

SMITA ANNUAL DINNER 2018 PROGRAM

Time	Program
6.15pm	Cocktail & Networking
7.00pm	Event begins with Lion Dance Performance
7.15pm	"Opening Gambit"
	SMITA Introduction Video
	SMITA 2017 Flashback Video
	Welcoming Speech by SMITA President
7.40pm	Dinner is Served (LOU SANG)
	Entertainment
	Country Promotional Video 1
8.15pm	Launching of SMITA's 2018 Main Project – SMART ID9 Code
	Country Promotional Video 2
8.30pm	God of Prosperity Appearance
	Country Promotional Video 3
	Entertainment
	Dragon Dance Performance
9.30pm	Toast and Grand Finale
	Entertainment and Networking
10.30pm	End of Program



ABOUT SMITA



SME International Trade Association (SMITA) of Malaysia

Website: smitamal.org

Email: info@smitamal.org

VISION

To grow members into leading global companies.

MISSION

To be the launching pad for members into regional and global markets.

GOALS & PURPOSES

- To foster growth and development of SMEs in international trade.
- To facilitate interaction between SMEs and Government and the world market.
- To disseminate market risk information for SMEs to stay informed and competitive in the international market.
- To promote upskilling of SMEs human resources leading to increased productivity and product/service quality.
- To create more job opportunities locally and internationally.

BENEFITS OF SMITA MEMBERS

- Effective networking platform within the industry, Government and other international institutions
- Credibility and international recognition as a SMITA member
- Capacity building and upskilling of human resources through participation in weekly Innopreneur Chat, training, coaching sessions and seminars
- Participation in quarterly BizConnect sessions to get the latest information sharing on local and international market – e.g. market risks, competitive landscape
- Participation in local and international trade missions, business matching events and study tours
- Connection to the world market – especially ASEAN and Latin America
- Assistance and advice in exporting – how to mitigate challenges, certifications requirements
- Information on G2G policies such as Free Trade Agreements (FTAs), tariff barriers in exploring international market
- Connection to the relevant Government Agencies and departments for assistance with regards to international trade
- Information on Government incentives and assistance on application
- Special member packages on all SMITA commercial platforms
- Advice on business model and operations, and reference to the right professionals
- Accessibility to potential investors, funders and joint venture partners
- Assistance in hiring interns from local and international universities

Official Partner with



Message From



SMITA NATIONAL PRESIDENT Megane S.C. Soo

Greetings from SMITA Malaysia (SME International Trade Association of Malaysia)!

SMITA is a non-governmental organization (NGO) and is a partner to Standards Malaysia and has strong relationships with other local and foreign government agencies related to international trade, including countries from ASEAN Economic Community (AEC) and Latin America with a combined population of more than 1.2 billion.

SMITA is positioning itself as a bridge for trade between ASEAN and Latin America, where ASEAN countries may use this platform to export their products and services to Latin America and vice versa. Over the years, SMITA has established many collaborative partnerships through signing of collaboration agreements with several overseas organizations in Colombia, Peru, Chile and UK, and successfully assisted our members in growing their businesses beyond Malaysia.

SMITA is also in the midst of setting up International Procurement Center's in various countries to assist SMEs to export their products and services with ease, and at the same time facilitate them to source for raw materials for their products.

2018 is going to be a very hectic year with at least 12 trade missions overseas. SMITA will also be launching its biggest project, the SMART ID9 Code (SID9), a unique code which helps to prevent counterfeit and fake products. We will be working with Standards Malaysia on this project and expand to many countries as we see fake products and counterfeiting as a big threat to the growth of international trade.

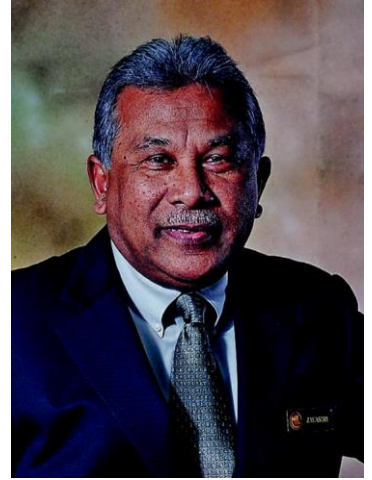
Last but not least, I would like to take this opportunity to thank all our sponsors and advertisers for their support in our Annual Dinner 2018. My sincere appreciation to all Ambassadors, High Commissioners, Trade Commissioners and overseas and local guests for taking valuable time off from their tight schedules to attend this memorable event. Not forgetting my utmost gratitude to SMITA Annual Dinner organizing committee, all members, advisory council members for their contribution and hard work to make this event a huge success! We look forward to a very fruitful and successful 2018!

Gong Xi Fa Cai and GO GLOBAL with SMITA!



Megane S.C. Soo
National President
SMITA Malaysia

Message From



Datuk Seri J. Jayasiri Secretary General Ministry of International Trade and Industry Malaysia

On behalf of the Ministry of International Trade and Industry (MITI), I would like to extend my heartiest congratulations to SMITA on a successful year in 2017.

Despite being a fairly new organization, SMITA has shown leadership and team spirit in bringing together the Small and Medium Enterprises (SMEs) in Malaysia from different sectors in exploring new markets internationally.

As a private sector-led Non-Governmental Organization, I would like to commend SMITA for complementing government efforts in promoting bilateral trade with ASEAN and Latin America markets, particularly the Pacific Alliance countries, where SMITA has signed several collaboration agreements with Chambers of Commerce in Colombia, Peru, and Chile. Exports of Malaysian SMEs today account for 18.6% of total Malaysian exports. The government is targeting SME exports to reach 23% by 2020. The role played by private sector led organizations like SMITA will contribute towards attaining this goal.

