

# SME WEEKLY NEWS

(21 November 2016 – 25 November 2016)

Countries	Highlights
<p><b>MALAYSIA</b></p> <p><b>SMEs urged to embrace Big Data Analytics as springboard for growth</b></p>	<p>Big Data Analytics (BDA) uptake in big corporations has spawned success stories, such as accurate targeted marketing and timely product portfolio development based on market trends. Most viewed that BDA is only relevant to large firms, but global market research firm, International Data Corporation (IDC) stated that BDA could also be the tool to help Malaysian SMEs compete more effectively against bigger enterprises. Most SMEs collate data from their customers but majority has no idea of what to do with it. Thus, they need to make use of the right tools for them to convert data into actionable objectives. SAP Malaysia has made these tools available on Cloud platform, which enables SMEs to drastically reduce the cost of ownership. It helps to ease their minds in terms of equipment acquisition and maintenance, while allowing them to retain ownership and storage of their private data.</p> <p><i>(Source: News Straits Times, 25 November 2016)</i></p>
<p><b>INDONESIA</b></p> <p><b>Facebook wants drones to boost Indonesia's access to internet</b></p>	<p>Indonesia government and social media giant, Facebook are seeking cooperation to boost internet access for SMEs. Better internet access could help thousands of Indonesian SMEs in remote regions of the country that so far have not been able to promote their products domestically and internationally. CEO of Facebook, Mark Zuckerberg had offered Indonesia to use Facebook's Aquila drone, a solar-powered unmanned aerial vehicle, to beam the internet to remote parts of Indonesia. Facebook's offer to Indonesia is part of the company's effort to help small businesses tap the potential economic benefits from around 4.2 billion people around the world who have yet to get access to the internet.</p> <p><i>(Source: The Jakarta Post, 21 November 2016)</i></p>
<p><b>THAILAND</b></p> <p><b>DHL launches ecommerce services</b></p>	<p>DHL Express Thailand aims to capitalise on its growing e-commerce business by providing logistics services through a recently launched e-commerce website for Thai SMEs, called Onenow.com. Onenow.com will be used for selling Thai SMEs' products to customers in 196 countries where DHL has a presence. The website will offer free membership, translation assistance as well as a secure payment gateway and international business training. It will also capitalise on tourists who travel to Thailand by offering a channel to purchase Thai products after they have left the country. DHL aims for 40,000 Thai SMEs to try and use the website over the next three years.</p> <p><i>(Source: Bangkok Post, 25 November 2016)</i></p>
<p><b>PHILIPPINE</b></p> <p><b>China banking giant offers SME matchmaking</b></p>	<p>The Bank of China (BOC) is giving Philippine SMEs the opportunity to be matched with Chinese firms during Global SME Cross-Border Trade and Investment Conference that is going to be held next year in 2017. BOC's matchmaking service overturns the traditional mode for inviting investments but adopts an innovative one-to-one or one-to-more negotiation and connection. It includes 6-step process, including establishing a database for enterprises, customer matching, remote online matchmaking, one-to-one meeting, onsite survey and all-round banking service. Aside from the matchmaking services, the BOC has also agreed to provide a \$3 billion credit facility for SMEs. SMEs avail to the credit facility will have to comply with several requirements of the BOC.</p> <p><i>(Source: Philippine Star, 25 November 2016)</i></p>

## SEEING THE BEAUTY IN HIS OWN COSMETICS LINE

A passion for beauty products inspired the founder of Omorose Marketing Sdn Bhd, Terry Liao Kui Hiung, to come up with his own cosmetics line in Malaysia. His cosmetic brand, Omorose was derived from his trip to Egypt where he was amazed by its history and how people there had been applying make-up since 5,000 years ago. He first joined a British cosmetics manufacturer in the mid-1990s where he was training its sales staff and got involved in product development. After eight years, he went on to further his studies in 2010 to gain more knowledge of the make-up industry, specialising in prosthetic make-up and special effects make-up in the United States.



When he returned in 2013, he realised there was no market in Malaysia for such skills and had to go back to providing make-up services for weddings and modelling events. He then took a look at how he could create a new path for himself in the beauty industry. In 2013, he pooled together enough savings with a business partner to invest around RM500,000 into starting the company. He engaged a contract manufacturer from Taiwan to manufacture five products: lip balm, cheek tint, finishing powder, eye shadow and sunscreen foundation.

Terry started off by marketing his products online and also participated in local beauty trade shows. His product line was noticed by interested trade owners and today, they are sold in department stores in the Klang Valley. They have since expanded the product line to include lip colours, colour neutralisers, eye lashes as well as gift sets for the holiday season. To-date, the company has seven employees and Terry is a great believer in creating equal employment opportunity.

*(Source: The Star, 22 November 2016)*

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