

Past, Present and Future : SMEPOLicy in Egypt Conference, 15-16 January 2008
SME Development : Sharing of Malaysia Experience



Past, Present and Future : SMEPOLicy in Egypt Conference
SME Policy : Lessons from International Experience – MALAYSIAN EXPERIENCE
15-16 January 2008
CAIRO, EGYPT

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Outline of Presentation

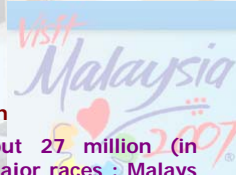
1. Malaysia in brief
2. Development Planning
3. SMEs in Malaysia
 - ❖ Definitions of SMEs
 - ❖ SMEs Programmes & Institutional Supports
4. Conclusions

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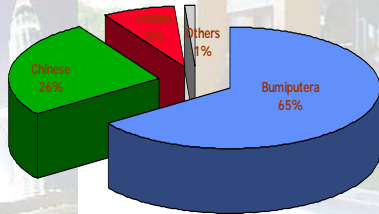
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1. Malaysia in Brief



- ❖ **General Information**
- ❖ Population about 27 million (in 2007) with 3 major races : Malays (Bumiputera or indigenous), Chinese, Indians, others groups
- ❖ Official religion - Islam. Others Buddhism, Christianity, Hinduism, Confucianism/Taoism
- ❖ Multi racial – Truly Asia
- ❖ Official language is Bahasa Malaysia but English is widely spoken
- ❖ **Geographical Info**
- ❖ 2° 30 N, 112° 30 E
- ❖ Land Area : 329,750 sq km
- ❖ Climate : Tropical with temp average 25° C to 35° C



1. Malaysia in Brief



- ❖ **General Information (continue)**
- ❖ 50th year of Independence (31st August 1957 from British)
- ❖ Practices a system of Parliamentary Democracy with Constitutional Monarchy and His Royal Highness is the Paramount Ruler
- ❖ It has 3 chambers of administration, namely the Legislature, Judiciary and Executive
- ❖ The Malaysian Parliament is made up of Yang Di-Pertuan Agong, the Senate with 70 members and House of Representatives with 219 members. The general election is held every 5 years. Since independence, Malaysia has been ruled by the National Front which is a coalition of several political parties



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1. Malaysia In Brief

- ❖ In 2004,
 - ❖ Retained its position as the 18th largest world exporter & 20th largest importer
 - ❖ 5th most competitive country¹
- ❖ GDP for 2006 is 5.9% & forecast 2007 ~ 6%
- ❖ Chair the OIC and recent past Chairman of NAM
- ❖ ASEAN
- ❖ Secretariat WAITRO (SIRIM)
- ❖ Gross national savings - 38.2% of GNP
- ❖ Debt service ratio - 4.3%
- ❖ Unemployment rate - 3.5%
- ❖ Inflation (CPI) - 3.9%
- ❖ Rich in natural resources
 - ❖ Oil, gas, tin, timber, palm oil, rubber
 - ❖ Bio-diversity
- ❖ Supportive of growth with policies targeted at enhancing the business environment
- ❖ Efforts to nurture the development of small and medium enterprises (SMEs)
- ❖ SMEs is a national agenda towards creating economic resilience

2006 performances: (1US\$~RM3.50)

- ❖ 17th world trading country
 - ❖ > RM 1 trillion
 - ❖ export value ~ RM560 billion
 - ❖ import value ~ RM480 billion
- ❖ FDI ~ US\$21 billion vs IDI ~ US\$26 billion
- ❖ Manufacturing contributed 67% GDP
- ❖ Manufacturing goods contributed 72% export

¹ 2004 World Competitiveness Yearbook – Institute of Mgmt Development, Lausanne, Switzerland

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1. Malaysia in Brief

❖ Historical Background

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Malacca

Colonisation

- Portuguese
- Dutch
- English

Malaya

Japanese occupation

Malaysia

1965

Independence from British, 31st Aug 1957

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2. Development Planning

Major Economic Policies

- Post-Independence 1957 - 1970**
 - Laissez-faire
 - Commodity Exports. To maintain law & order
 - Infrastructure, economic and rural development
- New Economic Policy (NEP)**
 - OPP1
 - Growth with Equity, 1971-1990
 - Objective : National Unity
 - Strategies : Eradicating poverty & restructuring of society
- Vision 2020**
 - Total Development, 1991 – 2020
 - OPP2 (1991-2000)
- National Development Policy (NDP)**
 - Balanced Development, 1991-2000
 - To establish a more united & just society
- National Vision Policy**
 - Building a resilient & competitive Nation
 - To raise quality of development & generate high sustainable growth
 - OPP3 (2001-2010)
- National Mission Policy**
 - 5 key thrusts, 2006-2020
 - GDP 6.0 % (2006-2010), 6.5 % (2011-2020)