While the Government will create the enabling environment for exporters by negotiating free trade agreements and reducing barriers in foreign markets, the private sector must exploit the opportunities abroad. The private sector must be able to drive the process to increase exports.

In 2017, SMITA has done well to serve its members and accomplished much in 2017. I would like to extend my best wishes to SMITA for another productive year in 2018!

**Datuk Seri J. Jayasiri
Secretary General
Ministry of International Trade and Industry Malaysia**



Message From



YBhg. Datuk Fadilah Baharin DG, Standards Malaysia

Happy Chinese New Year and "Gong Xi Fa Cai"!

First and foremost, I would like to express my sincere gratitude to SMITA Malaysia for this opportunity in adding some words in this publication. I am indeed privileged that Standards Malaysia has been associated with SMITA for years in many ways.

The latest report from the World Economic Forum's Global Competitiveness shows that Malaysia is now ranked 23rd out of 137 countries, up two positions from 25th place in the previous year's report. Even though the achievement is derived from many variables, we simply cannot ignore the contribution of Small Medium Enterprises (SMEs) in the overall performance as SMEs makes up more than 97% of the total business, thus forming the backbone of Malaysia's economy.

Standards Malaysia has anticipated the pertinent role that should be played by SMEs in advancing the overall growth of our national economy. Through partnership with SMITA I firmly believe, we could together create a conducive environment for SMEs to penetrate global market through quality and standards utilization.

Last year, we have worked together to organize a National Awareness Forum on Quality, of which received an overwhelming response from the SMEs. Moreover, just early in this year, we rendered our support and commitment to SMITA in promoting the usage of SmartID9 (SID9) 2D Barcode System in order to protect 'Made in Malaysia' products from counterfeiting.

I am glad to say that Standards Malaysia is going to be the first in the world to apply this smart security technology for our accreditation certificates. In addition, I do hope the manufacturers and producers would adopt such technology into their business practices so as to avoid losses and assist them to better understand their customers' preferences and behaviors. Besides, Malaysian and overseas consumers will now be able to distinguish genuine products from fake ones by simply scanning on the SID9 code using their mobile applications.

This move certainly reflects us on the verge of a new industrial revolution - the Fourth Industrial Revolution (4IR), as the innovation and business remodeling are becoming increasingly important. Nevertheless, the innovation and technological advancement in businesses that this revolution brings about will need to also consider the sustainable, societal and long-term implications of their use.

This is where standards continue to safeguard the Rakyat by promoting quality and safety of products produced especially those made in Malaysia; as well as will still be the thrust for the entire ecosystem, starting from production, development, utilization, market access and even the removal of technical barriers to trade.

In a nutshell, we aim to brand Malaysian Standards as a symbol of quality for Malaysian products and services. Branding Malaysian products and services with Malaysian Standards. #adastandarduntung
Happy "1960s Kowloon Nite". Enjoy.

YBhg. Datuk Fadilah Baharin
Director General, Department of Standards Malaysia



Message From



Mónica de Greiff CEO, Bogotá Chamber of Commerce

Dear Active Members of SMITA Malaysia,

I would like to congratulate SMITA for organizing its next Annual Dinner, which will be held on 3 February, 2018. I also want to thank SMITA for inviting the Bogotá Chamber of Commerce (BCC) to write this message.

The Bogotá Chamber of Commerce is a private organization that supports the city's entrepreneurs and start-ups dreams. We strive to achieve legal certainty for businesses, to strengthen business environments and to take care of entrepreneurs.

Our Chamber is the partner to make entrepreneurial dreams come true, in order to make sustainable businesses and to achieve a prosperous city along with its Region, filled with more and better companies.

We are very grateful to sign a Memorandum of Understanding (MoU) between SMITA and the Chamber in order to focus on activities to foster the expansion of trade and investments between Malaysia and the territory under the jurisdiction of the BCC.

It is our pleasure to invite to Malaysian companies, especially the SMEs, to explore business in Colombia and joint venture with Colombian companies to penetrate the Latin American markets.

We look forward to arrange business meetings with SMITA members in 2018, as we believe that it benefits both countries and the respective companies.

I take this opportunity to wish SMITA every success in the development of the event.

Mónica de Greiff
CEO
Bogotá Chamber of Commerce

Message From



Alfonso Velasquez Tuesta CEO of Sierra y Selva Exportadora (Peru)

First and foremost, I would like to congratulate SMITA Malaysia on its 2018 Annual Dinner, and also on a very productive and fruitful 2017!

In 2016, trade between Peru and Malaysia grew 58% year-on-year to US\$299 million. Peruvian exports to this destination grew almost four times to US\$111 million; while imports continued to rise to US\$188 million.

To date, Peru does not have a bilateral Trade Agreement in force with Malaysia. However, both parties are signatories of the Trans-Pacific Partnership Agreement-11 (TPP-11), which will allow a preferential relationship between eleven economies.

It is in this context, products of interest to Peru such as grapes, mandarins, avocados and fresh blueberries, as well as various manufactures and some lines of clothing will be exempted from duty to the Malaysian market if the Trade Agreement is signed.

Before any Trade Agreement is sealed, Sierra y Selva Exportadora (a state-run agency to promote economic activities originated from Peru's Andes and jungle areas, and to support growers to attach themselves to national and international markets) decided to sign a Collaboration Agreement with SMITA, a dynamic trade association in Malaysia, to promote bilateral trade between Peru and Malaysia.

We are confident with this collaboration, more bilateral trade will take place and more Peruvian products e.g. frozen, dried, salted or pickled seashells; fresh lemons and limes; sea cucumbers; anchovies; frozen trout will be exported to Malaysia.

