

上海之夜

SHANGHAI NIGHT ANNUAL DINNER

14th January 2017 | 7.00 pm | S.J.K(C) Yuk Chai, PJ



SMITA
MALAYSIA

Message From



SMiTA NATIONAL PRESIDENT Megane S.C. Soo

GONG XI! GONG XI! With the Chinese New Year just 2 weeks away, I can't help but feeling excited in ushering the year of Rooster. Here I would also like to extend my warmest welcome to all of you to the 1st Annual Dinner of SMiTA Malaysia.

SMiTA with its inception in February 2015, are glad that we had achieved some of the goals that the association had set for. As the National President, I am honoured to be able to witness this grand occasion. I am certainly proud to see the hard work of my team and I have finally bore fruits with the emergence of a young and dynamic entrepreneurs from SMiTA to international markets.

SMiTA was incorporated with a mission to assist all SMEs to trade internationally as the world has now transformed into a borderless market with so many FTAs being signed, trade barriers being lifted, procedures being harmonized and many new markets being discovered.

SMiTA is Malaysia's premier international trade organisation providing a strong platform and professional advice and guidance to entrepreneurs who are either thinking of going into international business or who are already doing business internationally, be it in manufacturing, services or trading.

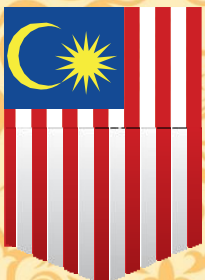
We are a highly active group that aims to bring to SMEs the tools they need to succeed, while at the same time working to provide more information on current market situation and work closely together with government ministries and agencies at all levels to promote international trade.

One of my great joys is providing guidelines to budding young entrepreneurs trying to make their mark in the business world and then tracking their road to success.

However, many times I have seen vibrant and innovative businesses suffer due to the constraints imposed by the indifference of bureaucracy and the ever increasing web of red tape they must navigate to keep their doors open.

We understand that running business at SMEs level is tough and challenging. But every successful business started with a bold first step. And the first step we are referring here is to the international market and probably unknown to many SMEs.

The SME business owner sometimes to be a Jack of all trades, managing tasks that a bigger business would either outsource or employ specialists to manage.



Our core objective is to enhance the rate of success and minimise the rate of failure in SMEs contribution to the country; economy, and to promote the world's best practices in business through our action plans.

SMiTA are proud and honoured to be the partner of Dept of Standards Malaysia, a government agency and accreditation body that overseeing the accreditation of over 6000 standards in the country. We work closely together to promote Standards Malaysia as the benchmark of export. This will help our Malaysian products and services to have a better edge in terms of competitiveness and sustainability in the international market.

SMiTA pledge to do its utmost best to assist all SMEs to venture successfully into the international market.

If you are in line with our mission and objective, I would certainly urge you to join SMiTA and work with us to achieve a better results for the 650,000 SMEs all over Malaysia.

My sincere appreciation to Matrade CEO, Dato' Dzulkipli Mahmud and his dynamic Matrade team for working closing with SMiTA to assist Malaysia SMEs to go global. Also to Director General of Standards Malaysia, Datuk Fadilah Baharin, thank you for believing in us and supporting us right from the start when we just started. Without both of their continuous encouragement and support, SMiTA will not be where we are today.

I also like to thank all government ministry and agencies especially MITI for their co-operation and support as well.

My heart felt thanks to all sponsors, advertisers, fellow SMiTArians and friends for your generous support and contributions, and for making the effort to be with us to celebrate this auspicious function.

Lastly, my utmost thanks to the Annual Dinner Organizing Team for making this event a huge success. And with its theme "Shanghai Nite", I believe it will be a very memorable and fun evening.

"Wishing everyone an enjoyable evening and *GONG XI FA CAI!*"



Megane S.C. Soo
National President
SMiTA Malaysia

Message From



Y. Bhg Datuk Fadilah Baharin

I am deeply honoured to be given this opportunity to add my few words here. I would like to offer my heartiest congratulations to SMITA for its first annual dinner and remarkable achievements in 2016.

