



FOR IMMEDIATE RELEASE

### **Carnival for Micro Business with Macro Benefits**

**Kuala Lumpur, 6 November 2014** – More than 40 micro entrepreneurs will be exhibiting their products and services at the *Karnival Usahawan Mikro* from 6 - 8 November starting at 9 am until 8 pm at the lobby of Medan MARA Building. The 3-day carnival will be open to public showcasing a variety of food, clothing, health products as well as services provided by our local entrepreneurs.

Members of the public are invited to come and experience the fun as well as to explore the latest products available in the market. 4 units of caravan and 4 canopies will be opened by the Federal Agricultural and Marketing Authority (FAMA) and a counter for new business registration and renewal of business will be opened by the Companies Commission of Malaysia (SSM). Micro-entrepreneurs who register their business during the carnival will automatically receive a P1MPIN insurance (*Pelan Insurans 1Malaysia Penjaja dan Peniaga Kecil Nasional*).

In conjunction with the carnival, a complete retail solution to help entrepreneurs maximize profits and achieve business growth will be launched by TM. “Shop in a box” is not only affordable, but also packed with value added services. It has two important components which are solution for collection and solution to pay SurePay and SurePay *Point-of-Sale* (POS).

In addition, a forum for micro-entrepreneurs will be officiated by the Deputy Minister of International Trade and Industry (MITI), Yang Berhormat Dato' Ir. Haji Hamim Samuri on 8 November 2014. The forum will bring together various industry leaders to speak on how micro-entrepreneurs can kick start their business and overcome challenges in their businesses.

The carnival is a collaborative effort between SME Corp. Malaysia with Majlis Amanah Rakyat (MARA), FAMA, Amanah Ikhtiar Malaysia (AIM), TEKUN, Jabatan Pembangunan Wanita (JPW), SSM, Maybank and TM. These government agencies should be regarded as strategic partners for entrepreneurs in starting and developing their businesses.

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### About SME Corp. Malaysia

SME Corp. Malaysia is a Central Coordinating Agency that formulates overall policies and strategies for SMEs and coordinates the implementation of SME Development Programmes across all related Ministries and Agencies. It acts as the central point of reference for research and data dissemination on SMEs, as well as, provides advisory services for SMEs in Malaysia.

SME Corp. Malaysia also assumes the role of the Secretariat to the National SME Development Council (NSDC) which is chaired by YAB Prime Minister of Malaysia.