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National plans

- Industrial Master Plan (3rd)
- Small & Medium Ind's Dev. Plan
- National Agriculture Policy (3rd)
- Financial Sector Master Plan
- Capital Market Master Plan
- Nat. Science & Tech. Policy (2nd)
- National Biotechnology Plan
- K-Economy Master Plan
- National Education Blueprint
- Higher Education Action Plan
- National Integrity Plan

- Sustainable long-term growth and competitiveness
- Ensure balanced and equitable wealth
- Create employment, manage inflation and enhance quality of life
- Promote ethical values and governance to enhance integrity
- Help future macroeconomic management by reducing risks

**Foundation for Quality Growth and National Unity
Towards Achieving Vision 2020**

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Government Programmes & Policies

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Industrial Master Plan

- ❖ Changing/diversify from commodity base to manufacturing & export base
- ❖ Import substitution
- ❖ In the 70's
 - ❖ target industries - export base & labour intensive
- ❖ In the 80's
 - ❖ into strategic sectors - heavy industries (steel mill) & automobile



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Government Programmes & Policies

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1st IMP (1986-1995)

- ❖ 3 main objectives
 - ❖ To make manufacturing sector as catalyst for national industrial growth
 - ❖ To optimise the use of the country natural resources and
 - ❖ To upgrade the local R&D technological capability as a base to become an industrial country
- ❖ Sectoral approach
 - ❖ Metal, plastic, chemical, ceramics, food etc



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Government Programmes & Policies

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IMP 2 (1996-2005)

- ❖ Development of human capital
- ❖ Capital intensive
- ❖ High-technology and
- ❖ Knowledge based industries

Clustering Approach

✓ Electrical Electronics	✓ Machinery & equipment	✓ Materials
✓ Transportation	✓ Resource base	✓ Food products & agriculture base
✓ Textiles & apparels	✓ Chemical	

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Government Programmes & Policies

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IMP 3 (2006 - 2020)

- ❖ Theme : Towards Global Competitiveness
- ❖ Improve M'sia global competitiveness in 3 pillars of economy : manufacturing, services & agriculture sector
- ❖ 8 services sub-sector : business & professional services, distributive trade, construction, education & training, healthcare, tourism, ICT & logistics
- ❖ Agriculture sector – revitalisation & modernisation

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Government Programmes & Policies

.... continue

National Development Policy

- ❖ Post NEP (> 1991)
- ❖ Reaffirm of NEP
- ❖ New thrust
 - ❖ Maintain a united society
 - ❖ social justice, values, ethics & moral, political stability etc

5 year development plan

- 6 MP (1991 - 1995)
- 7 MP (1996 - 2000)
- 8 MP (2001 - 2005)
- 9 MP (2006 - 2010)

Bumiputera Commerce & Industry Community

- ❖ bring the Bumiputera into the mainstream of economic activities in the country in order the strike the imbalance of economy among the races

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National Mission

5.

To strengthen the institutional and implementation capacity

1.

To move the economy up the value chain

2.

To raise the capacity for knowledge and innovation and nurture 'first class mentality'

Five Thrusts of National Mission

4.

To improve the standard and sustainability of quality of life

3.

To address persistent socio-economic inequalities constructively and productively

Towards Achieving the National Vision 2020

The 9th MALAYSIA PLAN 2006-2010

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Government Programmes & Policies

.... continue

- ❖ **Vision 2020**
 - ❖ “By the year 2020, Malaysia can be a united nation, with a confident Malaysian society, infused by strong moral & ethical values, living in a society that is democratic, liberal & tolerant, caring, economically just & equitable, progressive & prosperous & in full possession of an economy that is competitive, dynamic, robust & resilient”
 - The Prime Minister of Malaysia, Feb 1991
- ❖ **9 strategic challenges**

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Vision 2020 Framework

Objectives

- ✓ United Malaysian nation
- ✓ Just & caring society
- ✓ Mature democratic society
- ✓ Sustainable development
- ✓ Fully competitive, dynamic, robust and resilient economy
- ✓ Entrepreneurial economy

Vision 2020
A Fully developed nation

Strategies

- ✓ Export-led growth & free market forces
- ✓ Technology intensive industries
- ✓ High-tech & knowledge intensive
- ✓ Internationalization
- ✓ Accelerated industrialization drive

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3. SMEs in Malaysia



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SMEs Definition

- ❖ Defined as enterprises with
 - ❖ 150 F/T employees
 - ❖ ≤ RM25 million (EGP41.25 m)¹ annual turnover
 - ❖ Has been defined into 3 sectors namely
 - Manufacturing (including agro-based) & manufacturing related services
 - Primary agriculture
 - Services sector (including ICT)