The Department of Standards Malaysia (Standards Malaysia), an agency under the Ministry of Science, Technology and Innovation (MOSTI), has a long-standing cooperation with SMITA. Our smart partnership with SMITA started in 2015 where we signed a MoU of strategic collaboration. Both SMITA and Standards Malaysia seek to assist Malaysian SMEs for enhancing their competitive advantage; and brand recognition in the domestic and international markets, through quality and standards utilisation.

As SMEs constitute the biggest bulk of our country's business movements (97.3%), they play a vital role in the overall economic performance of the nation. The Government anticipates that standards compliance can accelerate the Malaysian SMEs to achieve the target 41% GDP contribution (now is 36.3%) and 23% export (now is 17.6%) within three more years. Hence, it is our main focus to address this community (SMEs) and help them embrace standards throughout their business operations and making quality as their culture.

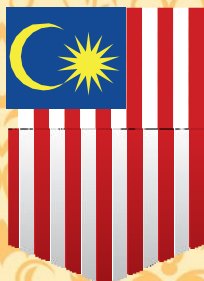
To this end, a programme called "National Standards Compliance Programme (NSCP)" was officially launched by the Honorable Prime Minister, YAB Dato' Sri Mohd. Najib Bin Tun Haji Abdul Razak in 2014. This programme is inspired to create quality-conscious industries, especially among the SMEs, which will embed standards as the enabler to deliver quality product and services; to increase organisational efficiency and productivity; to gain the relevant competitive edge while upholding safety and health of consumers, and to protect the environment. Through this programme, in 2016, more than 1,100 companies have been certified to various standards, an increase of 10% as compared to the previous year. In short, this programme has succeeded to bridge initiatives and information with regards to standard compliance in the country.

I do hope our collaborative efforts continue to increase awareness and acculturate on the importance of standards. Let us bring them to the upper level and access them to customers around the world with quality products and services. My vision is to see that one day our SMEs' products and services are occupying all shelves & demands in Malaysian market, and "expel" the many foreign brands; plus gaining more access to international markets.

Finally, to those who are celebrating Chinese New Year, I would like to wish you "Gong Xi Fa Chai" and have a Happy, Healthy and Prosperous Year Ahead.

Grooming Malaysian SMEs to the upper level. #adastandarduntung.

Datuk Fadilah Baharin
Director General
Department of Standards Malaysia



Message From



DATO' DZULKIFLI MAHMUD

On behalf of MATRADE, I would like to extend our heartiest congratulations to SMITA Malaysia, for organising their first Annual Dinner to highlight their achievements in 2016 and bringing together member SMEs and various stakeholders to commemorate a very memorable and successful year.

Since its inception in 2015, SMITA has been highly supportive of MATRADE's mission in promoting Malaysia's exports globally and in helping brand the 'Made-In-Malaysia' label to be synonymous with excellence, reliability and trustworthiness.

This year alone, SMITA participated in five Export Acceleration Missions organised by MATRADE to Singapore, Bangkok, London, Shanghai and Sydney. I am really pleased to note that SMITA members drew benefit from each of these missions, especially the mission to London, which resulted in a very successful export outcome for three SMITA member companies while two others have embarked on new joint-ventures with companies in the United Kingdom to export their services.

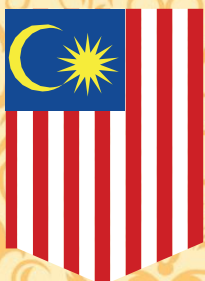
In 2016, MATRADE was also involved in a collaborative Public and Private Partnership with SMITA, in mounting an Export Acceleration Mission to Ho Chi Minh, Vietnam for its members. This fruitful mission is a collaborative milestone, marking a very commendable effort by SMITA to implement a Public and Private Partnership model which the Government of Malaysia has been actively advocating among entities.

Despite being a fairly new organisation, SMITA has shown strong leadership and team spirit, uniting SMEs of different sizes and backgrounds to work together for the greater good. SMITA must also be commended for its continuous effort in expanding member's knowledge in international trade policies and exposure to new developments in market access. Through its monthly SMITA.biz Talk, various private, public, NGO and foreign embassy representatives have been invited to speak and share information that can assist SMEs to make more informed decisions on their plans for international business expansion.