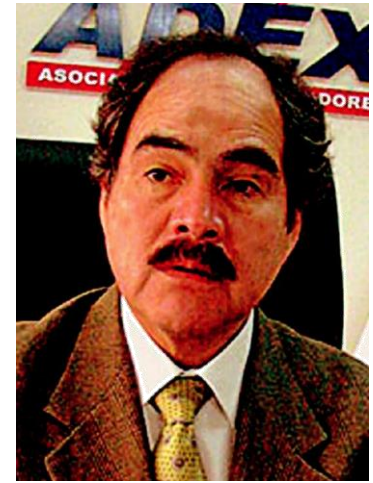
We wish SMITA all the best in 2018 and we will work closely to promote bilateral trade between Peru and Malaysia.

**Alfonso Velasquez Tuesta
CEO of Sierra y Selva Exportadora (Peru)**



SMITA
MALAYSIA

Message From



Juan Varilias **President of Association of** **Exporters of Peru (ADEX)**

Congratulations SMITA Malaysia on your 2018 Annual Dinner!

As the Association of Exporters of Peru (ADEX) we wish to highlight the importance of signing the Memorandum of Understanding (MoU) with SMITA Malaysia in September 2017.

Our trade figures with Malaysia show reduced trade between our countries but there are potentials to improve. There are great opportunities to continue positioning agribusiness products in the trade between the two countries, as well as those from the chemical and non-metallic mining sector for Peruvian Small and Medium Enterprises (SMEs).

Undoubtedly, the new ways of doing business are changing rapidly. By establishing a mutually beneficial partnership with SMITA will help to focus on the promotion of SMEs that will contribute significantly to our countries' GDP and employment.

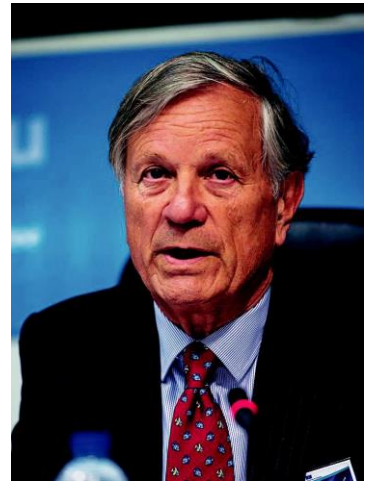
An important aspect of the MoU is that it will allow Peruvian companies to be exposed to demanding markets like the Malaysian market and thus contribute to improve competitiveness and productivity for a sustainable bilateral trade. In addition, our role as the main representative guild of Peru's exporters will be strengthened as an interlocutor with the public sector to support the best design of export-oriented public policies.

The MoU will mark a new route in Peru and Malaysia's trade ties and we are strongly committed to design and promote new mechanisms for mutual development of SMEs trade between our countries.

Juan Varilias
President of Association of Exporters of Peru (ADEX)



Message From



Rainer Plentl CEO of Finpoint Limited, England

In conjunction with SMITA Malaysia's 2018 Annual Dinner, we are honoured to write a few words in this Souvenir Program Magazine. Heartiest congratulations to SMITA on a successful 2017!

FINPOINT, is a Financial Conduct Authority (FCA) regulated finance platform and one-stop-shop for small and medium sized enterprises (SMEs), seeking to obtain finance from our lender panel which now consists of over 120 banks, specialist lenders and equity providers, the largest panel in the UK.

Our technology platform matches borrowers anonymously with lenders' credit criteria and thereby alerts finance providers to relevant lending opportunities. An SME can reach multiple of finance providers with just one application, selecting the most suitable offer and creating real choice, efficiency and competition, all in a simple and transparent process. Our corporate borrowers access all types of finance, all maturities and all sectors and are in the driving seat to compare what lenders offer.

The service is free to users, with our fees paid by the lenders. FINPOINT works with partners and associations such as PWC, regional growth hubs, accountants, brokers and notably the FSB - Federation of Small Businesses, the UK's largest SME organisation with over 170,000 members where we provide an exclusive service.

FINPOINT intends to become the market leading platform intermediary in the corporate lending sector in the UK. It also has plans to expand initially into Europe (Germany & Austria) and South East Asia. To achieve this objective, in October 2016, FINPOINT entered into a Joint Venture with SMITA Malaysia.

We are working closely with SMITA to identify and provide funding to SMEs with great potentials in order to support them to go global. We are looking forward to a very fruitful 2018 with our Joint Venture partner SMITA!



Rainer Plentl
CEO of Finpoint Limited, England

Message From



H.E. Manuel Balaguer Salas Ambassador of Argentina to Malaysia

In conjunction with the SMITA Malaysia's Annual Dinner 2018, I am honored to contribute to its Souvenir Program Magazine of 2018.

I would like to take this opportunity to extend my heartiest congratulations to SMITA and all its members for yet another successful year in carrying out their important tasks and for their remarkable contributions to the economy of Malaysia and their foreign partners.

As Argentina celebrated its 50 years of Diplomatic Relations with Malaysia in 2017, it is crucial to note that SMITA is one of the organizations that can play a major role in driving the growth of the bilateral relationship between our nations. SMITA can not only provide a platform for the local Small and Medium Enterprises (SMEs) to explore opportunities globally, it can also provide Argentine SMEs the chance to build ties in various trade and investment sectors. On a larger scale, I am confident that the narrowing trade gap between regions is a significant by-product of SMITA's efforts. Similarly to SMITA, SMEs in Argentina play an active role in the economic growth of our country and I am committed to give my full support in all developing partnerships between Malaysian and Argentine companies.

I look forward to more working opportunities with SMITA and once again, I would like to wish SMITA all the best in achieving more success in 2018.

