

SME MALAYSIA PARTNERS WITH FUSIONEX TO UNVEIL FIRST-OF-ITS-KIND DATA-DRIVEN BUSINESS ECOSYSTEM TO ACCELERATE GROWTH FOR MALAYSIAN SMES

KUALA LUMPUR, 31 OCTOBER 2022 – SME Malaysia unveils its first-of-a-kind business ecosystem, called the SME Business Facilitation Hub, to help Malaysian SMEs maximize their business potential and equip them with cutting-edge solutions to overcome business challenges and operational constraints.

Recognizing the immediate need to support local SMEs due to increased competition, shifting market demands and global trade complexities, SME Malaysia aims to accelerate the digitalization of local businesses with the introduction of this virtual platform. This initiative is in line with their mission to transform local SMEs into economic powerhouses of Malaysia.

“Digital transformation is now more important than ever. It is an integral part of how SMEs can optimize their businesses and in turn, contribute to the growth of the nation's economy. By partnering with Fusionex, their role as a leader in data science innovation will streamline operations and solve industry challenges to drive exponential growth for our members. We will continue to use our voice and platform to raise awareness about the importance of adopting technology and reaping all the benefits it has to offer,” said SME Malaysia National President Ding Hong Sing.

Powered by Fusionex technologies, the SME Business Facilitation Hub offers a suite of innovative solutions to empower SME Malaysia and its members to organize hybrid events and showcase their offerings in both physical and virtual worlds. The platform provides an avenue for networking and engagement opportunities such as AI-powered business matching, pitching sessions, webinars and conferences, to name a few.

The robust platform’s infused AI and big data analytics enables its users to monitor, measure and manage sales revenue, online interactions and trend analysis, guiding their business-making decisions through data-driven approaches.

"We are delighted and honored to be SME Malaysia's technology partner in their journey to create a collaborative, sustainable and inclusive business ecosystem for future economic growth and diversification. The SME Business Facilitation Hub will act as a catalyst that accelerates digital transformation for Malaysian SMEs, allowing them to meet market demands, expand business reach and boost revenue opportunities. We hope this partnership helps SME Malaysia and its members fully capitalize on digitalization, thrive in the digital economy, and become the industry leaders of tomorrow. In addition, SME Hub members can connect, interface and collaborate with MATRADE’s Digital Trade Platform to benefit from export opportunities presented by MATRADE, namely connecting them with international buyers and partners," said Fusionex Group CEO Dato' Seri Ivan Teh.

“As the national trade promotion agency, MATRADE is committed to promoting Malaysia’s export internationally by engaging with digital tools to provide more business opportunities for Malaysian companies, particularly Small and Medium Enterprises (SMEs). Therefore, MATRADE Digital Trade Platform (MDTP) is another effort developed for Malaysian exporters to pivot into the digital space. Digitalization is one of MATRADE’s significant export’s agendas alongside sustainability and the National Trade Blueprint (NTBp),” MATRADE CEO Datuk Mohd Mustafa Abdul Aziz revealed.

“SME Business Facilitation Hub will open doors to more possibilities in increasing trade via digitalization and intensifying the use of technology to facilitate exports.”

“MATRADE will work closely with strategic partners for a more sustainable avenue in carrying its mandate through public private partnership (PPP) to empower local companies to venture into global market,” said Datuk Mohd Mustafa.

For more information about the SME Business Facilitation Hub, please visit <https://smemalaysia.v-circle.com/>.

About SME Malaysia

SME Association of Malaysia (SME Malaysia) was established on 13th July 1995 with the key objective of fostering the establishment and development of SMEs as one of the key engines of economic growth of the country. Since its inception, the Association has organized numerous conferences, seminars, training and exhibitions to educate and elevate its members as well as the SMEs community in Malaysia.

The association actively engages in dialogues with the government to provide inputs on policies and collaborates with the ministries and agencies for the development of strong, vibrant, competitive and resilient SMEs.

Our Vision and Mission

Vision: To transform SMEs into economic powerhouse of the country.

Mission: To instill and eventually ingrain deeply, the concept of learning organization in SMEs and encourage them to be export-oriented.

For more information visit our website at www.smemalaysia.org.

About Fusionex

Fusionex is an established multi-award-winning data technology market leader specializing in Analytics, Big Data Management, IR 4.0, Internet of Things, Machine Learning and Artificial Intelligence. Its state-of-the-art offerings are focused on helping clients unlock value and derive insights from data.

Featured on Forbes, Bloomberg, Gartner, IDC, Forrester, Frost & Sullivan, Edison, and Huffington Post, Fusionex is the largest Big Data Analytics company and market leader in ASEAN, bringing state-of-the-art, innovative, and breakthrough data-driven platforms to its stable of clientele (including Fortune 500, FTSE companies, large conglomerates, as well as a wide array of small and medium enterprises) that spans across the United States, Europe, as well as Asia Pacific. Fusionex is also a MDEC Global Acceleration and Innovation Network (GAIN) company.



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Fusionex is the only ASEAN-based company recognized by both Gartner and IDC, cementing its credentials as a data technology market leader for this region. Gartner's Modern Analytics and Business Intelligence Report shortlisted and commended Fusionex for its data technology platform while IDC's MarketScape Report for Big Data & Analytics identified Fusionex as a Major Player.

To learn more about Fusionex, visit www.fusionexgroup.com.

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