MATRADE is honoured to be associated with SMITA Malaysia, which is a very unique trade association, keen on revolutionising and innovating beyond the norms of a traditional trade association. They apply themselves by adapting to new ways of doing business, utilising technology, e-commerce and alternative financing platforms such as FinTech and Crowdfunding for their members.

It is with great pleasure and sincerity that we wish SMITA and members all the success. Thank you.

**DATO' DZULKIFLI MAHMUD
CHIEF EXECUTIVE OFFICER
MATRADE**



Message From



H.E. Ibete Fernández Hernández

In year 2011 the Republic of Cuba began a process to update its economic model with the goal of warranty the nation's sustainable economic development. It was on this wave that a legal framework was approved under the (Law 118) to encourage foreign investments and it was created the Special Economic Zone of Mariel with attractive incentives for the foreign investor.

Law No. 118 establishes the types of businesses that can be adopted within foreign investment like:

Joint enterprises (International Economic Partnership Agreements including, among others, contracts for hotel management, production or services, contracts to provide professional services, risk contracts to explore non-renewable natural resources, for construction and agricultural production

Enterprises with 100% foreign capital; foreign investors can set up on national territory as:

- a. Natural persons acting on their own behalf
- b. Juridical persons constituting a Cuban affiliate of the foreign entity which they own
- c. Juridical persons setting up a branch of a foreign entity.

The Special Economic Development Zone of Mariel (ZED Mariel in the Spanish acronym) covers an area of 465.4 square kilometers (180 sq. mi.), 45 Km. (28 mi.) west of Havana.

It has been conceived as an integral and harmonic whole connected with the rest of the economy. The Zone promotes and protects enterprises, industrial, agricultural, metal-mechanical and tourism projects and all types of activities permitted by Cuban law that use clean technologies and produce added value goods and services based on knowledge and innovation, encouraging the creation of quality employment that intellectually develops human capital within an environment of safety and good professional practices.

In this auspicious occasion, I would like to take this opportunity to congratulate and acknowledge the National President of SMITA, Ms. Megane S.C. Soo and her team for the work well done they do in uniting peoples through commerce and to invite the Malaysian business community to go and invest in Cuba.

Next November 2017 will take place the 35th edition of the International Fair of Havana, the largest annual multi-sector trade fair in Cuba, the Caribbean and one of the most representatives in Latin America.

In 2016 the 73 countries attended the 34th edition with about 500 exhibitors. For the first time nations like Ethiopia, Gabon and Tanzania attended. Russia, Venezuela and China were ratified as the first partners of our island represented at FIHAV meanwhile countries like Spain, France, Italy and Japan have increased their participation.

Now that you have an idea, please feel at ease and welcome to Cuba, a lot of opportunities are awaiting you.

Mrs. Ibete Fernández Hernández
Ambassador of the Republic of Cuba



Message From



H.E. Rudolf Hykl

I would like to thank the SME International Trade Association of Malaysia for the cooperation, which it extended to the Embassy of the Czech Republic over the last year.

We collaborated on two business missions coming from food and beverage and green technology sectors. The participating Czech businesses, who arrived specifically to Malaysia, appreciated B2B matching events with SMiTA members and the first-hand information on the Malaysian market, which they received.

It was also my pleasure to attend the SMiTA.biz Talk in 2016 and to see the keen interest of SMiTA members in exploring business opportunities in the Czech Republic.

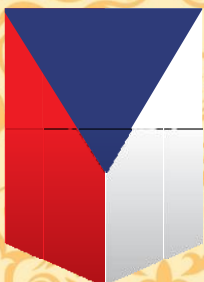
We look forward to arranging more business meetings with SMiTA members in 2017, as we believe that it benefits companies and business people on both sides. I also welcome the intention of SMiTA to visit Europe in 2017, including the Czech Republic.

I would like to take this opportunity to congratulate SMiTA on the eventful year passed and wish it a successful year of 2017.

Yours sincerely,



Rudolf Hykl
Ambassador of the Embassy of the Czech Republic



Message From



H.E. Laura Raquel Donoso González

Dear Active Members of SMITA Malaysia

Many of you may have heard of our enchanted Galapagos Islands, where Charles Darwin built his theory of Evolution. My goal as the Ambassador of Ecuador to Malaysia is to help evolve strong, lasting and mutually beneficial business relationships between our people.

