



# MEDIA RELEASE

## APEC YOUNG ENTREPRENEURS KICK - OFF HIGHLIGHT THE POTENTIAL OF YOUNG ENTERPRENEURS

**Kuala Lumpur, 18 February 2020** – In order to highlight the potential and enhance networking among young entrepreneurs from APEC economies, the Ministry of Entrepreneur Development and Cooperatives (MEDAC) through its agency, SME Corp. Malaysia organised the APEC Young Entrepreneurs Kick-Off Workshop to start the APEC 2020 initiatives for Malaysian SMEs.

The programme which was launched by YBhg. Datuk Wan Suraya Wan Md Radzi, Secretary General, Ministry of Entrepreneur Development and Cooperatives will be held for two days, from 18 to 19 February 2020 at the InterContinental Hotel Kuala Lumpur. Apart from Malaysia, this programme is also participated by participants from Indonesia, Japan, Thailand, Mexico, the Philippines, Peru, Russia and Papua New Guinea. Among activities involved during this programme are sharing sessions by successful entrepreneurs and professionals in the areas of digital marketing, innovation and financing of SMEs. Pitching sessions will also be organised to provide opportunities for young entrepreneurs to introduce their products or services to potential investors.

This program is the first of several APEC programmes which will be organised by MEDAC in 2020. In line with Malaysia's hosting of APEC 2020 which will include more than 30 meetings, conferences and related events to be held from December 2019 to November 2020, MEDAC as the Ministry responsible for the development of SMEs is also entrusted with organising several specific SME related programmes, including the APEC SME Week 2020 which will be held from 21-24 September 2020. Entrepreneurs, businessmen and locals will benefit from sessions on sharing of experience and technology as well as business opportunities with over 16,000 delegates involved from 21 APEC economies throughout this year.

Also present at the APEC Young Entrepreneurs Kick-Off Opening Ceremony was Mr. Noor Azmi Mat Said, Chief Executive Officer of SME Corp. Malaysia.

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**SME Corp. Malaysia**

SME Corp. Malaysia is the Central Coordinating Agency under the Ministry of Entrepreneur Development and Cooperative (MEDAC) that 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 Entrepreneur and SME Development Council (NESDC) which is chaired by YAB Prime Minister of Malaysia.