¹Exchange : RM1=1.65 EGP @ Jan '08

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3.1 Definition of SMEs



Size and Criteria		Manufacturing (Including Agro-Based) & Manufacturing-Related Services	Primary Agriculture	Service Sector (Including ICT)
Micro	Annual Sales Turnover (AST) *	≤ RM250,000	≤ RM200,000	≤ RM200,000
	Full Time Employees (FTE)	≤ 5	≤ 5	≤ 5
Small	Annual Sales Turnover (AST)	RM250,000 < AST ≤ RM10 million	RM200,000 < AST ≤ RM1 million	RM200,000 < AST ≤ RM1 million
	Full Time Employees (FTE)	5 < FTE ≤ 50	5 < FTE ≤ 19	5 < FTE ≤ 19
Medium	Annual Sales Turnover (AST)	RM10 million < AST ≤ RM25 million	RM1 million < AST ≤ RM5 million	RM1 million < AST ≤ RM5 million
	Full Time Employees (FTE)	51 < FTE ≤ 150	20 < FTE ≤ 50	20 < FTE ≤ 50

Exchange @ Jan '08:

- RM200 K=EGP300 K
- RM250 K=EGP412.5 K
- RM1 m=EGP1.65 m
- RM10 m=EGP16.5 m
- RM25 m=EGP41.25 m

Exchange : RM1=EGP1.65 @ Jan '08



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International SME Development & Growth



Country	Definition used	% of total establishment	% of total workforce	% of SME contribution to GDP
M'sia (2005)	Employment & sales	99.2	56.4	32.0
Japan (2004)	Employment & assets	99.7	71.0	55.3
Chinese Taipei (2005)	Employment, sales & capital	98.0	76.9	40.0
Korea (2003)	Employment & assets	99.8	86.5	49.4
Thailand (2002)	Employment & fixed assets	99.6	69.0	38.9
S'pore (2004)	Employment & fixed assets	99.0	45.0	25.0
Germany (2003)	Employment & sales	99.7	79.0	49.0
China (2004)	Employment, sales & assets	99.0	75.0	56.0
Philippines (2003)	Employment & assets	99.6	70.0	32.0



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3.2 SMEs in Malaysia

- ❖ Total establishment registered – 523,132 *
 - ❖ 4,136 (0.8%) – Large
 - ❖ 11,667 (2.2 %) – Medium
 - ❖ 96,490 (18.3 %) – Small
 - ❖ 411,849 (78.7 %) - Micro
- ❖ By sector
 - > Agriculture – 32,126 (6.2 %)
 - > Manufacturing – 37,866 (7.3 %)
 - > Services – 449,004 (86.5 %)
- ❖ MSME Constitute ± 99.2 % total registered
- ❖ 32 % GDP, 19 % total export value
- ❖ National SME Development council on policy making on SME Development



* DOS, Dec '05



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National SME Development Council

- ❖ Provides the necessary strategic framework for more focused and
- ❖ Coordinated inter-Ministry and Agency efforts on SME development to oversee efficient coordination and ensure effectiveness of policy implementation and outreach
- ❖ The terms of reference (TOR)
 - ❖ Formulate broad policies and strategies to facilitate the overall development of SMEs across all sectors;
 - ❖ To increase the focus of the roles and responsibilities of Government Ministries and Agencies responsible for SME development;
 - ❖ Enhance inter-Ministry and Agency cooperation and coordination to ensure effective implementation of SME development policies and action plans;
 - ❖ Encourage and strengthen the role of the private sector in supporting the overall development of SMEs; and
 - ❖ Provide emphasis to the development of Bumiputera SMEs across all economic sectors



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Members of Council

- Hon. Prime Minister (Chairman)
- Minister of International Trade and Industry
- Minister of Domestic Trade and Consumer Affairs
- Minister of Entrepreneurial and Cooperative Development
- Minister of Agriculture and Agro-Based Industries
- Minister of Human Resources
- Minister of Finance II
- Minister of Energy, Water and Communications
- Minister of Plantation Industries and Commodities
- Minister of Science, Technology and Innovations
- Minister of Tourism
- Minister of Rural and Regional Development
- Minister of Education
- Minister of Higher Education
- Minister of Housing and Local Government
- Minister in PM's Department
- Governor of Central Bank Malaysia
- Director General of the Economic Planning Unit
- CEO Multimedia Development Corporation

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SME Development Objectives & Strategies

Support the development of competitive and resilient SMEs to enhance their contribution to the Economy

Targets

Objectives	Economic	Socio-Economic
	Enhancing viability of SMEs across all sectors	Promoting Bumiputera participation in SME sector
	Promoting development Of SMEs in K-based industries	

