

Malaysia Hosts the ASEAN SME Showcase & Conference 2015

The ASEAN SME Showcase & Conference - ASSC 2015 to open-up business and partnership opportunities for both ASEAN and Global players

[Kuala Lumpur, February 11, 2015] In conjunction with Malaysia's Chairmanship of ASEAN 2015, SME Corp. Malaysia is offered the once-in-a-lifetime opportunity to host the ASEAN SME Showcase & Conference (ASSC) 2015 from 26-28 May, 2015 at the Kuala Lumpur Convention Centre. This announcement was made at SME Corp. Malaysia today.

Themed "*One Business, One Community*", the 3-day event will be officiated by the *Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib Tun Haji Abdul Razak. The 3-day event will be expecting more than 10,000 trade visitors, 450 exhibitors including 200 under the international pavilion comprising Multi-National Corporations (MNCs), government bodies and agencies.

With strong participation of Small and Medium Enterprises (SMEs) throughout the 10 ASEAN countries namely Malaysia, Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Myanmar, Singapore, Thailand, Vietnam and The Philippines, exhibitors will showcase their best and most innovative products & services, offering huge business opportunities that have vast economic potential for the region. Speakers from various successful international companies will be there to share their success stories, tips and knowledge with SMEs through various conferences to be held throughout the 3-day event.

In recognition of SMEs as the pillar of ASEAN economies with contribution of 23% to 58% to the GDP and its role in providing 43% to 97% of domestic employment, this "one of its kind" event for the ASEAN Economic Community (AEC) aims to lay the foundation of regional cooperation in developing and preparing the SMEs for the AEC, besides regionalising SMEs in ASEAN for global reach.

There will also be vast investment opportunities at the ASEAN Business XchanGe platform, which will enable ASEAN SME Community to increase their visibility and profitability through face-to-face Business Matching Sessions, establishing linkages between SMEs in ASEAN and reputable Multi-National Companies as well as Large Corporations.

“We have known the Asean SMEs for their resilience and motivation to build successful local, regional and international businesses. The ASEAN SME Showcase & Conference in May, will help these SMEs gain visibility, showcase their potential, their capabilities, products and services to the world”, said Yang Berbahagia Tan Sri Ir. Dr. Mohamed Al Amin Abdul Majid, Chairman of SME Corp. Malaysia in his welcoming speech.

The event will be a world-class, interactive platform for businesses / SMEs to seize ASEAN networking opportunities, enabling exchange of skills, knowledge, technologies, talent and much more.

“History is in the making not just for the ASEAN, but for Malaysia too. The eyes of the region and the world will be on us, as we host the ASEAN SME Showcase & Conference (ASSC) 2015. The event will certainly be an intelligent and prestigious platform that will serve as a passport for local entrepreneurs to go ASEAN, empowering our SME communities and the global participants at large with ‘functional knowledge’, that is pragmatic for setting new benchmarks for business progress. Participants will be able to witness and learn from some of ASEAN successes of Malaysian origin too”, added Dato’ Hafsa Hashim, CEO of SME Corp. Malaysia.

Do not miss this amazing opportunity. Mark your date and join the most remarkable event of the year – the ASEAN SME Showcase & Conference (ASSC) 2015. To register or for more information about the ASSC 2015, please visit www.aseansme.my.

**Subject to acceptance of invitation*

- END -

About ASEAN SME Showcase & Conference (ASSC) 2015

The ASEAN SME Showcase & Conference is a world-class intelligent, interactive platform for SMEs to showcase their products, services and technologies for the global market and seize global networking opportunities.

It is an unprecedented event for the ASEAN Economic Community (AEC), in recognition of SMEs being the backbone of ASEAN economies, in 2015 which is the first year of the AEC, with the following objectives:-

- to lay the foundation of regional cooperation in developing SMEs for the AEC;
- to foster economic integration at the SME level as a goal of the AEC; and
- to regionalise SMEs in ASEAN, towards global reach.

With the theme “One Business, One Community”, the event will be officiated by YAB Dato’ Sri Mohd Najib Tun Haji Abdul Razak, the Prime Minister of Malaysia, on 26 May 2014 at the Kuala Lumpur Convention Centre.

About SME Corporation 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