**H.E. Manuel Balaguer Salas
Ambassador of Argentina to Malaysia**



Message from



H.E. Mauricio Gonzalez Lopez Ambassador of Colombia to Malaysia

On the occasion of the 2018 SMITA Malaysia Annual Dinner, I wanted to convey my true recognition to its members and its managerial staff, for the effective work that they develop in this Association, and in particular for the positive encounters that they promote between trade entities in Colombia and in Malaysia.

My country is in a new stage in its history, after the signing of the peace agreements, the task of generating wellness and redistribution of wealth is a priority of the Colombian society as a whole. The hope that prosperity reaches to every Colombian, is a national purpose for which the input of partners with a profile like the one of SMITA, are of the most relevance, due to the importance that commercial trade has in national economies, specially generated by Small and Medium Enterprises (SMEs).

Colombia, with a privileged geographical location by having presence in both the Pacific Ocean and the Caribbean Sea, that in turn facilitates its trade with South East Asia, Europe, North America and Africa, has found in its established institutional framework, the right base to currently be the ideal partner in matters of trade and investment. The World Bank in its publication Doing Business 2017, considers Colombia the second friendliest country to do business with in Latin America and the Caribbean. In the current state of affairs of countless opportunities that are opening up between Colombia and Malaysia, SMITA has an important role as catalyzer that can facilitate mutual knowledge and can favor bilateral exchange growth, in which sectors such as mining, chemical, agricultural products and metal mechanics, have represented important figures by the end of 2017, with increments in some of these cases of more than 180%.

Experts are rightfully pointing out that world trade does not have its amazing figures due to spontaneous generation; behind the success of successful endeavors, SMEs have always been present. We must learn from that experience, focusing our institutional work not only in big business or big investment.

SMEs have transformed into the trade engine of the world. Even if at the beginning they do not register big financial transactions, from its start they are responsible for something of great social impact; they have had under their burden a big part of the employment generated in our countries. That is such the case of Colombia, where in recent years, small and medium businesses represent close to 80% of employment.

That is why the importance that Governments support the improvement of their competitiveness, which unavoidably will derive in the internationalization of their products.

For this, for the social contribution that SMEs have in more balanced, inclusive and socially responsible economies, we are delighted of having SMITA in the spaces of bilateral exchange between Colombia and Malaysia. We foresee remarkable success in future activities, and we reiterate our permanent support to its work and to everything that has to do with a better understanding of what both of our markets have to offer.

H.E. Mauricio Gonzalez Lopez
Ambassador of Colombia to Malaysia



Message From



H.E. Ibete Fernández Ambassador of the Republic of Cuba

Building bridges among business communities has been a goal well achieved by SMITA Malaysia. I congratulate the organisation on this job, especially to Ms. Megane S.C. Soo for her strength and determination to diversify Malaysia's partners abroad.

Cuba represents today one important destination for business in Latin America, the new Investment Law 118 offers to the investors attractive conditions to settle down in the island.

Comparative advantages like its geographic position, an educated labour force and political stability contribute the good environment for business.

We offer SMITA the opportunity to bring missions to Cuba to explore the potentialities in trade and investments. Mutually beneficial agreements can be reached. We look forward to this.

Malaysian businessmen are welcomed in Cuba, doors are always open for you!

Congratulations to SMITA on its annual dinner that promises to be as successful as the previous!

H.E. Ibete Fernández
Ambassador of the Republic of Cuba



Message From



H.E. Rudolf Hykl Ambassador of the Czech Republic to Malaysia

It gives me a great pleasure to congratulate SMITA Malaysia to its Annual Dinner 2018. The Embassy of the Czech Republic has been cooperating successfully with SMITA for several years now and we have always appreciated the substantive and efficient manner, in which we have done so.

SMITA, through its diverse membership and focus on medium and small-sized companies, is a partner, which suits our needs for cooperation with visiting Czech companies very appropriately. The Czech Republic is a diversified economy with a lot of industrial and technology-based companies, which are looking for expansion into the growing markets beyond the European Union, and Malaysia and Southeast Asia are certainly one of those.

Like in Malaysia, also in the Czech Republic, Small and Medium Enterprises (SMEs) contribute a lion's share to the creation of GDP and they are also the most in need of facilitation and assistance, when it comes to their internationalisation. Hence the cooperation with SMITA comes in place.

I would like to take this opportunity to wish SMITA and its members a successful and productive year of 2018 and I look forward to our continued friendly and meaningful collaboration.

H.E. Rudolf Hykl
Ambassador of the Czech Republic to Malaysia



Message From



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

Happy New Year! My heartiest congratulations to SMITA Malaysia in conjunction with its Annual Dinner 2018 and also on a very successful New Year.

I have been posted for about a year and a half in Malaysia and I am certainly glad to see a Non-Governmental Organisation (NGO) like SMITA effectively promoting and supporting Small and Medium Enterprises (SME's) to explore business opportunities overseas.

SMITA has been working closely with us to promote trade with Member States of the European Union (EU). The EU continues to be Malaysia's the third largest trading partner and one of its largest investors in Malaysia. EU trade with Malaysia continues to expand, with total trade in goods and services growing by almost 50% since 2009, exceeding RM205 billion in 2016.

These positive growth figures are in no small part, the result of the dynamism of both the EU and Malaysia. SME's and entrepreneurship are key to ensuring economic growth, innovation, job creation and social integration. They are the backbone of Europe's economy. In Europe, they represent 99% of all businesses. In the past five years, they have created around 85% of new jobs and provided two-thirds of the total private sector employment in the EU.

One area worth mentioning is low carbon and clean energy. For Malaysia to achieve higher income status, the environmental dimension needs to be taken into account. I encourage Malaysian SME's to take sustainability whether environmental, social or economic into their businesses.

