

PRESS RELEASE

EUROCHAM Malaysia Signs MOU with SME Association of Malaysia – Bolstering alliances for a prosperous EU–Malaysia partnership

EUROCHAM Malaysia has gained a strong partner for the sustainable development of small and medium enterprises (SMEs) within the European and Malaysian markets. The new strategic partnership synergises mutual efforts to exchange knowledge, stimulate development, inspire innovation as well as promote two-way trade and investment between EU-Malaysia among the SMEs community.

Kuala Lumpur, 4 August 2020 – EUROCHAM Malaysia, one of the largest business chambers in Malaysia, signed a Memorandum of Understanding (MOU) to establish a strategic collaboration with the leading SME driver in Malaysia – SME Association of Malaysia during its Annual General Meeting 2020 at Double Tree by Hilton Kuala Lumpur today. The MOU signifies a commitment to jointly spearhead the development of SMEs across all sectors in the European-Malaysian economy, inspiring experiential learning and allowing member companies of both parties to work together in exploring new business opportunities as well as solving common challenges.

“EUROCHAM Malaysia is very glad to collaborate with SME Association of Malaysia on supporting the development of both European and Malaysian SMEs operating within the country. We are intensifying our joint efforts in actively promoting industrial transformation, innovation and upgrading in the SME community by encouraging knowledge sharing and long-term partnerships with European industry leaders,” stated Oliver Roche, Chairman of EUROCHAM Malaysia. “Our aim is to enhance the competitiveness and sustainability in SMEs to simultaneously improve their organisational performance and operational efficiency,” he added.

As companies take the next great leap to Industry 4.0, it does not only indicates a technological revolution but a productivity revolution too. “It is also important for SMEs to drive talent agility in the age of digitalisation, increasing productivity and enhancing global competitiveness. Hence, accelerating SME workforce on upskilling and reskilling is vital for Industry 4.0! We are very confident that by collaborating with EUROCHAM Malaysia, we can further enhance knowledge and technological exchange between EU-Malaysia,” highlighted Datuk Michael Kang Hua Keong, National President of SME Association of Malaysia.

By signing the MOU, both parties will explore mutually beneficial business opportunities for the European and Malaysian SMEs community. Sven Schneider, Chief Executive Officer of EUROCHAM Malaysia further stated, “This cooperation will allow us to share our expertise and know-how, combining both forces in realising the full potential of the European and Malaysian SME sectors. We are looking into joint business events, advocacy initiatives, business matching programmes, research and development (R&D) projects, export marketing and many more activities together.”

For nearly three decades, EUROCHAM Malaysia has been building its expertise to facilitate trade and investments between EU-Malaysia, with the goal to bolster business alliances for a prosperous EU-Malaysia partnership. With more than 1,600 members in its wider network, EUROCHAM Malaysia offers one of the largest business platforms to explore the Malaysian market or to discover the diversity of European economies. EUROCHAM Malaysia brings businesses and communities together to create mutually beneficial opportunities in trade and investment.

SME Association of Malaysia was established on 13th July 1995 with the objectives of promoting, providing supports, services and solutions towards the best interest of small and medium industries, enterprises and businesses in Malaysia. Since the inception, the Association has been organising numerous mega and international conferences, seminars, award, exhibition and localised projects. SME Association of Malaysia has been the strongest voice of SMEs to Malaysian government, constantly protecting the interest, accelerating the growth of Malaysian SMEs.

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