



SMITA
MALAYSIA

Peking Opera
Night 2019

京剧之夜

9TH MARCH 2019
(SATURDAY)

Multipurpose Hall, SJK (C) Chung Kwo,
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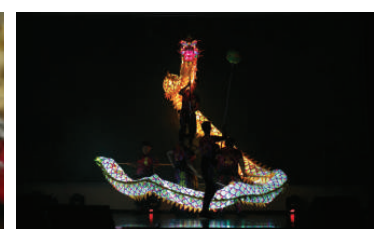
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SMITA ANNUAL DINNER 2019 PROGRAM

TIME	PROGRAM
6.15pm	Cocktail & Networking
7.00pm	Event begins with Lion Dance Performance
	“Opening Gambit”
	SMITA Introduction Video
	SMITA 2018 Flashback Video
7.30pm	Welcoming Speech by SMITA President
	Launching of SMITA Academy
	Video – Success Story 1
7.45pm	Dinner is Served (LOU SANG)
	Video – Success Story 2
7.55pm	Peking Opera Performance
	Video – Success Story 3
	Entertainment
	Video – Success Story 4
	Entertainment
9.15pm	Toast and Grand Finale
	Entertainment
	Networking & Photo Session
10.15pm	End of Program



ABOUT SMITA



SME International Trade Association (SMITA)

Website: smitaglobal.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 AND PURPOSE

- ❖ 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 global market.
- ❖ To promote upskilling of SMEs human resources leading to increased productivity and product/service quality.
- ❖ To create more job opportunities locally and internationally.

Why join SMITA?

- ✓ 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 monthly BizConnect sessions to get the latest information sharing on local and international markets – 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, Central Asia 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 e.g. SMITA Academy, SMITA International Market Procurement Center (SIMPC)
- ✓ 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

We also offer **SMITA Global Membership** for companies that are based outside of Kuala Lumpur or outside Malaysia or selected individuals

For information or enquiries: smitaglobal.org



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WE FOCUS ON **CAPACITY BUILDING** FOR SMEs TO **GROW AND EXPAND THEIR BUSINESSES INTERNATIONALLY.**

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Message From



SMITA Malaysia & SMITA Global President Megane S.C. Soo

Greetings from SMITA (**SME International Trade Association**)!

SMITA is a non-governmental organisation (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.

For the past 2 years, SMITA has been aggressively 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. This year, SMITA is ready to venture into new markets in Central Asia countries like Uzbekistan. We will still continue to grow our business presence in markets like Mexico, Colombia, Peru, Chile, UK, Vietnam, Thailand, Uzbekistan and China where we have established strong partnerships to work with us.

In line with SMITA's mission to assist more companies to expand their businesses in international markets, SMITA has set up the **SMITA International Market Procurement Center (SIMPC)** with partners 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.

At this Annual Dinner, SMITA is proud to launch the **SMITA Academy** which provides training and workshops by trade experts and successful business people. SMITA has proven track records on the effectiveness of our training programs with SMITA members successfully expanding their businesses in global markets after going through our weekly training, InnoPreneur Chat and monthly event, SMITA Biz Connect.

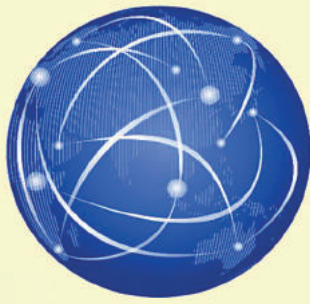
Our other big project will be the **SMART ID9 Code (SID9)**, a unique code which helps to prevent counterfeit and fake products which we have been working with Standards Malaysia to expand to more countries as we see fake products and counterfeiting as a big threat to the growth of international trade.

Lastly, I would like to take this opportunity to thank all our sponsors and advertisers for their support in our Annual Dinner 2019. My sincere appreciation to all Ambassadors, High Commissioners, Trade Commissioners, Government Officers, SMITA Partners, 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 organising committee, all members, advisory council members for their contribution and hard work to make this event a huge success! We look forward towards a positive growth in international trade in 2019!

GO GLOBAL with SMITA!

Megane S.C. Soo
President
SMITA Malaysia
SMITA Global





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Message From



YB Dr. Ong Kian Ming Deputy Minister, Ministry of International Trade & Industry

On behalf of the Ministry of International Trade and Industry (MITI), I would like to extend my heartiest congratulations to SMITA for a productive year in 2018.

SMITA has shown that it is committed to supporting Small and Medium Enterprises (SMEs) from different sectors in Malaysia and exposing them to new markets around the globe.

One of SMITA's achievements in 2018 include the collaboration with China state-owned China Certification & Inspection Group Co Ltd (CCIC) in enabling SME exports to get their products cleared in a faster time period, via the use of the SMARTiD9 matrix code system. Previously, Malaysian SMEs faced delays at China's customs due to SME's lack of knowledge on their product compliance with China's standards and regulations. I commend SMITA's initiative in improving the competitiveness of Malaysian products in the Chinese market.

Moving forward, there are ample opportunities to explore in other markets. For example, South America and Africa have great potential for growth. In 2018, Malaysia's total trade with the African region amounted to RM31.38 billion, while trade with South America equaled to RM 35.14 billion. Our ministry looks forward to working with SMITA members to expand trade, investment and connectivity with the South American and African business communities.

However, technological disruptions are causing a paradigm shift in the way goods are produced. Innovation is vital for the survival and sustainability of trade and businesses. Thus, it is important for companies including SMEs, to stay relevant and remain competitive.

Industry4WRD is Malaysia's response to Industry 4.0 and beyond. Industry4WRD was developed to propel SMEs forward so that they can be agile and adaptable to meet the challenges posed by the Fourth Industrial Revolution. It calls for transformation of manufacturing sector and its related services to be smarter and stronger, driven by people, processes and technology. I believe that Malaysian SMEs have the potential to gain from the adoption of Industry 4.0.

