored advertisement credit, merchants can make use of marketing campaigns and exposure opportunities available. The package will also make available an onboarding process that provides guidance on store set-up, reporting, delivery & online operations to ease online transition.</p> <p><i>(Source: Business Times, 12 July 2021)</i></p>
<p>VIETNAM</p> <p>IFC helps boost green credit in Vietnam</p>	<p>The International Finance Corporation (IFC) has provided a USD100 million long-term loan for the Orient Commercial Joint Stock Bank (OCB) to increase the private sector's contributions to green and sustainable growth in Vietnam. IFC's investment will help OCB improve its outreach to SMEs in Vietnam, which are facing a financing gap of USD21 billion, equivalent to 11.2% of the country's GDP. With this support, OCB expects to double its SME lending portfolio by 2024 by leveraging its digital banking platform and developing products that cater to the sector's needs. Some areas that SMEs are seeking financing for include renewable energy, energy efficiency, and climate-smart solutions, which can help them grow sustainably while contributing to reducing greenhouse gas (GHG) emissions. The current share of climate financing – as a percentage of total bank financing – in Vietnam is just about 5% or USD10.3 billion and is expected to increase significantly in the coming years. As the country aims to reduce GHG emissions by 9% by 2030 to mitigate climate change impact, this presents a USD753 billion climate-smart investment opportunity for Vietnam between 2016 and 2030, according to an IFC study.</p> <p><i>(Source: Vietnam Plus, 12 July 2021)</i></p>