I would like to wish SMITA Malaysia a very fruitful and productive 2018 and I am looking forward to continue to work closely with SMITA to achieve our common goals.

**H.E. Maria Castillo Fernandez
Ambassador and Head of Delegation of the European Union to
Malaysia**



Message From



H.E. Petri Puhakka Ambassador of Finland to Malaysia

On behalf of the Embassy of Finland in Malaysia, I would like to extend my heartiest congratulations to SMITA Malaysia in conjunction with its Annual Dinner 2018!

Although SMITA Malaysia is a relatively young Non-Governmental Organisation supporting and nurturing Small and Medium Enterprises (SMEs) to expand their business overseas, SMITA Malaysia's achievements have already been really remarkable. I am truly astonished on the efficiency of their activities.

SMEs are an integral part of the Finnish economy as well. If one would use the EU methodology to define a SME, about 98% of Finnish companies would fall in this category. In recent years 90-95% of new jobs have been created by SMEs.

The Finnish Government has always been very supportive to SMEs, and last year an entrepreneurship and employment package was launched to enhance growth. This package aims to support SMEs in different phases of development, improve their operational preconditions and remove obstacles to entrepreneurial activities. As part of the package and in order to back up entrepreneurship and growth, the Government introduced innovation bills and an innovation bank. SMEs can use the bills to obtain best possible support and expertise from outside. Innovation bank will boost better utilisation and commercialisation of innovations and patents. Another target that was set, is to streamline recruiting of senior experts from abroad by going through the existing bottle necks and needs for change in the present permit processes.

I am sure that there would be much to gain by enlarging connections between our respective countries also on SME level, and therefore I would like to encourage SMITA Malaysia and its members to expand their business to Finland. I look forward to working closely with SMITA to promote these efforts.

On a final note, I would like to take this opportunity to wish SMITA Malaysia a very fruitful and successful year ahead!



H.E. Petri Puhakka
Ambassador of Finland to Malaysia

Message From



H.E. Attila Káli Ambassador of Hungary to Malaysia

First of all, I would like to congratulate SMITA on a highly successful 2017, and I am certain that 2018 will be marked by many further achievements.

2017 was also a year when the bilateral trade between Hungary and Malaysia showed a remarkable growth, signaling the ever-increasing interest among the business communities of the two countries in working closely together, establishing new partnerships for mutual benefit.

Hungary, as one of the fastest-growing economies in Europe, offers many opportunities to Malaysian businesses for cooperation in various areas. In 2017, we have taken significant steps forward in the fields of agriculture and food industry, fashion, green energy, ICT, waste management and water management, whereby many innovative Hungarian enterprises were able to introduce their products and technologies to potential Malaysian partners. Our efforts to raise awareness about the strengths of the Hungarian economy and our readiness to do business with Malaysia will actively continue in 2018 as well.

In order to further enhance the rapidly developing trade and investment ties between our countries, I count on SMITA's continued support in reaching out to the SME community in Malaysia.

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

H.E. Attila Káli
Ambassador of Hungary to Malaysia



Message From



H.E. Cristiano Maggipinto Ambassador of Italy to Malaysia

First of all, I would like to extend my congratulations to SMITA Malaysia on the occasion of its 2018 Annual Dinner and to convey to everybody my best wishes for the Chinese New Year.

The role of Small and Medium Enterprises (SMEs) cannot be overestimated especially in a country, like Italy, in which they form the fabric itself of the economy. To support the internationalisation of small and medium companies is one of the most important objectives of the Italian missions abroad. In this framework, the cooperation with an institution that promotes the business of small and medium size Malaysian enterprises is essential in order to consolidate and strengthen bilateral trade and investments.

Relations between Italy and Malaysia are increasing: the number of Italian companies officially mapped in Malaysia has doubled in the last 5 years, growing from 50 to 100. Trade between the two countries has increased in 2016, to reach almost 2.2 billion Euros. Italy is the 5th most important partner of Malaysia among the European countries. In the investment sector, new opportunities are emerging, thanks for example to the partnership between Petronas and Maire Tecnimont, the acquisition made by Assicurazioni Generali of a local insurance company and the productive investment in the food sector by Menz & Gasser. More and more Italian companies consider Malaysia as the best hub to do business and also in other ASEAN countries, an area of increasing interest for them. The recent visit of our Deputy Minister for Economic Development, Ivan Scalfarotto testifies to the increasing importance that Italy attributes to Malaysia and to its role in South East Asia.

In this context, SMITA can provide an invaluable bridge for Malaysian companies, both at the trade and investment level, to partner with their Italian counterparts, exploiting new possibilities and establishing stronger ties, for the mutual benefit of our two countries in terms of increasing trade, developing productive investments, creating new job opportunities.

We therefore look forward to strengthening our cooperation with SMITA and to explore with them new avenues to take the partnership between Italy and Malaysia to new heights.

Thank you for hosting me in your magazine and once again congratulations and best wishes of great success and prosperity to all the members of SMITA Malaysia!

H.E. Cristiano Maggipinto
Ambassador of Italy to Malaysia



Message From



H.E. Carlos Felix Ambassador of Mexico to Malaysia

I am very pleased to witness that SMITA Malaysia has been consolidated as the unified voice of entrepreneur men and women who make part of the manufacturing sector and backbone of the Malaysian economy.

As part of its successful strategy, along 2017 SMITA consistently highlighted the importance of strengthening economic relations with other regions of the world in a globalised economy, bringing about greater benefits to its members in a ground-breaking new way. I recognize the great potential of SMITA charting new frontiers for its members to expand their business to Latin America and become part of value chains in strategic sectors.