Strategic Thrusts


Strengthening enabling infrastructure	Building capacity and capability	Enhancing access to finance
---------------------------------------	----------------------------------	-----------------------------

Source : National SME Development Blueprint 2007

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Programme Formulation and Design

- ❖ Each year, key programmes for SME development will be formulated and designed under three (3) main strategic thrusts, which are:
 1. **Building the capacity and capability of SMEs**
 - ❖ specifically in the areas of entrepreneur development, human capital development, advisory services, awareness and outreach, technology enhancement and product development;
 2. **Strengthening an enabling infrastructure for SME development**
 - ❖ This involves developing and enhancing physical infrastructure and information management as well as ensuring conducive regulations and operating requirements relating to SMEs; and
 3. **Enhancing access to financing by SMEs**
 - ❖ which involves developing and strengthening institutional arrangements to support SME financing requirements.

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National SME Development Council

- ❖ **Key decisions of 5th National SME Dev Council (7th Aug 06)**
 - ❖ A comprehensive microfinance institutional framework
 - ❖ Formation of SME Marketing Committee to Drive Global Marketing of SME Products
 - An inter-ministry chaired by MITI in collaboration with Ministries & Agencies
 - Matrade to coordinate implementation of international mktg prgs & activities
- ❖ **Launch of Inaugural SME Annual Report 2005**
 - ❖ **The Macro perspective**
 - National agenda for SME Development
 - Status & performance of SMEs (in Annual SME Blueprint)
 - ❖ **Key initiatives promoting SME Development**
 - 3 broad strategic thrusts : strengthening enabling infrastructure; building the capacity and capability of SMEs; and enhancing access to financing

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National SME Development Blueprint 2006

2 sets of objectives to promote development of SMEs


1. Economic objectives:-
 - ❖ Enhancing viability of SMEs across all sectors; and
 - ❖ Promoting development of SMEs in knowledge-based industries
2. Socio-economic objectives:-
 - ❖ Developing progressive and resilient Bumiputera entrepreneurs and SMEs



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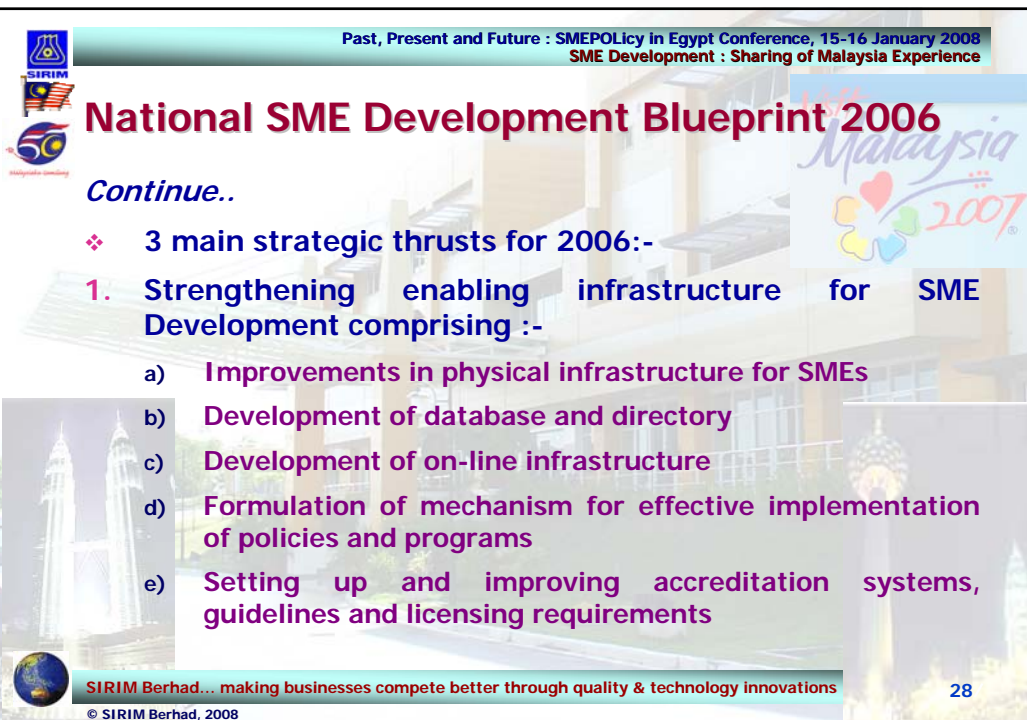


National SME Development Blueprint 2006

Continue..

- ❖ 3 main strategic thrusts for 2006:-

1. Strengthening enabling infrastructure for SME Development comprising :-
 - a) Improvements in physical infrastructure for SMEs
 - b) Development of database and directory
 - c) Development of on-line infrastructure
 - d) Formulation of mechanism for effective implementation of policies and programs
 - e) Setting up and improving accreditation systems, guidelines and licensing requirements



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National SME Development Blueprint 2006

Malaysia 2007

Continue..