The Readiness Assessment program under the Industry4WRD Policy will further assist companies to measure the gaps and readiness in order to guide companies in embracing Industry 4.0 technologies. In this respect, I would like to emphasize that the Government is committed in facilitating companies in addressing challenges faced and providing a conducive business environment. I urge you to take full advantage of the Government's support to transform your business.

Before I conclude, I would like to congratulate SMITA for complementing MITI's initiatives in improving the market access and competitiveness of Malaysian SMEs. As SMITA grows from strength to strength, I would like to extend my best wishes to SMITA for a good year ahead in 2019!

YB Dr. Ong Kian Ming
Deputy Minister
Ministry of International Trade & Industry



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Message From



YBhg. Datuk Fadilah Baharin Director General, Standards Malaysia

I would like to convey my heartiest congratulations to SMITA Malaysia for organising this event, to commemorate its success, achievements and its contributions to Malaysia economic development.

Owing to the changes of international business and the adoption of Industry 4.0, Standards Malaysia is now within the purview of Ministry of International Trade and Industry (MITI). By this reposition, the operation and scope of Standards Malaysia has become more aligned with the current national agenda and global business trend, thus this will provide greater accessibility for our country to the international market by utilising the conformance to standards.

Let's continue our partnership that has established since 2015 to spur faster growth of SMEs into international markets.

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



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Message From



Monica De Grieff Executive President Bogota Chamber of Commerce

One more year, is a pleasure for me to greet you on behalf of the Bogotá Chamber of Commerce. I am very grateful for being part of the Souvenir Program Magazine, that, every year, commemorates the Annual Dinner.

In this occasion, I would like to speak briefly on an economic initiative that is being fundamental for a better development in our region. Last year was highly relevant to strengthen the foundations of the Pacific Alliance as an axis of a new way of doing business in Latin America. In consequence, the BCC organized a big event that came together speakers from the countries involved in the alliance: Chile, Perú, Colombia, México, and some speakers from countries of Asia and Oceania, who gave the perspective of the Asiatic countries regarding the Alliance, and the opportunities that it provides.

With the aim of creating a space of knowledge exchange, which allowed to define strategies that promote trade and business integration among the members of the Alliance, on June 26th was held the Forum "Pacific Alliance, a business challenge", with the participation of more than 900 entrepreneurs.

During the Forum, a Memorandum of Understanding was signed between the four Chambers of Commerce of the four countries that conform the Alliance and the Business Council of the Pacific Alliance, in order to ratify the joint commitment to promote the exchange and create direct links between the entrepreneurs of the members of the alliance to get business integration between Latin America and Asia markets.

Congratulations to SMITA for another year of success!

Monica De Grieff
Executive President
Bogota Chamber of Commerce





Message From



Guy Bridge CEO of Finpoint Limited England

In conjunction with SMITA Malaysia's 2019 Annual Dinner, we are honoured to write a few words in this Souvenir Program Magazine.

Finpoint, is a Financial Conduct Authority (FCA) regulated finance platform and one-stop shop for small and medium sized enterprises (SMEs), Finpoint helps businesses track down the right finance, sourced from the UK's largest panel of commercial lenders (over 130). We cover all the main options, including straightforward business loans, commercial property mortgages, and asset finance – and we make it easy for businesses to choose between them.

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It takes just one simple form to start the search – our matching technology does the rest. Business owners simply watch as lenders indicate they're interested in providing finance. Each business stays 100% anonymous until they're ready to share details with their preferred lenders. Because finding the best finance option shouldn't mean months of unwanted sales calls.

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We aim to be a key technology layer in the SME ecosystem with an aspiration that involves the ecosystems of supply chain management and supply chain financing, import-export business, credit data and the digital community. This is one of our USP's but another is our market strategy in that FINPOINT works with partners; industry bodies, trade associations, regional growth hubs, accountants, brokers as well as organisation such as PWC 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. We also have plans to expand initially into Europe (Germany & Austria) which is underway and indeed South East Asia where the approach to SMEs is very similar to that in the UK. To achieve this objective FINPOINT has entered into a Joint Venture with SMITA Malaysia. We are working closely with SMITA to identify and provide funding to SMEs with great potential in order to support them to go global and we hope to be in a position to make significant progress this year.

2018 has been a challenging year for us all but we look forward to a very fruitful 2019 with our Joint Venture partner SMITA!

Guy Bridge
CEO of Finpoint Limited, England





Message From



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

In conjunction with the SME International Trade Association of Malaysia -SMITA's annual dinner, it is a great honor for me to contribute to its Souvenir Program Magazine of 2019.

Indeed, 2018 has been another successful year for SMITA in carrying out their important tasks and remarkable contributions to the economy of Malaysia and their foreign partners. In this regard, I wish to extend my heartiest congratulations to the Association and all its members for their incredible work and the objectives that have been achieved during the past year.

Argentina, like Malaysia, is a multicultural country that has successfully integrated different peoples, religions and traditions. Our bilateral commerce is strong and still has many possibilities to be diversified and increased. In 2017-2018 we saw our bilateral trade growing again and we hope to continue in this positive path.

In 2018, Malaysia continued to position itself as the third market in ASEAN countries for Argentine export goods, being only surpassed by Vietnam and Indonesia. Compared to the other markets of the sub-region, Malaysia continues to present itself as a stable and consistent country for our exports.

But there are also many interesting possibilities for Malaysian companies, and investment groups, to export to our country or establish partnerships with counterparts in Argentina to develop business. We import from Malaysia basically latex gloves, computer parts and cell phones, electronic integrated circuits, coconut and palm oil, machinery and clothing, but these items could certainly be extended to other products.

Argentina and Malaysia have been strong political and commercial partners for more than 50 years. We share essential values and have the same vision on many of the main problems that are affecting humanity in the 21st Century.

I look forward to continue working and supporting the activities developed by SMITA in 2019, thanking, once again, their National President, Megane S.C. Soo, for all the cooperation that we received from her and her team.

