

PERDANA LEADERSHIP FOUNDATION

SME LEADERS PROGRAMME 2022

KNOWLEDGE EXCHANGE FOR ENTREPRENEURSHIP EXCELLENCE

YBHG TAN SRI AZMAN HASHIM



PERDANA LEADERSHIP FOUNDATION
Y A Y A S A N
K E P I M P I N A N
P E R D A N A

WELCOME ADDRESS
YBhg Tan Sri Azman Hashim,
Chairman, Board of Trustees
Perdana Leadership Foundation

DATE 25th May 2022
TIME 8.45am
VENUE Perdana Leadership Foundation, Putrajaya



WWW.PERDANASMELEADERS.COM



PLF SME Leaders Programme 2022: “Knowledge Exchange for Entrepreneurship Excellence”

Welcome Address by YBhg Tan Sri Azman Hashim
Chairman, Board Of Trustees
Perdana Leadership Foundation

Yang Berbahagia Dato' Suriani Dato' Ahmad,
Secretary-General, Ministry of Entrepreneur Development and Cooperatives and Chair of the
ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises

Yang Berbahagia Tan Sri Nik Mohamed Nik Yaacob,
Executive Director, Perdana Leadership Foundation

Esteemed Representatives of Affin Bank, Pernas, and AmBank

Eminent Trustees

Distinguished Speakers and Facilitators

Members of the Media

Ladies and Gentlemen

1. It gives me great pleasure today to be among entrepreneurs and the driving force behind various micro, small, and medium businesses. Thank you for attending today's SME Leaders Programme.
2. As mentioned by the MC, I started my entrepreneur journey by starting my own accountancy practice in 1964. My Chartered Accountancy practice started with 3 people - me, my wife as Secretary and the office boy. After 3 weeks, my wife resigned! From one staff we grew to 200.
3. After eight years I left my practice to join Maybank as one of its two Executive Directors. I left after 10 years to set up an Investment Bank; Arab-Malaysian Development Bank also acquired a listed company (Taiping Textiles) which morphed into Amcorp Properties which was privatised in November 2021. I also have RCE Capital Bhd, a listed company and recently acquired a Singapore-listed company, Amprop Global Ltd.
4. With the above Companies – besides Banking & Finance - I have ventured into properties in Malaysia and overseas, textiles, solar & hydro energy etc.
5. In Banking, I started in 1982 with Arab-Malaysian Development Bank Bhd with 200 staff and now after acquisition and expansion, we are a financial conglomerate with around 10,000 staff.

From my perspective – there are a few fundamental things that guided me:

- 1) Passion for what you do. Hard work does not seem so. You tend to enjoy and thrive on it.
- 2) Liquidity – cash flow. Whether you are small or big business, cash flow is critical because when you are short of cash, many problems will crop up and lead to business failure.
- 3) Positive attitude – “Failure” is a blessing in disguise. Resilience.
- 4) Culture of Excellence – The objective is to excel in everything – quality, service etc. Success will be rewarded by profitability.

- 5) Leadership – All of you are leaders. Therefore, must show leadership qualities of hardwork, integrity, fairness, meritocracy, etc. as example to those who are with you.

Ladies and Gentlemen,

- 6) The idea for this programme came about when the Trustees and management discussed the qualities of leaders within the business context.
- 7) We wanted a programme that could provide leadership lessons and learning for Micro, Small and Medium Enterprise (“MSME”), but with an acknowledgment that the best learning in business comes from experience, supported by knowledge.
- 8) 1st January 2022 marked a historic milestone for the Regional Comprehensive Economic Partnership, (“RCEP”) that took several years to materialise. It is the largest trading bloc in the world overtaking the European Union, representing 30% of the world’s population and GDP, with a huge market.

There is, therefore a great potential and opportunities for the MSME growth agenda. The initial ZERO tariffs among RCEP countries are already a big step and potentially a huge benefit to MSMEs.

- 9) The programme today carries the tagline “Knowledge Exchange for Entrepreneurship Excellence”. I hope that the sessions will inspire new ideas as well as potential collaborations, in addition to providing insights into how other leaders tackle their business issues and problems.
- 10) I thank the Speakers and Facilitators who have accepted our invitation to share their experience and lessons learnt. I think between all of the CEOs and Founders who are here today, we have about a century’s worth of priceless hard-earned experience, so do take advantage of their presence here today to learn as much as possible.
- 11) Of course, this event would not have taken off without the generous support of our sponsors. Thank you to Gold Sponsor Affin Bank for coming on board. Thank you to Pernas and AmBank for their Bronze Sponsorships as well.

12) Finally, I thank the participants for making the effort to be present here today. It has been more than two years since we had a physical face to face event so it is an extra-special occasion for PLF. Thank you also to the Organising Committee for making this event happen.

13) Here is to a meaningful programme and to your business success.

Thank You.