2. Building capacity and capability of SMEs in the following 7 areas:-

- Marketing and promotion
- Entrepreneur development
- Training and human resource development
- Technology development
- Advisory services
- Product development
- Awareness and outreach

3. Enhancing access to financing by SMEs:-

- Provision of various funding to priority sectors
- Strengthening of institutional arrangement for institutions that provide financing to SMEs

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SME Development Under 9th MP

Malaysia 2007

- ❖ **RM2.1 B for SME Development (RM1.5 B in 8th MP)**
 - ❖ RM463 m for enhancing technology content & knowledge
 - ❖ RM220 m soft loan for purchase of M & E in MRS industry
 - ❖ Venture capital financing for start-ups
 - ❖ Funding for priority segments and new growth areas such as ICT & biotechnology
 - ❖ Specific programs to enhance entrepreneurial & technical capabilities
- ❖ **In addition**
 - ❖ RM927.5 m for industrial sites
 - ❖ RM833 m for business premises
- ❖ **RM1.5 b for creation of Techno-Fund**

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SME INITIATIVES UNDER 9th MP

1. Providing more focused incentives for high value-added industries
2. Innovation-driven SMEs
3. Services support for the manufacturing sector – branding
4. Enhancing technological capability & capacity of SMEs
5. Financing new source for growth
6. Strengthening SMEs in distributive trade



Key Initiatives Promoting SME Development

- ❖ **Strengthening of infrastructure for SME development**
 - ❖ Physical infrastructure & information management
 - ❖ Info portal SMEinfo Portal (www.smeinfo.com.my); FAMAXchange, AgriBazaar (www.agribazaar.com.my); Establish INSKEN
- ❖ **Enhancing capacity & capability of SMEs**
 - ❖ Marketing & promotion
 - ❖ Training & HRD
 - ❖ Advisory services
 - ❖ Entrepreneur Development
 - ❖ Technology Development
 - ❖ Product Development
 - ❖ Awareness & Outreach



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Key Initiatives Promoting SME Development (continue..)

- ❖ **SME Access to Financing**
 - ❖ **Lending performance to SMEs**
 - **End 2005, 81 gov't funds/financing schemes for SMEs total RM12.7 b**
 - ⌘ 49 soft loans; 20 grants; 12 equity & VC funds
 - ⌘ BNM has 5 special funds for SMEs total to RM11.4 b
 - **End 2006, 91 gov't funds/financing scheme for SMEs total RM16.31 b**
 - ⌘ 59 soft loans; 20 grants; 12 equity & VC funds
- ❖ **Moving Forward – Strategies for SME Development**
 - ❖ **National SME Development Blueprint 2006/2007**
 - ❖ **A total of 245 key prgs total RM3.9 b for implementation**
 - ❖ **Objectives & strategies under 9th MP**




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SME Programmes and Institutional Support




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Government Instruments & Machinery

SIRIM Berhad

- a multi-disciplinary research and development (R&D) government-owned company under the Minister of Finance Incorporated (MOF Inc) and Ministry of Science, Technology & Innovation (MOSTI)
- its role is to spearhead industrial research and development towards developing national capability in industrial technologies as well as upgrading quality through standardisation activities and the provision of technical and consultancy services, aimed at enhancing the competitiveness of Malaysian industries

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Government Instruments & Machinery

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Small & Medium Industries Development Corporation (SMIDEC)

- ❖ **Programmes**
 - ❖ Industrial Linkages Programme (ILP)
 - ❖ Technology Development Programme
 - ❖ Technology Acquisition Programme
 - ❖ Skills Upgrading
 - ❖ Market Development
 - ❖ Infrastructure Development
 - ❖ Advisory Services

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Government Programmes & Policies

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SMIDP (2001 - 2005)

Main objectives

- ❖ create a conducive policy environment to spur the development of SMEs into globally competitive enterprises
- ❖ promote the development of knowledge-based SMEs

Strategic thrust

- ❖ enable SMEs to be productivity-driven, technologically capable & globally competitive
- ❖ facilitate organisational change at the enterprise level to accelerate the transition towards globalised production platforms &
- ❖ promote lead enterprises to drive SMEs to deepen cluster development



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Government Instruments & Machinery

Ministry of Entrepreneur & Cooperative Development (MECD) #

7th Malaysia Plan (7MP) [1996-2000],

4 main activities are :-

- ❖ Establishment and dissemination of business and market opportunities
 - ❖ Franchise and vendor programme
 - ❖ Integrated marketing
 - ❖ Mentoring etc
- ❖ Provide financing facilities
- ❖ Human resource development, training and entrepreneurial culture
- ❖ Provision of business premises