What a better place to develop these bonds than with SMITA!

Ecuador is a beautiful country that stretches from the Pacific Ocean balmy coasts, to the Amazon jungle basin, to the highlands where we have snow-capped mountains and traditions of our ancestors that precede the Incan Empire.

Ecuador is an exporter of a wide range of high quality foods, textiles, and other products I would love to help introduce to Malaysia with your involvement and our Embassy doors are open (www.malasia.embajada.gob.ec, Tel 60 3 2163 5094, 2123 5078, embecua1@gmail.com). We welcome you to discuss with us your business priorities.

Among these products are vegetable ivory, known as Tagua, superfood Quinoa, the most gorgeous flowers in the world including roses with 2 meter stems, the original "Straw Hats", white and pink ultra-sweet dragon fruit, along with some of nature's best bananas, seafood, coffee and chocolate.

Let me take the opportunity to wish SMITA Malaysia all the best of success in your joint efforts to build bridges and introduce for the Malaysian people some of the best products of the World.

Laura Raquel Donoso González
Ambassador of Ecuador in Malaysia



Message From



H.E. Maria Castillo Fernandez

Congratulations to the SME International Trade Association of Malaysia (SMiTA) on the publication of its Souvenir Program Magazine in conjunction with its first Annual Dinner.

The European Union is an ardent supporter of Small and Medium Sized Enterprises (SMEs) throughout the world. We in the EU, recognise that SMEs form the back bone of essentially every economy. SMEs can adapt more quickly to market conditions and are better placed to embrace change and opportunities. Often pioneers in adapting new technologies and approaches, they promote innovation in our economies, frequently moving faster and working more efficiently than some of their larger competitors. A thriving SME ecosystem not only encourages a vibrant business environment, but creates the conditions fundamental for smart, sustainable and inclusive growth between our regions.

The Malaysian economy is a dynamic one. In 2015, the EU was Malaysia's 3rd largest trading partner after China and Singapore. For the EU, Malaysia is its second highest trading partner in ASEAN. In terms of foreign direct investment in goods and services, the EU remains Malaysia's largest investor. So it is with conviction that I say that now is the right time for SMEs to push their frontiers and expand EU-Malaysia trade relationship throughout all sectors.

I wish you a fruitful and productive year ahead and I look forward to working more closely with SMiTA in the coming months towards the achievement of our common objectives.



Maria Castillo Fernandez
Ambassador and Head of Delegation of the European Union
to Malaysia



Message From



H.E. Attila Káli

I wish to congratulate SMITA on a successful year of 2016. Supporting the international success of SMEs is an essential task in every country and SMITA's achievements in this regard are truly remarkable. Through SMITA's activities, Malaysian SMEs get the assistance necessary for taking the big step into the world market.

Just like in Malaysia, government and private sector decision-makers in Hungary are also putting a huge emphasis on empowering SMEs and giving them the right skills that would make them globally competitive and successful. Nowadays, Central Europe, Hungary included, is the engine of economic growth in Europe. With a dynamic economy and a stable political background, Hungary aims to strengthen its trade and investment relations with the countries of ASEAN, with Malaysia being a natural entry point for Hungarian companies to the Southeast Asian market. Besides the already existing interest from the private sector, there is also a conscious effort by the Government of Hungary and its relevant agencies to support our SMEs in their endeavours to target the rapidly growing market of ASEAN with their innovative products and technologies.

Just like SMITA, the Embassy of Hungary in Kuala Lumpur was also established in 2015. Our aim is to build upon the friendly political relations existing between our countries, constantly working towards enhanced trade and investment ties. We wish to see more SMEs from both sides discovering the opportunities offered by the characteristics of our countries, the structures of our economies, for a mutually beneficial economic partnership, with SMEs taking up a larger portion of the bilateral trade between Hungary and Malaysia.

Both Malaysian and Hungarian SMEs are looking for new markets for their products and technologies, and new foreign business partners to work with. Hungary as a member of the European Union, and Malaysia as a member of ASEAN can be ideal partners for each other in the current global competition. Therefore, I strongly encourage SMITA and its members to discover the potential of a closer co-operation with Hungarian partners. Let 2017 be the year when we start this process to the benefit of the SME communities on both sides.