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





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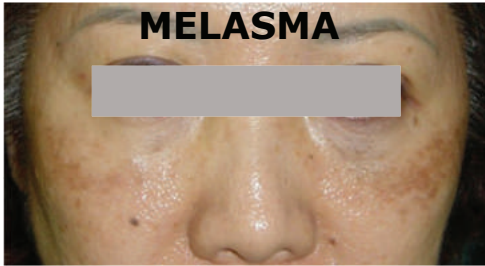
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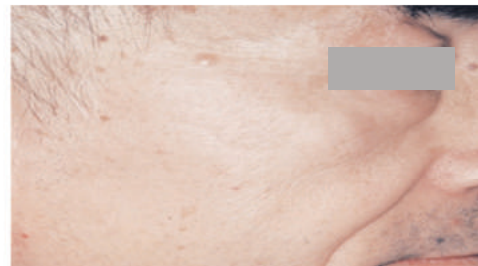
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Message From



H.E. Carlos Martins Ceglia Ambassador of Brazil to Malaysia

I make avail of this occasion to express my heartfelt congratulation to the SME International Association of Malaysia (SMITA) for the work done so far to build bridges between small companies from Malaysia and abroad.

SMITA has become a byword for international trade and small enterprises in Malaysia. Trade brings people together and remains one of the most potent factors in fostering peace and prosperity among nations. Small companies are responsible for an increasing share of new jobs generated worldwide but for obvious reasons are less inclined to become exporters (or importers) than large ones. That is why entities like SMITA are so relevant today. They provide additional guidance and support so that small companies can overcome the challenges that come with the decision to engage in international trade.

As Brazil and Malaysia prepare to celebrate their 60th Anniversary of the establishment of diplomatic relations this year it is important to highlight the potential role to be played by actors like SMITA in bringing together the private sectors of both countries.

I am certain that SMITA will continue to be a history of success in 2019 and in the years to come.

H.E. Carlos Martins Ceglia
Ambassador of Brazil to Malaysia



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Message From



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

In this 2019, on behalf of the Colombian Embassy in Malaysia, I would like once again to extend my sincere gratitude to SMITA, while reiterating to its directors my permanent willingness to continue working on the task of deepening the commercial ties between our two countries.

In this new stage in which my country is living, taking into account the foreign policy and foreign trade agenda of the government of the President Ivan Duque, there are important coincidences with the visions formulated by Prime Minister Tun Dr. Mahathir Mohamad, related to such sensitive matters for the international community, like the fight against corruption, the irrevocable commitment to the obligations acquired in the Paris Agreement on Climate Change, the strict observance of the current regulations adopted in the framework of the World Trade Organization (WTO) and the rejection of unilateral measures that attempt against the free exchange of goods and services, the respect for the rights of migrants, and the support for the consensus reached in the Global Compact for Safe, Orderly and Regular Migration, adopted in Marrakech in December of 2018, among many other topics.

From the confluence mentioned, and taking into account the remarkable cultural heritage exhibited by the two countries and the relevance that both governments attach to innovative expressions, the Colombian Embassy in Malaysia would like to initiate a process in which Colombian proposals come together with the efforts of local governmental and non-governmental actors, in order to advance in the promotion of ventures framed in the concept of "Orange Economy" or creative economy as some experts have called it. The aim is to promote interlinked activities that transform ideas into cultural goods and services, whose value will be determined by their greater or lesser content of innovative intellectual property.

To this end, partners like SMITA have a strategic value given their knowledge of the Malaysian national environment, and the support they can provide to this innovative commercial activity, collaborating so that Colombian ventures, framed in the orange economy, can be promoted in Malaysia, and logically, that Malaysian creative industries have space to be showcased in specialized scenarios in Colombia.

Based on this new agenda and the challenges faced by an era marked by creativity and innovation, the Colombian Embassy would like to wish SMITA the best in this year that begins and renews its willingness to work together, in a mutually beneficial manner.

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





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Message From



H.E. Ibete Fernandez Hernandez Ambassador of Cuba to Malaysia

Congratulations to SMITA for being an important organization which represent the business community and its role in providing bilateral market access globally!

I am very happy to mention that SMITA headed by its President, Ms Megane SC Soo visited Havana, Cuba in early 2018 to explore and establish suitable business connections for the benefit of SMITA members and the Malaysian business people at large. This signifies the commitment and determination of SMITA to diversify Malaysia's partners abroad. Cuba has just celebrated its 60th Anniversary of the Cuban Revolution. 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.

I would like to welcome more Malaysian businessmen to visit Cuba to explore on the investment and trade opportunities in my country.

Here I would like to thank SMITA President Ms Megane SC Soo and her team for visiting my lovely country, Cuba to find out more on the business opportunities.

Lastly, I would like to wish SMITA a successful Annual Dinner and fruitful 2019!

H.E. Ibete Fernandez
Ambassador of Cuba to Malaysia





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Message From



H.E. Pablo A. Bonifaz - Arboleda Charge d' Affaires a.i. Embassy of Ecuador to Malaysia

On behalf of the Embassy of Ecuador it is a great pleasure for me to greet SMITA on the occasion of its annual dinner. We had always recognized the effort of SMITA and particularly the hardworking conviction of our dear friend, SMITA President Ms. Megane S. C. Soo to foster the trade with Latin America.

What could be better than to accompany our good friends from SMITA and enjoying this night celebrating the lunar year and the Peking Opera Night theme that evokes the great millenary Chinese culture? Maybe to enjoy some Ecuadorian ceviche! Jokes apart, we do hope you will enjoy our ceviche that showcases the excellence of the Ecuadorian fisheries. Our country has a variety of non-traditional exports as shrimps, the finest cocoa, the world famous "Panama hats" or Toquilla Straw hats proudly and originally made in Ecuador, banana, roses, and others, you name it!

There is good news for Malaysian importers and distributors as well: Quinoa, the Andean cereal and superfood has just been allowed to enter the Malaysian market, thus there is a big opportunity for Malaysian importers to take profit of this gourmet product and contact the Ecuadorian exporters. We are in the process to open the market for the Ecuadorian roses that will provide, as well, a very big opportunity for business.