- Formerly known as Ministry of Entrepreneur Development



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Government Instruments & Machinery

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Ministry of Entrepreneur & Cooperative Development

8th Malaysia Plan (8MP) [2001-2005], 4 additional activities are :-

- ❖ Establishment of conducive environment for entrepreneur development
- ❖ Formation of viable and competitive entrepreneur
- ❖ Human resource development and
- ❖ Establishment of new growth area

9th Malaysia Plan (8MP) [2006-2010], reemphasize on

- ❖ Business opportunity & business development
- ❖ Marketing & promotion




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Government Instruments & Machinery

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Ministry of Entrepreneur & Cooperative Development -
Entrepreneurship as a career

1. Groom Big


- ❖ To upgrade the local manufacturers to be competitive, viable and resilient both in domestic & international market. Integrated approach in delivering services/needs from technical, finance, market etc.
- ❖ Sector focus (pilot) – Food, Cosmetic, Ceramics
- ❖ Scope of services for food sectors (as example)
 - Halal certification, QMS-ISO 9001, Quality improvement practice, product quality enhancement/upgrading, HACCP/GMP consultation & certification, product development, packaging & labelling design and improvement, enhancement & optimisation of products &/or processes, marketing incentive




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Government Instruments & Machinery

... continue

Ministry of Entrepreneur & Cooperative Development

2. Vendor Development Programme (VDP)

- ❖ An outsourcing or subcontracting prg to develop SMEs as manufacturers and/or component suppliers to Large Local Companies (LLCs) & Multinational Companies (MNCs)
- ❖ MECD as prg owner & facilitator with 4 key players :-
 - LLCs/MNCs as anchor (buyer/market) & technical support
 - SMEs as vendor/supplier
 - Banks/Financial Institution for project financing & advisory
 - Technical agencies (e.g. SIRIM) provide technical support, R&D & optimisation, enhancement
- ❖ Among promoted sectors : Automotive, electric & electronic, ceramics, furniture, petrochemical etc.



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Government Instruments & Machinery

... continue

Malaysia External Trade Development Corporation (Matrade)

- ❖ Established since 1st March 1993 as the external trade promotion arm of Malaysia's Ministry of International Trade and Industry (MITI)
- ❖ As a focal point for Malaysian exporters and foreign importers to source for trade related information
- ❖ Assists Malaysian exporters to better position their products and services in the highly competitive global markets



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Government Instruments & Machinery

... continue

MATRADE

- ❖ Mission is 'To Develop and Promote Malaysia's Export to The World' and
- ❖ 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
- ❖ Malaysian exporters are assisted through 4 assistance programmes :
 - ❖ Trade information
 - ❖ Trade promotion
 - ❖ Trade matching
 - ❖ Export development



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4. Conclusions/Recommendations



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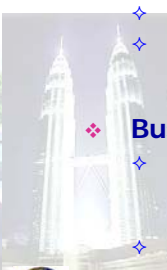
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Conclusions

- ❖ **Long Term Planning and Visionary Leaders**
 - ❖ Malaysia's success in achieving high sustained growth and rapid development can be summed up as 'getting the basics right'
 - ❖ Instituting sound development policies, good economic management, promoting private investment, developing human resource as well as providing good physical and institutional infrastructure
- ❖ **Continuing Government Support**
 - ❖ Grants, soft loan
 - ❖ Various policies, programmes and schemes to acquire technology, undertake product development, process and quality improvements, upgrading human resources and penetrate the global market
- ❖ **Business and Market Opportunity**
 - ❖ The establishment of entrepreneurial society will drive entrepreneur to learn, adopt and adapt new technologies, change on how we do things for improvement and enhancement
 - ❖ Technology Incubator can be one of the means to encourage innovation



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Conclusions

continue

- ❖ **Establishment of Strategic Alliances**
 - ❖ The pulling together of various resources and expertise from all sectors creates a repository of knowledge
- ❖ **Sharing of Experience**
 - ❖ The Malaysian development challenges, policy responses and achievements were in many ways unique
 - ❖ Attempt to replicate the Malaysian model or other country successful model in every other developing country may not produce the same results. Nevertheless, there are generic or broad lessons that can possibly be adopted or adapted from these experiences



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Third Outline Perspective Plan

(2001-2010)

- ❖ Embodies National Vision Policy
 - ❖ The objective is to build a resilient and competitive nation
- ❖ Maintains the key strategies of:
 - ❖ the New Economic Policy (eradicating poverty and restructuring of society) and
 - ❖ the National Development Policy (balanced development) with new dimensions



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Second Industrial Master Plan
(1996-2005)