I wish the Management and staff at SMITA as well as all the members a happy and successful new year.

Attila Káli
Ambassador of the Embassy of Hungary in Kuala Lumpur



Message From



H.E. Guido F. Loayza

I wish to extend to all SMITA members my best wishes for 2017. I am sure that you will achieve all your goals and continue making an important contribution to the mission of building an ever more prosperous and united Malaysia.

2016 was an important year for the Peruvian-Malaysian friendship, as we celebrated 30 years of the establishment of diplomatic relations between our two countries. During 2016 we received very important Malaysian personalities in Lima, such as the Minister of International Trade and Industry, YB Dato' Sri Mustapa Mohamed, and The Honorable Prime Minister Dato' Sri Mohd Najib bin Tun Abdul Razak, as well as top representatives of the Malaysian business community, including the leadership of SMITA.

During their meetings with their Peruvian counterparts, they discussed the potential of our economic relations and outlined future guidelines for their development. Within this new approach, the role of entrepreneurs, particularly small and medium-sized ones, is of crucial importance.

Opportunities are there, but only you can translate them into business initiatives that generate revenue for the country and new quality jobs for the population.

Once again, I wish you the greatest success in all your future endeavours!

Guido F. Loayza
Ambassador of the Republic of Peru



<http://www.peru.travel/?internacional>



Message From



Mr. Artur Dabkowski

Congratulations to SMiTA for organizing its First Annual Dinner!

Trade & Investment Promotion Office of Poland started the cooperation with SMiTA in 2015. In 2016, I was privileged to be invited to SMiTA.biz Talk to share on the business opportunities in Poland. I'm so excited to see so much interests from the SMEs who attended the event.

Undoubtedly, both Poland and Malaysia boast great potential for cooperation, particularly in terms of economics, trade and investments, although we are also aware that it has not been used to its full extent. Malaysia has been considered in Poland as an important commercial partner, a partner whose weight, potential and influence in the region should not be neglected or belittled. On the other hand Poland, which is a growing European economy, with its market of almost 40 million people, with its modern industry and services as well as strategic location in Europe, can be, and will be, a strong and reliable partner to Malaysia, to the mutual benefit of our two countries and nations.

Potential of Polish economy is already known and proven sound in Malaysia, especially in industries such as food, cosmetics, pharmaceuticals, new technologies, including "green technologies", luxury products among others. We elaborated and started to implement special programs designed to boost Poland's exports to non-European markets, in which Malaysia is recognized as gateway for Polish products into the growing economy in the ASEAN region.

Poland aims to increase significantly its export to Malaysia in the next two-three years in effort to balance bilateral trade between Malaysia and Poland, which stood in total at EURO 1,1 billion in the year 2016. It is worth mentioning that it constituted 21% of trade turnover between Poland and the whole ASEAN. We noticed that Polish export to Malaysia has been growing up constantly from year 2007.

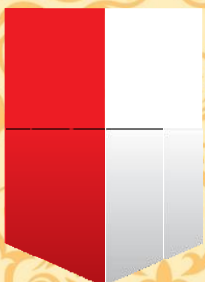
Data for 2015 show that our export to Malaysia grew again by 13% despite the global economy turnarounds and their impact on currency exchange rates. After nine months of 2016 the increase of Polish export to Malaysia reached the level of 12%. Now we have noted that after years of absorbing foreign investments, Polish companies started investing abroad including Malaysia. In the years 2015/2016, eight new companies from Poland started their operations in Malaysia. They represent different sectors, predominantly IT/ICT, but also green technology, food industry, medical equipment sector and cosmetics.

Our trade exchange is steadily getting higher and higher but it still does not reflect the existing potential. Our economies seem to be complementary and there are a lot of direct synergies for cooperation in many sectors. We have to make every endeavour to explore new areas of potential co-operation so that Poland and Malaysia can further improve and enlarge the volume and value of our trade exchange.

