

MEDIA RELEASE

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RM20 MILLION BY TERAJU TO BOOST BUMIPUTERA SMEs EXPORT CAPABILITIES

The "Best Exporters Programme" is in collaboration with SME BANK AND MATRADE

Kuala Lumpur, 1st December 2015 – Unit Peneraju Agenda Bumiputera (TERAJU) today announced its latest collaboration with Malaysia External Trade Development Corporation (MATRADE) and Small Medium Enterprise Bank Malaysia Berhad (SME Bank) for "Best Exporters" Programme to promote participation and growth of Bumiputera SMEs in the export markets. The thrust of the "Best Exporters Programme" is to guide and develop potential and existing Bumiputera SMEs through a comprehensive enhancement and enrichment activities which focuses on six primary areas namely production and technical, financial, human capital, export, marketing and legal compliance competencies.

At the document exchange ceremony, Dato' Husni Salleh, Chief Executive Officer (CEO) of TERAJU said, "TERAJU has allocated RM20 million for the programme which will be developed by MATRADE and will be managed by SME Bank to help Bumiputera SMEs develop their capabilities and capacity to be more competitive at global market. "Best Exporters Programme" will help the Bumiputera SMEs gain enhanced business qualities, improve their development capabilities and support them with valuable insights into building their businesses to export-ready entities."

Dato' Husni further said that the programme is part of TERAJU's ongoing initiative to foster and produce more export-based Bumiputera SMEs which in line with government's aspiration to spur growth of local SMEs in the export markets.

At the event, Minister of International Trade and Industry, Y.B. Dato' Sri Mustapa Mohamed witnessed the document exchange ceremony between TERAJU, MATRADE and SME Bank. The documents were exchanged between TERAJU CEO, Dato' Husni, MATRADE Chief Executive Officer, Dato' Dzulkifli Mahmud and SME Bank Group Managing Director, Datuk Mohd Radzif Mohd Yunus.

Meanwhile, Dato' Dzulkifli Mahmud, Chief Executive Officer of MATRADE said, "Best Exporters Programme would see the Bumiputera SMEs take part in a comprehensive structured development programme with modules ranging from identifying business needs or gap, operational, strategic planning and potential expansion strategies. The programme will complement MATRADE's other programmes dedicated for Bumiputera SMEs namely the Bumiputera Exporters Development Programme (BEDP)."

According to SME Bank Group Managing Director, Datuk Mohd Radzif Mohd Yunus, "We are looking at allocating RM200,000 per participating company for them to explore the opportunities overseas. Once the opportunity is identified and the market is secured, the participants can access the SME Go financing facility that was developed to support the Going Export (Go-Ex) programme under MATRADE. Participants can use this financing program to ensure they are able to meet the demand coming from their overseas counterparts."

Datuk Mohd Radzif added, "Best Exporters Programme target is to get at least 50 companies to become new exporters as well as penetrating new markets. Participating companies are expected to improve in export sales and revenue performance during the programme period."

The Best Exporters programme targets participation from 100 Bumiputera SMEs where credible Bumiputera SMEs either under TERAJU or SME Bank's purview will be given preference to participate in the programme. The companies will also have access to a spectrum of services and programmes organized by agencies under the Ministry of International Trade and Industry (MITI).

The event brought together 150 companies which included TeraS and Bumiputera companies from various sectors. The companies were also given a briefing on the overall program and participation guideline at the event.

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ABOUT TERAJU

The setting up of TERAJU was announced by the Prime Minister YAB Datuk Seri Najib Tun Razak on Tuesday 8 February 2011, to **lead, coordinate and drive** Bumiputera economic participation through existing and new initiatives and to propose institutional reform, to increase effectiveness. TERAJU will undertake **strategic alignment of the resources** of the government and its agencies. It has been introduced as a “**Game Changer**” to strengthen and empower the Bumiputera Development Agenda.

Its ultimate aim is to enable the Bumiputera community to seize opportunities and equally benefit from rapid economic growth.

TERAJU's focus will be on the following areas:

- Entrepreneurship & wealth creation
- Funding
- Education & employment
- Institutional & policy instrument review
- Stakeholder management

TERAJU also acts as the Secretariat for the “Majlis Ekonomi Bumiputera” (“MEB”).

ABOUT MATRADE

The Malaysia External Trade Development Corporation (MATRADE) was established on March 1, 1993 as the **external trade promotion arm** of Malaysia's Ministry of International Trade and Industry (MITI). Its functions are:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and services;
- To formulate and implement export marketing strategies and trade promotion activities to promote Malaysia's export;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of Malaysia's trade;
- To organise training programmes to improve the international marketing skills of Malaysian exporters;
- To enhance and protect Malaysia's international trade investment abroad; and
- To promote, facilitate and assist in the services areas related to trade.

ABOUT SME BANK

Designed to function ultimately as a one-stop financing and business development centre, Malaysia's SME Bank is dedicated to the accelerated growth of Malaysian SMEs. Through better segmentation of SME financial and non-financial needs by industry, stage of growth and product and market potential, the Bank will strive to hasten the financing processing of eligible SMEs to meet their financing needs as well as support their business growth requirements through the provision of timely advisory services. The principal activities of the Bank are to provide financing as well as financial and business advisory services to Malaysian SMEs residing within predefined categories which have been framed within the SME classification guidelines of the National SME Development Council. SME Bank is celebrating its 10 years anniversary this year. For more information, please visit: www.smebank.com.my

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