Main Focus

- ❖ 'Manufacturing Plus Plus' Orientation
- ❖ Cluster Based Industrial Development

'Manufacturing Plus Plus' Orientation

The diagram illustrates the 'Manufacturing Plus Plus' orientation. It features a central horizontal flow of four boxes: 'Research & Development' (yellow), 'Product Development' (orange), 'Conventional Assembly' (light yellow), and 'Marketing' (pink). Above this flow are three additional boxes: 'Design & Prototyping' (cyan) above Product Development, 'Basic Processes' (light yellow) above Conventional Assembly, and 'Distribution & Logistics' (blue) above Marketing. A double-headed arrow labeled 'MANUFACTURING' spans the central flow, with plus signs (+) at each end. The background includes logos for SIRIM, Malaysia, and Visit Malaysia 2007.

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The Value Chain

The diagram shows 'The Value Chain' with 'Value-Added Per Employee' on the vertical axis. The horizontal axis represents the value chain stages: 'R&D Product Design', 'Assembly and Production', and 'Distribution Marketing'. A U-shaped curve is drawn across these stages, with a red curve above and a green curve below. The word 'PLUS' is written with arrows pointing left and right between the R&D and Assembly stages, and between the Assembly and Distribution stages. A bracket under the Assembly stage is labeled 'Malaysia's emphasis today'. The background includes logos for SIRIM, Malaysia, and Visit Malaysia 2007.

Move along the value chain towards higher value-added activities:-

- R&D and Product design emphasis
- Support services, distribution and marketing emphasis

Shift the whole value-chain to a higher productivity-driven growth

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Cluster-Based Industrial Development

- ❖ Based on the IMP2 Study Report, 22 potential industry clusters have initially been identified
- ❖ These identified clusters are classified into 3 broad types
 - ❖ Internationally – Linked
 - ❖ Policy – Driven
 - ❖ Resource – Based



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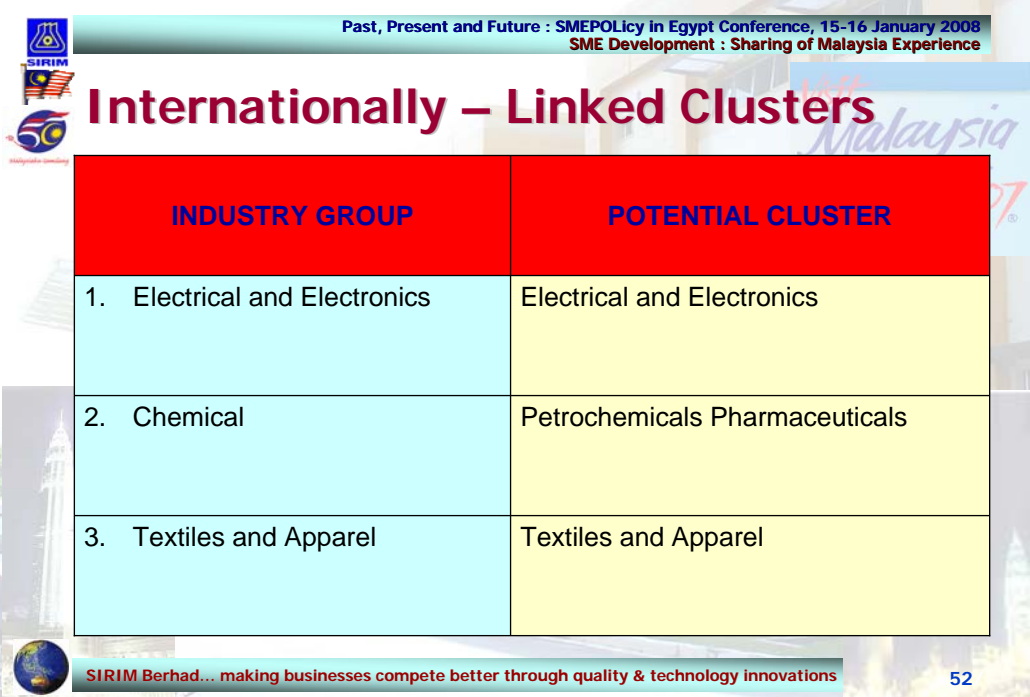
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Internationally – Linked Clusters



INDUSTRY GROUP	POTENTIAL CLUSTER
1. Electrical and Electronics	Electrical and Electronics
2. Chemical	Petrochemicals Pharmaceuticals
3. Textiles and Apparel	Textiles and Apparel



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Policy - Driven Clusters

INDUSTRY GROUP	POTENTIAL CLUSTER
4. Transportation	<ul style="list-style-type: none"> ❖ Automotive ❖ Motorcycles ❖ Marine ❖ Aerospace
5. Materials	<ul style="list-style-type: none"> ❖ Polymers ❖ Metals ❖ Composites ❖ Ceramics
6. Machinery and Equipment	<ul style="list-style-type: none"> ❖ Machinery and Equipment