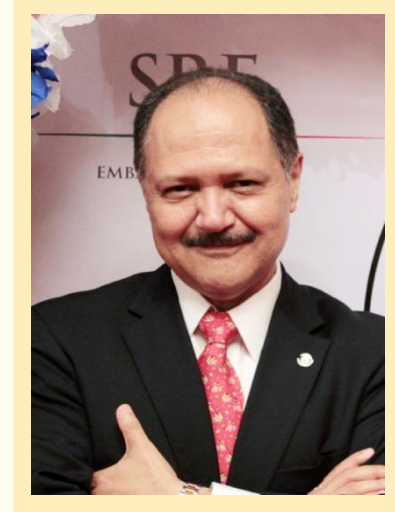
There is a vast space for SMEs from both countries to jump into the mutual trade cooperation but we must know each other better and to recognize business offers. I would like to work with SMiTA to invite the Malaysian SMEs to participate in trade fairs and exhibition in Poland to meet the right counterparts. Also my office helps to find the perspective partners – of course our main role it to promote Polish exports and investments from Poland to Malaysia.

Best wishes to SMiTA and its team in 2017!

Artur Dabkowski
Counsellor – Head of Trade & Investment Promotion Office
Embassy of the Republic of Poland.



Message From



H.E. Carlos Felix Corona.

On the occasion of SMITA's 1st anniversary, I am pleased to extend my warmest greetings for a year of accomplishments. My best wishes for a most memorable anniversary and for every success in the future.

SMITA's mission to encourage entrepreneurs to step into the global arena has propelled its members to explore the untapped potential in high growth overseas markets such as Mexico.

Certainly Mexico is one of the most competitive countries in the world due to its strategic geographic location, size, macroeconomic stability and strength of its domestic market. As an open economy, Mexico is the gateway to the largest economic block in the world (NAFTA) and has a network of free trade agreements, which grants preferential access to 46 countries, equivalent to 1.2 billion people.

Equally important is Mexico's, competitive costs to service global markets, a highly-skilled, young and talented population. Furthermore, the country is developing infrastructure to turn into a world-class logistics platform and is working on deregulation of processes in order to simplify business operations even more.

In view of this unique scenario, Mexico fills the aspirations of today's business leaders and tomorrow's entrepreneurs. Great opportunities in the aerospace, automotive, information technologies and electric & electronic sectors are now available to the Malaysian business community.

It is in this light that SMITA provides an invaluable bridge for Malaysian exporters and investors to partner with Mexico. For instance, SMITA, together with the Embassy of Mexico and ProMexico hosted a business delegation from Mexico to identify opportunities for bilateral trade. My great appreciation to SMITA for providing us with a forum to share with its members news about business opportunities in Mexico during the Smita.biz Talk event in 2016.

I am very grateful for the SMITA's continued dedication in promoting understanding and trade with Mexico, and hope that our close collaboration will be enhanced in year 2017 and beyond. Let me reaffirm our commitment to fulfill our key role in providing the best business environment for Malaysian businesspersons. Mexico is ready to be your partner for growth. I welcome SMITA's members to organize a trade delegation and provide support for the success of a mission to Mexico.

Congratulations once again to SMITA on its first Annual Dinner. I wish SMITA and all of its members great success and prosperity.

H.E. Carlos Felix Corona.
Ambassador of Mexico



Message From



H.E. Samkelisiwe I. Mhlanga

Congratulations to SMiTA on your achievements in 2016! I am certain you will achieve much more in 2017.

It is an honour for me to present this message of support to SMiTA on the occasion of your Annual Dinner. The vision of SMiTA to grow SMEs and encourage them to go global is a passion shared by South Africa. I particularly like your process - hosting a series of meetings and trade missions, as well as educational seminars. Since arriving in Malaysia two years ago, I continue to be encouraged by the contribution of the SME sector to the Malaysian economy. I have often invited delegations from South Africa to come and learn from this wonderful Malaysian model. I believe that the growth of SMEs is an important contributor to national economies and to international trade. There are numerous examples of small start-ups developing into national and multinational conglomerates. Therefore, I place a high premium on encouraging the growth of the SME sector.

The South African High Commission is actively involved in encouraging SMEs both in Malaysia and South Africa to expand their activities. Together with the South African Department of Trade and Industry (the dti), the High Commission supports SMEs from South Africa to participate in exhibitions in Malaysia such as the annual Malaysian International Halal Showcase (MIHAS) and the Sabah International Exhibition (SIE).