Ecuador, as you may know, got its name as it's crossed by the Equator line; and now that you are having in your head the world map you just can flip it in two and you will realize that Ecuador is the exact antipodes of Malaysia. In that way, we are very similar in so many things: our countries' big biodiversity, our ancient rainforest and jungle like the Amazon and Borneo, our rich multicultural identity and so on... With those similarities and so many opportunities still unexplored on trade, tourism and investment we can assure there is a bright future ahead for our bilateral relations and there is no doubt, SMITA's effort will prove itself important to build a new and more dynamic trade relation between Ecuador and Malaysia.

H.E. Pablo A. Bonifaz - Arboleda
Charge d' Affaires a.i. of Ecuador





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Message From



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

Happy New Year 2019! Firstly, I would like to convey my heartiest congratulations to SMITA for its achievements in the year 2018.

SMITA is an example how the - private sector can be empowered through a Non-Governmental Organisation (NGO) to take the lead in exploring new market access overseas especially for the Small and Medium Enterprises (SMEs).

SMITA has been continuously working - with us to promote trade between Malaysian SMEs and those of the Member States of the European Union (EU). In 2017, Malaysia became the EU's 21st largest trading partner in goods. Bilateral trade between the EU and Malaysia is dominated by industrial products. The EU mainly imports machinery and appliances and mainly exports electrical equipment and machinery (both ways industrial products account for more than 90% of trade). Other sectors of relevance in terms of EU imports from Malaysia are plastics and rubber and animal and vegetable fats and oils and in terms of exports, mechanical products.

EU imports from Malaysia have gradually increased since 2006 and stand at € 25 billion in 2017. EU exports have also seen a growing trend to reach € 14.4 billion in 2017. In 2016, Foreign Direct Investment outward stocks in Malaysia amounted to €13.8 billion.

SMEs are an important element of trade and have a huge potential to grow. They represent 99% of all businesses in the EU and Malaysia and form the backbone of our economies. This is why the EU Delegation to Malaysia is proud to support SMITA in its efforts to foster the growth and development of Malaysian SMEs in international trade.

I would like to wish SMITA a very fruitful and productive 2019 in supporting SMEs in Malaysia and I am looking forward to continuing to work closely with SMITA to achieve our common goals.

H.E. Maria Castillo Fernandez
Ambassador and Head of Delegation of
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Message From



H.E. Petri Puhakka Ambassador of Finland to Malaysia

It gives me great pleasure to extend my heartfelt congratulations to SMITA Malaysia on its 2019 Annual Dinner celebration.

I think SMITA is a good example of how the private sector can provide a platform for Small and Medium Enterprises (SMEs) to facilitate their growth while at the same time ensuring business sustainability as well as offering new market access to diversify their business risk by exporting to different countries.

It is not exaggerated to say that SMEs are the backbone of most economies as they are the ones that create the largest part of employment in their respective countries. It pays off when Governments team up with private institutions such as SMITA to support their SMEs. The Finnish Government has always been very supportive of the SMEs offering various measures to foster entrepreneurship. Recently an employment package was introduced to enhance growth and employment. The aim was to support SMEs in different phases of development, improve their operational preconditions and remove obstacles to entrepreneurial activities.

The globalization has changed the operating landscape of the SME's profoundly, and the 21st century is ever more about business collaboration and partnership and networking. The SMEs should venture out of their own countries and tap into the vast possibilities that exist globally. They should be ready to embrace new technologies and work with foreign partners to acquire innovation that can help them to catapult their businesses to another era of growth. Therefore, I would like to encourage SMITA and its members to visit also Finland and explore the opportunity to expand their business to that part of the world.

I look forward to working closely with SMITA to promote efforts to have more Malaysian companies work together with Finnish companies for mutual benefit.

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





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Message From



H.E. Nikoloz Apkhazava, LL.D. Ambassador of Georgia to Malaysia

Thanks to SMITA for the opportunity for me to write a few words to promote Georgia in forging closer economic cooperation and to enhance bilateral trade and investment relations between both countries.

Georgia, a Republic in South Caucasus located at the intersection of Europe and Asia, is keen on establishing a Free Trade Agreement (FTA) with Malaysia, as there are huge growth potentials in many areas between the two countries. Georgia has one of the most liberal foreign trade policies in the world that implies facilitated foreign trade regime and customs procedures, low import tariffs and minimal non-tariff regulations.

Georgia's integration into the world's leading markets is one of the top foreign policy priorities. Georgia enjoys free trade regimes with the European Union (EU), Turkey and the Commonwealth of Independent States (CIS) countries, European Free Trade Association (EFTA) and China. Georgia has access to more than 2 billion consumer market and the country has a well-developed logistical and railway system to transport goods across its borders.

Georgia established a FTA with Hong Kong in June in 2018, signed at the Belt and Road Summit 2018, signalling the importance of intensifying inter-regional trade. The country strives to become a key component in Belt and Road initiative and with major investments in its port infrastructure and industrial capacity will make the country more attractive as a gateway between East and West. Tourism, manufacturing, energy and transport are the key sectors the country is pushing for investments.

The Georgian Embassy in Malaysia has lined up several events in a bid to forge closer economic cooperation and to enhance bilateral trade and investment relations between Tbilisi and Putrajaya. We plan to host an exhibition on Georgia, especially its heritage values and wine-making industry. Its traditional process of wine-making is on Unesco's Intangible Cultural Heritage List.

A business forum will also be organised to showcase the vast investment and business potential for Malaysian investors in Georgia, as well as incentives provided by its government for investors.

I would like to invite the business communities in Malaysia to participate in our events and also visit Georgia soon. We wish to work with SMITA and its members to explore on the vast bilateral business opportunities.

Congratulations to SMITA and its team for the success of this annual dinner!

H.E. Nikoloz Apkhazava, LL.D.
Ambassador of Georgia to Malaysia



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Message From



H.E. Attila Kali Ambassador of Hungary to Malaysia

I wish to congratulate SMITA on a successful year of 2018. Counting on your support, I am certain that in 2019 the partnership between the SMEs of Hungary and Malaysia will be brought to a higher level.

By recognising the importance of SMEs in a healthy economic system, SMITA provides essential support for Malaysian companies to better exploit their opportunities in the international market. In 2018, Hungary turned out to be one of Malaysia's fastest growing export markets, according to the latest statistics of MATRADE. The total export from Malaysia to Hungary increased by 17,8% in 2018. Based on the outstanding results in bilateral trade last year, it is our continued aim to work closely together with our Malaysian partners in order to further strengthen the cooperation between the business communities of the two countries in 2019.

This year we celebrate five decades of diplomatic relations between Hungary and Malaysia. In conjunction with the 50th anniversary, the Embassy of Hungary in Kuala Lumpur is committed to providing greater impetus to building new partnerships between economic players of the two countries, e.g. in the ICT sector, by organising several workshops and business events in Malaysia for SMEs. In this endeavour, the Embassy is ready to work closely with the key stakeholders and agencies, such as SMITA.

I firmly believe that the potential to further accelerate the bilateral economic cooperation between Hungary and Malaysia is well founded, and I count on SMITA's continuous support in taking the next steps towards even closer trade and investment ties, to the mutual benefit of the SME communities in the two countries.

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

H.E. Attila Kali
Ambassador of Hungary to Malaysia





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Message From



H.E. Cristiano Maggipinto Ambassador of Italy to Malaysia

First of all, I would like to extend my congratulations to the SME International Trade Association of Malaysia (SMITA) on the occasion of the third Annual Dinner of the organization and to convey to everybody my best wishes for the Chinese New Year.

Italy is Europe's second-largest manufacturing economy, and home to some of the region's most high-tech and environmentally efficient manufacturing systems. The Italian industry consists primarily of small and midsize enterprises (SMEs). Often family-owned, they are nimble and flexible and very fast to adopt new technologies. Overall, 85% of the Italian companies are made of SMEs, which account for the 70% of total employment and 14% of the GDP. To support the internationalization of small and medium companies then represents an essential task of the Italian institutional networks abroad. Since SMEs are also a vital component of Malaysia's economic development, the cooperation with an institution that encourages the business of small and medium size is crucial for us to promote the enormous potential still unexploited in bilateral relations for economic partnerships between the SMEs of the two countries.

Relations between Italy and Malaysia are increasing: the number of Italian companies officially mapped in Malaysia has more than doubled in the last few years, growing from 50 to more than 100. Trade between the two countries has further increased in 2017, to reach almost 2.3 billion Euros. In particular the Italian exports rose up to 1.3 billion Euros, with a 19% year-over-year increase. 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 most recent productive investments by Menz & Gasser and Unigra' in the food sector, by the loader cranes manufacturer Fassi and by Erreppi in the agricultural machinery sector. More and more Italian companies consider Malaysia as the best hub to do business also in other ASEAN countries. The recent visit of the Italian Deputy Minister for Foreign Affairs and International Cooperation, Manlio Di Stefano, one year after the visit of our former Deputy Minister for Economic Development, Ivan Scalfarotto, testifies once again to the increasing importance that Italy attributes to Malaysia, as a strategic partner and ideal gateway to South East Asia.

In this context, SMITA plays a pivotal role at the economic, commercial and investment level, to connect the Malaysian companies with the Italian counterparts, exploiting new opportunities and establishing partnerships for the mutual advantage of the two people and nations. We therefore look forward to further fostering our cooperation with SMITA for having more Malaysia in Italy and more Italy in Malaysia.

Thank you for hosting me in your magazine and once again congratulations and best wishes for great success and prosperity to all the members of this organization, as well as to our two peoples!

H.E. Cristiano Maggipinto
Ambassador of Italy to Malaysia





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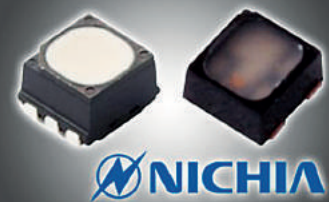
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Message From



H.E. Carlos Felix Ambassador of Mexico to Malaysia

It is an honour for me to address the small and medium entrepreneurs of Malaysia (SME's) to recognize the enormous effort made by SMITA during 2018 to support them, through professional training, for venturing into international markets through multiple events and the construction of an extensive network of business contacts, which now extends widely throughout Mexico and Latin America.

We share the vision of SMITA for achieving economic integration through inclusion, diversity and innovation. With weekly events such as InnoPreneur Chat and SMITA Biz Connect covering topics from ASEAN and the economies of Latin America, SMITA pursues to bring Malaysian entrepreneurs closer to a combined market of more than 1.2 billion consumers. Malaysian entrepreneurs, members of SMITA, are discovering endless business opportunities in Mexico and other economies in the Latin America region.

Thanks to the construction of synergies with new partners such as the National Association of Self-Service and Departmental Stores of Mexico, the Chamber of Commerce of Colombia, the Chamber of Commerce of Santiago, the Sierra y Selva export organization of Peru, SMITA is promoting commercial missions that are opening doors to small and medium-sized exporters from Malaysia.

In Mexico, the second largest economy in Latin America, SMITA is promoting as well the establishment of a supply centre in Mexico City and an upcoming commercial mission of Malaysian entrepreneurs in 2019 to deepen the diversification markets of Malaysian companies. Malaysia is the first partner of Mexico in South east Asia, the 4th in Asia and 9th globally with more than 8.5 billion usdls trade. We expect that Malaysia soon ratifies the CPTPP as important tool to expand business opportunities with Mexico, Chile and Peru as Members of this FTA.

2019 will be a year of challenges and opportunities that SMITA will be able to overcome and take advantage of many business prospects for the benefit of its members, thanks to the tireless and committed work of its National President, Megane S. C. Soo, and to the Members of the Council.

Thank you for your leadership and interest in strengthening commercial relations between Mexico and Malaysia. I express to you my widest recognition and support in achieving that goal, wishing you the greatest success. Congratulations!

H.E. Carlos Felix
Ambassador of Mexico to Malaysia



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Message From



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

Hola! Warm greetings from the Peru Embassy in Malaysia! I would like to take this opportunity to congratulate my good friend, SMITA President, Ms Megane SC Soo for leading SMITA to yet another very successful year in 2018! I have seen how SMITA has grown from strength to strength since I arrived to Malaysia in 2015. I believe 2019 will be another great year for SMITA! .

SMITA has been instrumental in promoting trade with Pacific Alliance countries. They have continuously been engaging with the Embassy of Peru in Malaysia on bilateral business opportunities between both countries since 2017. SMITA has established important collaborations with two prestigious Peruvian institutions, namely the Association of Exporters (ADEX), an entity that promotes the international production and exports of the people of Andes and the Peruvian Forest, and SIERRA Y SELVA EXPORTADORA, which assists its members to source for raw materials for value-add activities and thereafter export to the Asia Region which has since produced some successful business collaborations between both countries

Besides that, Peruvian companies require the engineering and manufacturing know-how from Malaysian companies to process Peru's rich agriculture produce that are available all year round.

The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP, also known as TPP-11) that is pending ratification by among others, Peru and Malaysia will bring more opportunities to trade between both countries. Nevertheless, even without the trade agreement in force, SMITA has made headways into the Latin America markets. This proves that members of SMITA are proactive in looking for new opportunities despite the distance and language barriers.

I look forward to more engagements with SMITA in 2019 and ever ready to lend my assistance to facilitate more trade between our countries.

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





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Message From



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

Happy New Year 2019!

Time flies! Without realising this is the 3rd time I am being invited to write a message for SMITA Annual Dinner. I am definitely honoured to present this message of support to SMITA on the occasion of your Annual Dinner. Congratulations on the achievements for 2018 and I am sure 2019 will be another year of achievements for SMITA!

SMITA is a good platform to assist the Malaysian Government from the private sector perspective in assisting SMEs to go global. This vision is a passion shared by South Africa. The South African High Commission is very active in encouraging SMEs in South Africa to expand their activities. Together with the South African Department of Trade and Industry (DTI), the High Commission supports SMEs from South Africa to participate in exhibitions in Malaysia and work with organizations such as SMITA to assist in making the connections and linkages to the Malaysian companies.

Since the establishment of full diplomatic relations on 8 November 1993, relations between South Africa and Malaysia have been very good and have continued to improve. The two countries view each other as close partners in the developing world. Malaysia views South Africa as a favourable developing market and is the fourth largest new investor in South Africa. South Africa and Malaysia have resident High Commissions in the respective capitals.

I would like to encourage the SMEs in Malaysia to consider expanding their activities into South Africa. We are a developing economy with many opportunities 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, 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 of South Africa to Malaysia





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Message From



H.E. Jose Miguel Corvinos Lafuente Ambassador of Spain to Malaysia

Hola! I am honored to be invited to write a message in conjunction with SMITA Annual Dinner 2019. I am glad to know that SMITA Malaysia has been very active in promoting international trade between Malaysia and Spanish speaking countries. .

Spain with a total population of 46.5 million is the world's 14th largest economy and the 5th largest economy in the EU. We are the 11th largest exporter of commercial services worldwide and 16th ranked exporter of merchandise trade in 2016. We are also the 2nd country worldwide in international tourist arrivals and in receipts (1st in Europe). More than 82 million international tourists arrived in 2017. 23 of the biggest Spanish companies have entries in FORBES Global 2000 largest companies in the world.

To date, Spanish investment in Southeast Asia is mostly concentrated in Malaysia with the large presence of Spanish companies which make Malaysia as the hub for ASEAN region, while the presence of Malaysian companies in Spain are relatively small. I can see a lot of opportunities for collaborations between SMEs from Spain and Malaysia and I highly encourage both parties to leverage on each other's strength.

I applaud SMITA's effort in organizing the "Forum on Spain: Your Next EU Destination" in May 2018, where they collaborated with AVCO Legal, a Spanish legal firm with a branch office in Malaysia and Malaysian Industrial Development Finance (MIDF) to create awareness among SMEs in Malaysia on the business opportunities in Spain. The Spanish Embassy together with our Economic & Commercial Office of Spain in Malaysia look forward to more such engagements in the near future.

Last but not least, I would like to extend my best wishes to SMITA Malaysia for another productive and great year in 2019!

H.E. Jose Miguel Corvinos Lafuente
Ambassador of Spain to Malaysia





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Message From



H.E. Narong Sasitorn Ambassador of the Kingdom of of Thailand to Malaysia

My sincere congratulations to SMITA on yet another successful year!

SMEs are the backbone of ASEAN economy, already accounting for more than 96% of all businesses and up to 85% of domestic employment. However, more still needs to be done to make ASEAN a more inclusive region where not only big companies can thrive but small companies can also grow.

Thailand, as the ASEAN Chair in 2019, will carry forward all the key initiatives which put emphasis on technology and innovation in enhancing competitiveness and better access to global markets for SMEs.

I look forward to working closely with SMITA to promote even closer economic relations between our two countries and to support our SMEs in navigating through the challenging economic transformation.

I wish SMITA and its members every success in their Annual Dinner 2019 'Peking Opera Night' and an even more productive year ahead.

H.E. Narong Sasitorn
Ambassador of the Kingdom of Thailand to Malaysia





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Message From



H.E. Nury Bauzan Ambassador of Uruguay to Malaysia

Dear Active Members of SMITA Malaysia, this is the second time I have the great opportunity to send a message to you, congratulating on the publication of the Souvenir Program Magazine in conjunction with your 2019 Annual Dinner. Also to extend my heartiest congratulations to the authorities and members of SMITA for another successful year 2018, and wishing you all the best for the coming year.