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Resource-Based Clusters

INDUSTRY GROUP	POTENTIAL CLUSTER
7. Resource-based	<ul style="list-style-type: none"> ❖ Wood-based products ❖ Rubber-based products ❖ Palm oil-based products (food) ❖ Oil palm-based products(non-food) ❖ Cocoa-based products
8. Agro-based and food products	<ul style="list-style-type: none"> ❖ Fish and fish products ❖ Livestock and livestock products ❖ Fruits and vegetables ❖ Floriculture

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Eighth Malaysia Plan

2001-2006

Industrial Development Thrusts

- ❖ Strengthening the manufacturing base by developing strong industrial clusters
- ❖ Sustaining the momentum of growth by strengthening manufacturing-related services
- ❖ Enhancing the local production of capital and intermediate goods to reduce import and foster industrial development
- ❖ Enhancing competitiveness through productivity improvements
- ❖ Developing resilient small and medium-sized industries (SMI)
- ❖ Increasing the use of ICT




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Malaysia Economic Strength (in brief)

A Vibrant Business Environment

- ❖ Market-oriented economy
- ❖ Well-developed financial and banking sector, including the Labuan International Offshore Financial Centre
- ❖ Wide use of English, especially in business
- ❖ Legal and accounting practice based on the British system
- ❖ Large local business community with long history in international business
- ❖ Large foreign business community in all business sectors
- ❖ Extensive trade links - country's total trade was valued at RM1.1 trillion *

Quality of Life

- ❖ Friendly and hospitable Malaysians
- ❖ Safe and comfortable living environment
- ❖ Excellent housing, modern amenities, good healthcare and medical facilities
- ❖ Excellent educational institutions including international schools for expatriate children
- ❖ World-class recreational and sports facilities
- ❖ Excellent shopping with goods from all over the world



Malaysia Economic Strength (in brief)

1. Economic Strength

- ❖ Natural resources - oil, gas, tin, timber, palm oil, rubber
- ❖ GDP growth - 5.8%
- ❖ Gross national savings - 38.2% of GNP
- ❖ Debt service ratio - 4.3%
- ❖ Unemployment rate - 3.5%
- ❖ Inflation (CPI) - 3.9%
- ❖ Export of manufactured goods - 76.7% of total exports*

3. An Educated Workforce

- ❖ Talented, young, educated and productive workforce
- ❖ Multilingual workforce speaking two or three languages, including English
- ❖ Comprehensive system of vocational and industrial training, including advanced skills training.
- ❖ Harmonious industrial relations with minimal trade disputes

2. Supportive Government Policies

- ❖ Pro-business policies
- ❖ Responsive government
- ❖ Liberal investment policies
- ❖ Attractive tax and other incentives
- ❖ Liberal exchange control regime
- ❖ Intellectual property protection

4. Developed Infrastructure

- ❖ Network of well-maintained highways and railways
- ❖ Well-equipped seaports and airports
- ❖ High quality telecommunications network and services
- ❖ Fully developed industrial parks, including free industrial zones, technology parks and Multimedia Super Corridor
- ❖ Advanced MSC Malaysia Cybercities and Cybercentres



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Other Resourceful Links

Organisations	Purpose Towards SME Development
1. Ministry of International Trade and Industry (MITI) www.miti.gov.my	<ul style="list-style-type: none"> To promote and safeguard Malaysian interest in the international trade arena To spur the development of industrial activities and to further enhance Malaysian economic growth towards realizing national vision Charting national policies and strategies in order to transform the manufacturing sector into a resilient, broad-based and internationally competitive sector
2. Central Bank of Malaysia www.bnm.gov.my	<ul style="list-style-type: none"> SME Unit and secretariat to SME National Council Coordination of SME fund
3. Small and Medium Industries Development Corporation (SMIDEC) www.smidec.gov.my	<ul style="list-style-type: none"> Assistance programme for SMEs through provision of grants and loans
4. Ministry of Entrepreneur and Cooperative Development (MECD) www.mecd.gov.my	<ul style="list-style-type: none"> Assistance programme for SMEs and Entrepreneurs through capacity development, Vendor Development Programme Financial assistance through various implementing agencies
5. Malaysia External Trade Development Corporation (MATRADE) www.matrade.gov.my	<ul style="list-style-type: none"> Act as a focal point for Malaysian exporters and foreign importers to source for trade related information Provide market research information and relevant advice Assists Malaysian exporters to better position their products and services in global markets
6. SIRIM Berhad www.sirim.my	<ul style="list-style-type: none"> