

12 November 2021

MATRADE Media Report



Matrade empowers MSME digitalisation through MTC-MSME benchmarking programme

12 November 2021, The Borneo Post (Sabah), Business / Bizbytes

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Matrade continues to aid micro SMEs on digitalisation journey

11 November 2021, Digital News Asia

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11 November 2021, Digital News Asia

AVE: MYR 3,957.60 Country: Malaysia Category: Event News - MIHAS Language: English Audience: N/A

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CGC to achieve guarantees of up to RM10bil

11 November 2021, The Star, Business / Bizbytes

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Matrade empowers MSME digitalisation through MTC-MSME benchmarking programme

KUALA LUMPUR: The Malaysia External Trade Development Corporation (Matrade) is continuing its agenda to empower Malaysian micro, small and medium enterprises (MSMEs) on digitalisation towards reinforcing their competitiveness as export champions.

Matrade said the benchmarking element has been incorporated in the existing customised exporters' development programme, where an exclusive coaching session is spearheaded by the previous participants of the Mid-Tier Companies Development Programme (MTCDP).

Deputy chief executive officer (exporters development) Abu Bakar Yusof said this benchmarking programme is an interactive platform for sharing knowledge between mid-tier companies (MTCs) with MSMEs.

"This programme aims to guide the MSMEs on the best practices and efficient methods to adopt digitalisation in their business processes so that they will be ready to

tap into the global supply chain and strengthen their global footprints," he said in a statement.

In 2020, under the MTCDP, a tailored Digital Marketing Module for MTCs was introduced to support MTCs' transformation in embracing digitalisation and provide relevant information in structuring and implementing effective online marketing campaigns.

"This proves that Matrade supports the agenda of digitalisation to elevate Malaysian businesses. This is also in line with the MyDigital initiative under the Malaysia Digital Economy Blueprint that complements the national development policies such as the 12th Malaysia Plan (12MP) and the Shared Prosperity Vision 2030," he added.

Matrade will strive to create more export champions, supporting the ongoing efforts by the government in regenerating the Malaysian economy, driving the growth of new sectors while striking the balance to ensure socio-economic inclusiveness and sustainability. — Bernama



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CGC to achieve guarantees of up to RM10bil

KUALA LUMPUR: Credit Guarantee Corp Bhd (CGC) is confident that its commitment to provide guarantees of up to RM10bil for micro, small and medium enterprises (MSMEs) affected by the Covid-19 pandemic will be achieved by next month.

Chairman Datuk Mohammed Hussein said that since the reopening of business, which started on Aug 16, 2021, its customers are now entering the phase of recovery.

He also acknowledged the reality on the ground wherein many MSMEs are still facing difficulties in resuming their businesses and adjusting to the new normal.

The stark reality is that some businesses may not resume at all, he added. "In moving forward under the National Recovery Plan, new growth sectors for MSMEs will emerge," he said. — Bernama