Within the Latin American region, Mexico, as the 15th economy in the world with a strategic geographical location in the Americas, a strong industrial platform and a solid macroeconomic framework, welcomes foreign investments and guarantees access to a network of its Free Trade Agreements with 46 countries with 1.2 billion potential consumers.

Malaysia is Mexico's 1st largest trading partner in Southeast Asia, 4th in Asia and 7th in the world, with a bilateral trade balance of over US\$8.60 billion in 2016. For that reason, Mexico will undoubtedly leverage SMITA to reach for new opportunities and access markets yet untapped by Malaysian companies.

Hence, I augur SMITA a positive outcome from its venture in Mexico and look forward to the upcoming trade missions and the establishment of a procurement centre in Mexico City, as a first step to engage in trade and investment taking advantage of Mexico as a platform to the North America and Latin America regions.

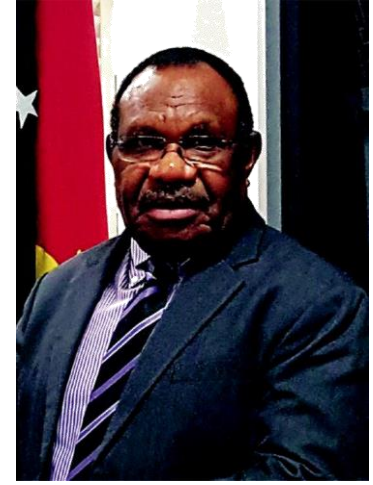
On that note, I would like to extend my heartfelt congratulations to the President Megane S.C. Soo and the board members of SMITA for their continuous leadership, and to SMITA members for working towards a long-term economic association with Mexico, and express you all my support, wishing you a great success in that endeavour.

Congratulations!



**H.E. Carlos Felix
Ambassador of Mexico to Malaysia**

Message From



H.E. Peter Vincent High Commissioner of Papua New Guinea to Malaysia

I am honoured to be invited to write a few words in this Souvenir Program Magazine to congratulate SMITA Malaysia on the occasion of its 2018 Annual Dinner.

Papua New Guinea and Malaysia enjoy a positive and constructive relationship since establishing diplomatic relations on 19 May 1976. Since then, the bilateral relation between the two countries has developed to a level whereby wide spectrums of activities for mutually beneficial cooperation have been established, and trade relations between Malaysia and Papua New Guinea have been increasing from year to year.

In Papua New Guinea, Small and Medium Enterprises (SMEs) make a major contribution to national output, accounting for 200,000 jobs and an estimated 10% of GDP, though these figures are likely much higher if the informal sector is taken into account. Longer term, the government aims to increase the sector's share of GDP to 50% by 2030.

The Government of Papua New Guinea is determined to support the SMEs, and has rolled out a new plan to support them by improving access to finance and training. Unveiled in February 2016, the SME Policy and Master Plan 2016-30 sets out objectives to expand the economy and create employment outside of the main population and trade hubs.

We hope by working with result-driven and visionary organizations like SMITA Malaysia both countries are able to support our SMEs through various collaborations in promoting international trade. Let's continue to nurture and grow the good trade relations established between the two countries.

Once again, congratulations to SMITA Malaysia and best wishes in 2018!

**H.E. Peter Vincent
High Commissioner of Papua New Guinea to Malaysia**



Message From



H.E. Guido F. Loayza D. Ambassador of Peru

The year 2017 has been for Peru a year of positive activities with SMITA. The frequent meetings in the Embassy, the contacts and events in which we have participated, have resulted in the trip of an important SMITA delegation to Peru last September; and, the signing of two MOUs with prestigious Peruvian institutions.

One with the Association of Exporters -ADEX- within the framework of the most important Fair of Agricultural Products and Fisheries: "EXPOALIMENTARIA 2017", where its President Mr. Juan Varillas, foresee a promising future between its institution and SMITA, committing to visit Malaysia in 2018; and, another MOU with the most important entity that promotes the international production and exports of the people of Andes and the Peruvian Forest -SIERRA Y SELVA EXPORTADORA ", whose president, Engineer Alfonso Velásquez Tuesta, undertook to develop joint works for benefits reciprocal.

The consolidation of SMITA's relations with Peru will be carried out from now on through video conferences, shortening distances and being able to have an active "face-to-face" relationship between the counterparts of both countries.

I congratulate SMITA for its efficiency, professionalism and dynamism to link both parts of the world and its Medium and Small Enterprises, making this a smaller and closer world.

**H.E. Guido F. Loayza D.
Ambassador of Peru**



Message

From



H.E. Charles C. Jose Ambassador of Philippine to Malaysia

On behalf of the officers and staff of the Philippine Embassy in Kuala Lumpur, I wish to congratulate SMITA Malaysia on your annual dinner and anniversary. Small and medium scale enterprises (SMEs) are the lifeblood of most ASEAN economies, and your organisation has its heart in the right place in providing assistance to Malaysian SMEs.

The Philippine economy is powered by SMEs, with almost 99% of businesses are of this kind. The Philippine Government recognises their contribution to the national economy and is aware of its potential to mold future entrepreneurs and big businesses. That is why plans and programs are actively implemented by various government agencies and private sector groups for the development of businesses and to encourage Filipinos to go into entrepreneurship.

Developing our micro-, small- and medium-scale enterprises (MSMEs) is part of President Rodrigo Duterte's administration goals of ensuring inclusive growth and addressing income inequality—instead of, as one parable goes, giving them fish, we would like teach our nationals "how to fish" through programs and projects geared towards empowering our would-be entrepreneurs with the knowledge, resources and know-how to establishing their own businesses, including making their products and services of world-class quality. Many of our homegrown MSMEs have and are making their mark on the world economy and highlighting the skills, talent and knowledge of the Filipino.

