

# SME WEEKLY NEWS

(11 October 2021 - 15 October 2021)

Countries	Highlights
<p><b>MALAYSIA</b></p> <p><b>AirAsia Academy, Google Malaysia provide free digital courses to SMEs</b></p>	<p>AIRASIA Academy is establishing a partnership with Google Malaysia to reskill and upskill small and medium-sized organisations (SMEs) to digitise their operations, stay relevant, acquire new tech skill sets, and continue to flourish in their businesses. The programme is as part of its Bina Digital initiative, providing free digital courses for SMEs in Malaysia as all contents are designed to help them embrace digitalisation and enhance their business in these challenging times. There will be nine mini courses for beginners, intermediate and advanced levels with topics such as growing your business and generating revenue, taking your business online, getting started with digital advertising and many more. AirAsia Academy Bina Digital is a specialised development programme launched last year as part of the airline's services, providing online courses to help SMEs get started, establish and expand their online presence, as well as strengthen their capacity to sustain sustainable company expansion and growth which has benefited approximately 3,000 SMEs..</p> <p><i>(Source: The Malaysian Reserve, 15 October 2021)</i></p>
<p><b>VIETNAM</b></p> <p><b>Vietnam grasps opportunities to expand agricultural export market</b></p>	<p>Vietnam's agricultural products are being exported to more than 180 countries and territories, particularly products moving from the mid-range market to the higher-end segment. This information was provided at an online trade connection programme with the participation of representatives and business communities of India and three countries of the Greater Mekong Sub-region (GMS), namely Viet Nam, Thailand and Cambodia on Monday. This formed part of a series of activities of a project to strengthen international integration of small and medium-sized enterprises (SMEs) of India and the GMS countries, towards promoting global value chains and trade between India and the GMS countries, which is financed by the Asian Development Bank (ADB). In the first nine months of 2021, Viet Nam earned US\$20.1 billion from exporting food and agricultural products, up 10.8% over the same period in 2020. The growth was attributed to a significant increase in both export volume and the value of many agricultural products.</p> <p><i>(Source: vietnamnet, 13 October 2021)</i></p>
<p><b>THAILAND</b></p> <p><b>Thailand BOI Approves Measures to Promote Industry 4.0 Transformation</b></p>	<p>The Thailand Board of Investment (BOI) approved incentives to encourage companies to speed up Industry 4.0 transformation, and reported that total investment applications for the nine months to September 30 amounted to 520.7billion baht (USD15 billion), already higher than for the whole of last year. The measures approved include a 3-year corporate income tax exemption covering 100% of the investment into the Industry 4.0 upgrade. The BOI will be co-operating with the National Science and Technology Development Agency (NSTDA) on this effort as NSTDA will help assess and advise the Industry 4.0 transformation investment plans that the companies will be required to submit. In a continuation of its policy to help strengthen local small and medium sized enter-prises (SME), the board also approved an extension of the existing special investment promotion measures for SMEs until the last business day of 2022.</p> <p><i>(Source: Bangkok Post, 12 October 2021)</i></p>