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PRESS STATEMENT

13th JULY 2023

A UNIQUE MSME KNOWLEDGE-EXCHANGE AND NETWORKING EVENT: THE PERDANA LEADERSHIP FOUNDATION SME LEADERS PROGRAMME 2023

PUTRAJAYA, 13th July - 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. In today's rapidly evolving business landscape, MSMEs face a multitude of challenges. Issues such as funding, scale, and digitalising continue to be significant factors impacting their survival and success. However, amidst these challenges, there are also inspiring success stories of MSMEs thriving and adapting to the dynamic market conditions.

The **Perdana Leadership Foundation SME Leaders Programme 2023** taking place on **13th July 2023** 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 their success or failure. We expect the dialogues and discussions featured in this second PLF programme for MSME leaders will inspire new ideas, open up new directions, and maybe even lead to long-term business collaborations," said **Tan Sri Azman Hashim, Chairman of the Board of Trustees, Perdana Leadership Foundation.**

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“For smaller companies, it is all too easy to feel isolated and unsupported, and fall into a silo mentality. This programme is designed to remind business owners that they are part of a larger community and can tap into the knowledge pool of this community. The sessions today are aimed at facilitating the exchange of experience, best practices, and information among the MSME community. We are also keen to highlight the success stories of new and established SMEs to extract practical lessons from their specific experience,” said **Puan Zarina Abu Bakar, CEO, Perdana Leadership Foundation.**

The one-day in-person programme scheduled for **13th July 2023** at Perdana Leadership Foundation in Putrajaya will feature dialogues and breakout sessions with CEOs of MSMEs, as well as an information session on cross-border E-Commerce by MATRADE. The closing session will feature PLF Honorary President, former Prime Minister YABhg Tun Dr. Mahathir Mohamad, who will speak on “Translating Vision Into Action: Lessons for Business Leaders”.

Admission to the programme is only RM30 and seats are limited, so early registration is encouraged. Registration is via www.perdanasmeleaders.com.

Speakers include **Mr Ali Hassan Mohd Hassan, Founder of Al-Ikhsan Sdn Bhd, Ms Arieni Ritzal, Founder & CEO of Gula Cakery Sdn Bhd, Mr Jayson Lim Chin Hau, Founder & CEO of Medicap Sdn Bhd, Mr Joshua Chan, Co-Founder of InspiresMe Asia, Mr Kien Poon Chai, Country Head-Malaysia of Funding Societies Malaysia, and Ms Kristy Yong, Chief Executive Director, MS.READ (M) Sdn Bhd.** 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 (03-8885-8965/8952) or e-mail smeleaders@perdana.org.my.

The PLF SME Leaders Programme is organised by **Perdana Leadership Foundation**, and sponsored by **DRB-HICOM** (Gold Sponsor), **MIDF** (Bronze Sponsor), **AmBank** (Bronze Sponsor) and **Bank Rakyat** (Bronze Sponsor)

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Programme

Time	Agenda
8.30am	Registration, Coffee & Networking
9.30am	Welcome Remarks by Puan Zarina Abu Bakar, CEO, Perdana Leadership Foundation Opening Remarks by Encik Mahmood Razak Bahaman, Head, Group Strategic Communications, DRB-HICOM
10.00am	CEO Spotlight I “How to Make Funders and Investors Say ‘I Do’” with Q&A
11.00am	Coffee & Networking
11.30am	Parallel Breakout Sessions I & II
12.30pm	Exhibition Visit and Networking
1.00pm	Lunch
2.15pm	CEO Spotlight II – “Unveiling Key Success Factors of Entrepreneurship” with Q&A
3.15pm	Talk: “Fueling MSME Expansion with Cross-border E-Commerce”
4.00pm	Coffee & Networking
4.30pm	Closing Session with Keynote Address by YABhg Tun Dr Mahathir Mohamad
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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