In line with ASEAN connectivity, we encourage SMITA member-organisations to link up with their Philippine counterparts for knowledge transfer, closer coordination and partnerships towards mutual development. Rest assured that the Philippine Embassy would be supportive of these plans and programs for our Filipino and Malaysian SMEs.

We look forward to further engagement with your organization as it grows from strength to strength in the coming years.

Mabuhay!

H.E. Charles C. Jose
Ambassador of Philippine to Malaysia



Message From



H.E. Samkelisiwe I. Mhlanga High Commissioner, Republic of South Africa to Malaysia

Congratulations to SMITA on your achievements in 2017! I am certain you will achieve much more in 2018.

It is an honour for me to present this message of support to SMITA on the occasion of your Annual Dinner. SMITA's vision – growing Small and Medium Enterprises (SMEs) and encouraging them to go global is a passion shared by South Africa. Since arriving in Malaysia nearly three years ago, I continue to be encouraged by the contribution of the SME sector to the Malaysian economy. Over the years the High Commission has 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 in 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), the Sabah International Exhibition (SIE) and the biennial Defense Services Asia (DSA).

This year, through the DTI, South African producers participated in a trade mission with their Malaysian counterparts where various products were displayed by both sides. This is another area of the South African Government's attempts to expand and support its SME sector. However, as the South African High Commission, we believe consolidating this interaction with Malaysia will further benefit our SMEs, which is the reason why 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. I also notice that in October 2017, SMITA, together with MIDA, organised the SMITA BizConnect Day, with the aim of encouraging local SMEs to explore new market opportunities in Latin America, namely Peru and Chile. I would encourage SMITA to consider having a similar event with focus on South African SMEs.

My Government has a policy of strong support for the SME sector, especially with regard to government procurement of goods and services. For more information, the Trade Office at the High Commission is ready and happy to assist.

Once again, my heartiest congratulations to SMITA!

**H.E. Samkelisiwe I. Mhlanga
High Commissioner, Republic of South Africa to Malaysia**



Message From



H.E. Carlos Domínguez Ambassador of Spain to Malaysia

Congratulations to SMITA Malaysia on its 2018 Annual Dinner!

SMITA Malaysia has been very active the past few years in promoting international trade between Malaysia and international counterparts and it is very encouraging to see a private sector-led Non-Governmental Organisation (NGO) putting in a lot of effort in this area to build mutually-beneficial relations.

Spain has a population of about 47 million people and is the 5th-largest economy in the EU with a GDP worth US\$1.36 trillion. After the latest world crisis, Spain now registers the fastest growth (3.1 % in 2017) among the large advanced economies and has experienced a deep transformation into a model based on open trade, competitiveness and internationalization of its companies. Exports account for 34.1 % of our GDP, second among the large EU economies. Within those exports, tourism has reached a record of over 80 million visitors in 2017, becoming the second most popular destination in the world, with attractive highlights like Barcelona, Madrid or Andalusia.

The international dimension of the Spanish economy creates significant business opportunities for Malaysian companies to collaborate with Spanish counterparts. Spain leads in high added value strategic sectors with a technological component, such as energy (conventional and renewable), infrastructure, transportation, environment, information technology and communications, biotech, automobile industry and banking; but also in traditional sectors, such as personal care, fashion accessories, gastronomy and food, hospitality and tourism, higher education and business consulting. I also wish to highlight that in 2017 the Department of Islamic Development Malaysia (JAKIM) has renewed the recognition of the Instituto Halal (Spain) as an International Halal Accreditation Body, and with this recognition Malaysia can source for Halal products from Spain.

Many Spanish companies in these sectors are present in Malaysia and collaboration with local SMEs may indeed be very fruitful. Malaysian companies can also leverage on Spain as a gateway to enter the European markets and Latin America. On this note, I would like to encourage SMITA Malaysia to lead a delegation to Spain in the near future to encourage more trade between the two countries.

Last but not least, I would like to extend my best wishes to SMITA Malaysia for another productive and great year in 2018!

H.E. Carlos Domínguez
Ambassador of Spain to Malaysia



Message From



H.E. Damrong Kraikruan Ambassador of the Kingdom of Thailand to Malaysia

Greetings and best wishes to the President of SMITA Malaysia, SMITA's council members and staff as well as SMITA's valued clients and members.

I would like to express my sincere congratulations to SMITA for a great year of continued success in assisting Small and Medium Enterprises (SMEs) to go global and for new partnerships and cooperation which opened doors for new market opportunities for SMEs.

SMITA's efforts in promoting SMEs's competitiveness as well as facilitating SMEs's interactions with the world market is in line with Thailand's economic policy. As Thailand embarks on the economic transformation towards a value-based and innovative-driven economy, Thai SMEs are encouraged to transform themselves into innovation driven entrepreneurs and eventually become potential startups and the backbone of the Thailand 4.0's economy.

In this regard, I welcome SMITA's initiative to open a branch in Thailand to provide a platform and professional advice and guidance for Thai SMEs to explore new opportunities around the world. I wish to reassure you of the Royal Thai Embassy's unequivocal support to SMITA's endeavors in Thailand.

We look forward to working even more closely with SMITA in enhancing SMEs's competitiveness in the global market and promoting economic cooperation between our two countries.

Last but not least, I wish all SMITA's endeavors and this memorable Annual Dinner 2018 '1960's Kowloon Nite' a great success. And I wish everyone a good fortune and good health in the upcoming Chinese New Year 2018.

H.E. Damrong Kraikruan
Ambassador of the Kingdom of Thailand to Malaysia



Message From



H.E. Dr. Merve Kavakci Ambassador of Turkey to Malaysia

It is a great pleasure to be addressing you through a message for SMITA Malaysia. As an ambassador-designate who just did arrive in town, I am glad to learn that SMITA has been actively working with our trade office in Kuala Lumpur to promote free trade between Turkey, my home country and Malaysia.