In this regard, I want to share a new program called "Proexpo", approved by the Uruguayan government at the end of 2018, specifically designed for Micro, Small and Medium Enterprises exporting or with export potential. It seeks to empower these companies in their goal to expand into the international market and guide them in this process. Reducing the operative costs of foreign trade, promoting a business model through E-commerce and a one-stop export window. Through this program, companies can receive co-financing to strengthen the development of skills or to boost their marketing and sales strategies within the framework of a customized internationalization project.

In our opinion, this is a very interesting framework to work together and to strengthen the trade relations between Malaysia and Uruguay, and we are confident SMITA can play a very important role in this task.

At the end of October 2018, an important Trade Mission from MERCOSUR countries (Argentina, Brazil, Paraguay and Uruguay: a potential market of 400 millions of people) visited three countries of Southeast Asia, Malaysia, Indonesia and Singapore. The Trade Mission was promoted by the "MERCOSUR – ASEAN Chamber of Commerce", and the Embassies of MERCOSUR countries.

The Government of Uruguay and the private sector are willing to work with Malaysian companies, and this trade mission was a concrete example of this. We hope that the effort made by 24 businessmen from MERCOSUR countries, crossing the world to come to Southeast Asia, won't be an isolated event, and we hope it can be complemented by future trade missions, to and from Uruguay. In this context, SMITA can be a valuable bridge for Malaysian companies, to partner with Uruguayan counterparts, exploring new possibilities and establishing stronger ties for the mutual benefits of our two countries.

H.E. Nury Bauzan
Ambassador of Uruguay to Malaysia





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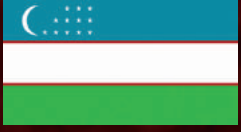


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Message From



H.E. Ravshan Usmanov Ambassador of Uzbekistan to Malaysia

Greetings and congratulations to SMITA for a successful 2018 and for organizing this annual dinner 2019!

The Embassy has started working with SMITA in 2018 where they organized a Biz Connect session on Business Opportunities in Uzbekistan and invited the Embassy to participate. From there on, I am glad to note that SMITA Global has brought several delegations to Uzbekistan, headed by Mr. Thomas Soo, Senior Advisor of SMITA, to invest in various sectors. Several Memorandum of Understandings were signed during the trade missions.

This year has begun on a very positive note with SMITA signing a Collaboration Agreement with the Khokimiyat of Khorezm Region on 24 January 2019 when a delegation from Khorezm Region came to Malaysia for a trade mission. SMITA will be collaborating with Khokimiyat of Khorezm Region to promote internship program between both countries.

At the point of writing, I understand that Mr Thomas Soo, is currently leading another delegation from SMITA Global to Uzbekistan to further discuss on their business investments. I can foresee that this year is going to be a very busy and fruitful year for SMITA and my embassy here.

I understand from SMITA's President, Ms Megane S.C. Soo, that there will be a few more delegations going to Uzbekistan this year. I am sure I will be hearing more goods news from SMITA to be announced at the end of this year.

I applaud SMITA's effort in making Uzbekistan as one of their primary markets this year!

Last but not least, I wish SMITA a very productive and fruitful 2019!

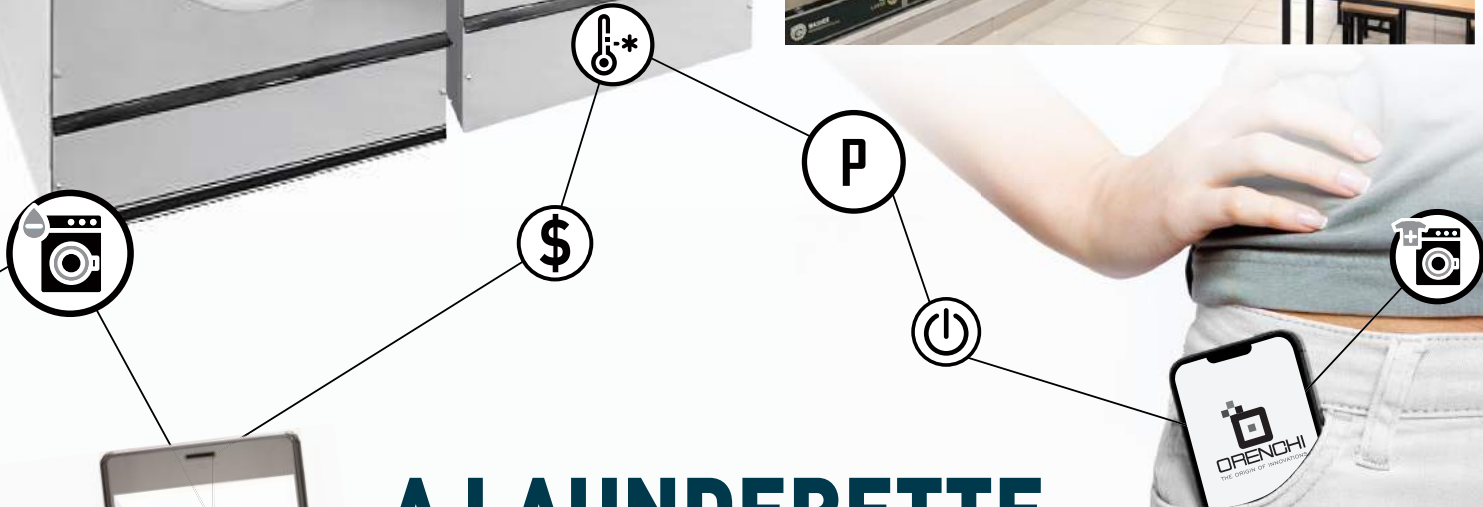
H.E. Ravshan Usmanov
Ambassador of Uzbekistan to Malaysia





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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 the Socialist Republic of Viet Nam, and heartiest congratulations on the third Annual Dinner!

I would like to take this chance to appreciate SMITA Malaysia's great efforts and support over the past time to serve as a bridge connecting Malaysian entrepreneurs to the world, particularly to Vietnamese ones. I would like to congratulate SMITA Malaysia on signing the collaboration agreement with Investment & Trade Promotion Center of Ho Chi Minh City in March 2018. I strongly believe this agreement will lay down a platform for entrepreneurs of both countries for better trade interaction and trustworthy information and assistance.