I would also like to encourage the SME sector in Malaysia to look at expanding their activities into South Africa. South Africa as a developing economy has a lot to offer, especially in the SME sector. My government has a policy of strong support for the SME sector, especially with regard to government procurement of good and services. For more information, you are encouraged to contact the Trade Office at the South African High Commission.

Once again, my heartiest congratulations to SMiTA!

Samkelisiwe I. Mhlanga
High Commissioner
Republic of South Africa



Message From



H.E. Damrong Kraikruan

Greetings and best wishes for the President of SMiTA Malaysia, SMiTA's council members and staffs as well as SMiTA's valued clients.

I would like to begin by extending my sincere congratulations to SMiTA for having its First Annual Dinner on 14 January 2017.

I personally applaud efforts made by SMiTA in encouraging Malaysian SMEs to go global and facilitating interactions with the world market, and Thailand in particular. I welcome SMiTA's initiative to open up a branch office in Thailand and wish to reassure you of our full support to SMiTA's endeavors in Thailand.

As SMEs is a paramount growth engine in driving Thai economy forward, the Thai Government had given very high priority to SME development by putting it as the national agenda in line with our recent "Thailand 4.0" development scheme and digital economy strategies. Under these new economic schemes, we aim to shift towards a sustainable and value-based economy where traditional SMEs would transform themselves into innovation-driven entrepreneurs (IDE) and high-potential startups. Thailand is also attempting to upgrade existing industries and foster new ones, including food for the future, agriculture and biotechnology, smart electronics as well as medical and wellness tourism.

We look forward to working closely with SMiTA in enhancing our entrepreneurs' competitiveness in the global market and promoting economic ties among SMEs between our two countries.

Last but not least, I wish all SMiTA's endeavors and this memorable Annual Dinner 2017 a great success. And I wish everyone much happiness and good health in the New Year 2017. Selamat Tahun Baru.



Damrong Kraikruan
Ambassador of the Kingdom of Thailand

Message From



Mr. Nguyen Son Ha

Greetings to SMITA Malaysia from the Embassy of the Socialist Republic of Vietnam! Congratulations on the celebration of your First Annual Dinner with the theme "Shanghai Night 1930's"!

Malaysia and Vietnam have established diplomatic relations since 1973 and signed a Strategic Partnership Agreement in 2015. Malaysia is one of the 10 leading trade partners of Vietnam. In South East Asia, Vietnam is the 4th largest trading partner of Malaysia and Malaysia is the 3rd largest trading partner of Vietnam.

In the area of investments, Malaysia ranks 7th out of 105 investment partners of Vietnam with 552 active projects and registered capital of US\$13.86 billion.

Over the past few years, the economic and trade relationship between Vietnam and Malaysia has been mutually developed and supported through many favorable conditions such as geographic location convenient for business traveling, the transportation of export and import goods; many cooperation agreements in trade and investment have been signed creating a legal framework for bilateral trade. The two governments also effortlessly develop and improve policies, mechanism to facilitate their enterprises in exploring the markets, taking advantage of the economic strengths and business opportunities. The ASEAN Economic Community (AEC) will bring more opportunities in trading and investment between Vietnam and Malaysia.

I urge more Malaysian SMEs to work together with Vietnamese SMEs as one community in the spirit of ASEAN to leverage on Vietnam's strategic geographic location, youthful population, potential market of 94.1 million people, abundant natural resources, high economic growth, active global integration, significantly improved legal environment and political stability.

Recently in November 2016, SMITA jointly with MATRADE collaborated with our Embassy and the Vietnam Trade Promotion Agency under Ministry of Industry and Trade of Vietnam to organize a trade mission to Ho Chi Minh City where they also participated at the Vietnam Food Expo 2016. We look forward to work closely with SMITA for future missions and provide all the necessary support to SMITA and the SMEs in Malaysia for the growth and success of SMEs in both countries.

Congratulations and we wish SMITA all the best for 2017!



Nguyen Son Ha
Commercial Counsellor & Head of Vietnam Trade Office
Embassy of the Socialist Republic of Vietnam

