



FOR IMMEDIATE RELEASE
PRESS STATEMENT
17TH MAY 2022

PERDANA LEADERSHIP FOUNDATION GATHERS ENTREPRENEURS AND MSME LEADERS AT ITS DEBUT PLF SME LEADERS PROGRAMME 2022 FOR KNOWLEDGE-EXCHANGE AND NETWORKING

PUTRAJAYA - It is during tough times that leadership becomes more critical, and that is even more so for the micro and small-medium enterprise (MSME) sector in Malaysia. Making up more than 95% of Malaysia's business sector, this sector contributes 38% to the nation's annual GDP and employs more than 7 million Malaysians, yet it is the sector that is most vulnerable to external shocks and events. As an example, the pandemic and attendant lockdowns meant thousands of MSMEs went out of business, most due to cashflow and digitalisation issues, but there are also many success stories among MSMEs.

The **Perdana Leadership Foundation SME Leaders Programme 2022** taking place on **25th May 2022** in Putrajaya aims to highlight successful MSMEs, whether new or established, by spotlighting their leaders and their leadership practices, with the aim of fostering knowledge exchange towards entrepreneurship excellence.

"Most of the big businesses of today started as a micro and small enterprise. What enabled these businesses to grow was a combination of factors but leadership plays a big role in determining success or failure. This programme by PLF for MSME leaders is timely because there are many that need direction and support to recover from the lockdowns. The dialogues and discussions featured in the event will hopefully prompt new ideas, open up new possibilities, and lead to new business collaborations that can benefit entrepreneurs," said Tan Sri Azman Hashim, Chairman of the Board of Trustees, Perdana Leadership Foundation.

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The one-day in-person programme scheduled for **25th May 2022** at Perdana Leadership Foundation in Putrajaya will feature speeches by CEOs of MSMEs, breakout sessions facilitated by business leaders, and information sessions on digitalisation and financing options. **Admission to the programme is free but seats are limited, so early registration is encouraged. Registration is via www.perdanasmeleaders.com.**

“With many micro, small, and medium businesses struggling to recover from the pandemic, this programme is a way to energise MSME leaders and connect them with their peers from diverse sectors. The programme is also designed to highlight best practices and painful lessons learned from established and new enterprises, with the understanding that the best learning comes from experience, whether it be one’s own or another’s,” said Tan Sri Nik Mohamed Nik Yaacob, Executive Director, Perdana Leadership Foundation.

The programme will feature three main segments: **CEO Spotlight, Breakout Sessions, and Info Briefs**. The spotlights are speeches by micro and small business leaders that will unearth the lessons learned and pointers forward for inspiration and practical take-aways, while the **breakout sessions** are facilitator-led peer discussions to challenge assumptions, and build networks. **The info briefs** are info-packed talks to aid small biz leaders by those in the know. Speakers include **Ms See Wai Hun, CEO of Juristech, Puan Saliza Abdullah, CEO of BG Capital Holdings, Dr Hanafiah Yussof, CEO of Robopreneur, Mr Aizat Rahim, MD of Dropee, Mr Azlan Shah, Founder, Kelava, and Mr Christopher Yap, Managing Director, Business Banking, AmBank Group**. More information on the event as well as registration form is here: www.perdanasmeleaders.com. Those interested to know more can also call the Secretariat (03-8885-8960) or e-mail smeleaders@perdana.org.my.

The PLF SME Leaders Programme is organised by **Perdana Leadership Foundation**, and sponsored by **Affin Bank** (Gold Sponsor), **Pernas** (Bronze Sponsor), and **AmBank** (Bronze Sponsor).

Note: This is a face to face event. All participants need to wear a face mask for entry, must be symptom-free, and must not be under any quarantine / Home Surveillance Order.

Programme

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Time	Agenda
8.30am	Coffee & Networking
9.00am	Opening Session & Introduction by YBhg Tan Sri Azman Hashim, Chairman, Board of Trustees of Perdana Leadership Foundation
9.20am	CEO Spotlight "Building a Successful Business for the Long-Term" with Q&A
10.05am	Parallel Breakout Sessions I, II, III
10.45am	Coffee Break
11.00am	Special Dialogue Session
12.15pm	Lunch
1.45pm	CEO Spotlight "Building Cash Reserves for Resilience"
2.30pm	Talk: "Funding Options & Grants for MSMEs"
2.50pm	Parallel Breakout Sessions I, II, III
3.30pm	Coffee Break
3.45pm	CEO Spotlight "Challenges in Innovation" with Q&A
4.30pm	Talk: "Digitalisation: How-To for MSMEs"
4.50pm	Closing Session
5.30pm	Refreshments & End

**Please note the itinerary is subject to change at organiser's discretion*

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ABOUT PERDANA LEADERSHIP FOUNDATION

www.perdana.org.my

The Foundation is a non-profit organisation established in 2003 to document, disseminate, research, and archive materials related to the past Prime Ministers of Malaysia, and nation-building. The Foundation intends to become the premier institution for the study of Malaysia's Prime Ministers and the central resource centre for research into national stewardship as well as a platform for reflection, debate, and discussion with distinguished figures in Malaysian leadership. Our Honorary President is the fourth and seventh Prime Minister of Malaysia, YABhg Tun Dr Mahathir Mohamad. To date, we have digitised more than 500k materials, half of which are available through our website www.perdana.org.my.

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