Under the framework of the Strategic Partnership in 2015, the bilateral trade between Malaysia and Viet Nam recorded over US\$ 11 billion in 2018. Currently, Malaysia is the 8th largest trade partner and the 7th biggest investor in Viet Nam. Both countries are striving to reach the goal of US\$ 15 billion of trade volume by 2020 as agreed by leaders of the two countries in the Action Plan for 2017-2019.

On the occasion of the new year 2019, I would like to wish SMITA Malaysia all the best in achieving its goals and further success in the important mission.

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





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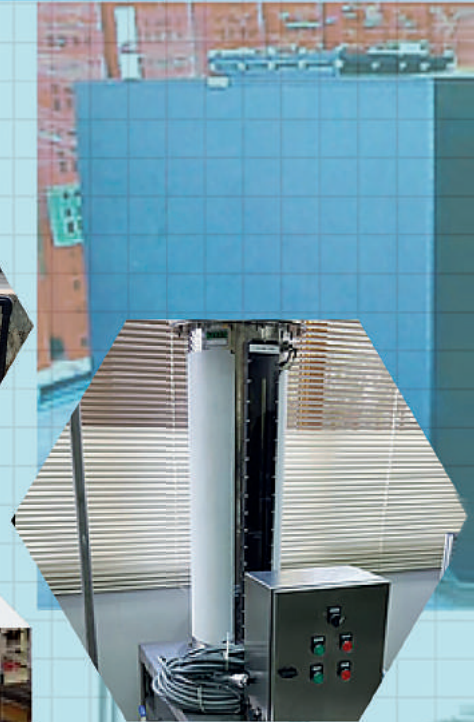
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SMITA's 2018 SIGNIFICANT EVENTS



Ministry of Science, Technology & Innovation (MOSTI) Minister, YB Datuk Seri Panglima Wilfred Madius Tangau presenting the **NATIONAL STANDARDS & ACCREDITATION AWARD** to SMITA

SMITA 2018 ANNUAL DINNER
KOWLOON NITE



SMITA REGULAR ACTIVITIES



SMITA weekly event
INNOPRENEUR CHAT

SMITA monthly event
BIZ CONNECT



SMITA monthly event
SeManGaT Day (SMITA Members Get Together)



SMITA quarterly event
STUDY TOURS to
factories



SIGNING CEREMONIES WITH INTERNATIONAL PARTNERS



Signing with China Certification and Inspection Group (CCIC) witnessed by Secretary General of Ministry of International and Trade Industry, Datuk Seri Jayasiri

Signing with ANTAD (National Association of Supermarkets and Department Stores, Mexico) in Mexico City, Mexico



Signing with ITPC (Investment Trade and Promotion Centre of Ho Chi Minh City) in Ho Chi Minh City, Vietnam

Signing with 11street, Thailand in Bangkok, Thailand



SMITA SPEAKING ENGAGEMENTS



SMITA President, Megane SC Soo speaking at the HIGH LEVEL DIALOGUE ON ASEAN-ITALY ECONOMICS RELATIONS in Singapore

SMITA President Megane SC Soo speaking on solutions for food fraud at the INNOFOOD CONFERENCE in Bangkok, Thailand



INTERNATIONAL BUSINESS EVENTS



SMITA President Megane SC Soo and SMITA Procurement Center Director Ms Leanne Loh meeting with the Deputy Minister of Ministry of Agriculture, Livestock and Food Supply of Brazil, His Excellency Eumar Roberto Novacki

SMITA members attending business matching with delegation from MERCOSUR in KL



SMITA President Megane SC Soo & SMITA Procurement Center Director, Ms Leanne Loh attending the business matching at Osong Expo, South Korea

TRADE MISSIONS



SMITA Trade Mission to Mexico. Meeting with ANIERM (Importer and Exporter Association of Mexico) at their office



SMITA Trade mission to Havana, Cuba



SMITA Global member signing an MoU during the Trade Mission to Uzbekistan



SMITA Senior Advisor, Mr Thomas Soo and SMITA Global delegation having a business dialogue in Uzbekistan

ACKNOWLEDGEMENT

SMITA wishes to express its heartfelt gratitude and appreciation for the kind assistance and valued support received from the following organizations/individuals:

- Embassy of Cuba
- Embassy of Ecuador
- Embassy of Vietnam
- Aceeno Aesthetique PLT
- A.K. KOH Enterprise Sdn Bhd
- Bakery Joy Sdn Bhd
- Color & Print Gallery Sdn Bhd
- DIC Trading Sdn Bhd
- Ganda Kota Sdn Bhd
- House of Ingredients Sdn Bhd
- Kai Shing Food Corp
- MH Delight Sdn Bhd
- Mr Darmadi of ANTARA News Agency (Indonesia)
- MS Code System Sdn Bhd (SMARTiD 9)
- Orgabio Manufacturing Sdn Bhd
- ORiG International Sdn Bhd
- Persepsi Pertama Sdn Bhd
- Proccen Sdn Bhd
- Q-Q Food Industry Sdn Bhd
- Quality Food Industries Sdn Bhd
- Rida Fruit Sdn Bhd
- Sin Tai Hing Oyster Sauce Factory Sdn Bhd
- Southern Lion Sdn Bhd
- SPI Manufacturing Sdn Bhd
- Spices & Seasoning Sdn Bhd
- Sun Thew Chun Hup Kee Sauce Manufacturers Sdn Bhd
- TAR University College
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- Uniqly Thai Sdn Bhd
- Vietnam Business Association in Malaysia
- YSL Industrial Automation Sdn Bhd
- ALL SPONSORS and ADVERTISERS

Friends, SMITArrians and all those who have contributed in one way or another towards the success of this event.

With added apologies for not being able to acknowledge all those whom we may have inadvertently missed out.

TERIMA KASIH/THANK YOU/GRACIAS/谢谢



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