The Malaysia-Turkey Free Trade Agreement (MTFTA) came into force on August 1, 2015. This was an important milestone after which ample businesses benefitted due to the progressive reduction and elimination of tariffs. With that, the trade exchange between the two countries reached up to US\$2 billion. The current balance is in favor of Malaysia.

During the year to come, we are determined to soar up the exports from Turkey as well, in order to bring it up to par. Several identified areas with growth potential to help strike a balance in trade include the defense industry, areas of education and advent of technology. Food industry a.k.a. halal sector is also an untapped resource, a burgeoning venue for furthering commercial exchange.

I am pleased to note that in November 2017, SMITA Malaysia led a delegation to Istanbul, a hub for historical, cultural and market trademark. There, they attended the Turkish Export Fair organised by TIM, Turkish Exporters Assembly. It is my hope that in the year to come, as people of both countries with commonly shared aspirations, we can bring our countries closer to one another via boosting business opportunities.

I hereby wish you all the best for the coming year and remind you to keep up the good work!

**H.E. Dr. Merve Kavakci
Ambassador of Turkey to Malaysia**



Message From



H.E. Nury Bauzan Ambassador of Uruguay to Malaysia

Dear Active Members of SMITA Malaysia, I arrived to Malaysia only four months ago, so this is my first contact with SMITA, I congratulate you on the publication of the Souvenir Program Magazine in conjunction with your 2018 Annual Dinner! I am very proud to have this opportunity to introduce my country and, since this is the first time I do so here, allow me to write a slightly longer presentation.

Uruguay: the best kept secret – Uruguay has a strategic location as a gateway to the countries of MERCOSUR (South America Common Market – Argentina, Brazil, Paraguay and Uruguay), and is a potential market of 400 million people. Leaning against the Atlantic Ocean and lined by great Rivers (Parana-Paraguay-Uruguay), Uruguay's prairies and soft hills give life to nature's most precious flavors. It is a country with an investment rating that has been confirmed and raised by the main rating agencies: Moody's, Standard & Poor's, Fitch Ratings and DBRS. Laws that protect investors, a free foreign exchange market, and a single tax system throughout the country are some of the conditions that make Uruguay an attractive and safe destination for business. It's Natural, It's Uruguay:

Beef: Uruguayan meat is delicious and healthy, and the system of individual electronic earrings (traceability) makes it possible to identify and track the production in all its phases.

Rice: Uruguay is the 7th global exporter of rice, due to its quality and variety. Uruguay boasts the highest rice productivity per hectare in the world.

Forestry: After 20 years of approval of a Forestry Law, Uruguay is considered an important certified wood supplier.

Water: Located over one of the largest drinking water reservoirs in the planet (Guarani Aquifer), Uruguay is a country with a longstanding tradition in the production of mineral water.

Wines: Uruguay's variety is identified as Tanat, a wine with elegant intensity and character. In 2015 Uruguay received 25 medals in competitions of the International Organisation of Vine and Wine, while 21 wines received 9 gold medals and 16 silver medals in the same year.

Clean Energy: Uruguay is also a pioneer in the development of clean energy. 95% of Uruguay's electricity production is generated from renewable resources. It is also one of the leading countries in wind power, with more than 30% of our electricity coming from wind farms.

Other delicious Gourmet products: Uruguay offers great advantages when it comes to other delicious products, such as blueberries, caviar, citrus, honey, and dairy products. About 70% of Uruguayan dairy products reach over 50 markets around the world.

Olive Oil: Uruguayan olive oils are the best kept secret of Latin America's gastronomy. Many Uruguayan olive companies have successfully placed our national oils in the prestigious ranking of World's Best Olive Oils.

To know more about Uruguay please contacts our Embassy at: urumalasia@mrree.gub.uy.

Once again, congratulations to SMITA Malaysia and we look forward to working closely with you to promote trade between the two countries!

H.E. Nury Bauzan
Ambassador of Uruguay to Malaysia



Message From



H.E. Dr. Le Quy Quynh Ambassador of the Socialist Republic of Viet Nam to Malaysia

Warmest greetings to SMITA Malaysia from the Embassy of Socialist Republic of Viet Nam, and heartiest congratulations on your 2018 Annual Dinner!

Malaysia and Viet Nam, under the Framework of ASEAN Trade in Goods Agreement, particularly after the elevation to the Strategic Partnership in 2015, are committed to achieve deeper economic linkages among members, which include increasing trade, lowering business costs, creating a larger market with greater opportunities and larger economies of scale for the businesses of member countries.

The bilateral trade between Malaysia and Viet Nam recorded US\$8.257 billion in the first 10 months of 2017, increased by 20.4% in the same period in 2016 (US\$6.850 billion). To date, Malaysia is the 8th largest trade partner and the 7th biggest investor in Viet Nam with the total investment of more than US\$12 billion.

SMITA Malaysia has over the past few years led various trade delegations to Vietnam and established many business connections with Vietnamese Government Agencies, Small and Medium Enterprises (SME's) and Associations.

I would like to encourage Malaysian SME's to ride on SMITA Malaysia's aggressive and structured plans to venture into Vietnamese market.

We are confident with the strong support and consistent trade missions to Viet Nam by organisations like SMITA Malaysia, trade between Viet Nam and Malaysia will see a better growth to achieve the goal of US\$15 billion by 2020 as agreed by our respective country leaders.

Last but not least, I would like to wish SMITA Malaysia all the best in achieving its 2018 objectives and goals!

H.E. Dr. Le Quy Quynh
Ambassador of the Socialist Republic of Viet Nam to Malaysia

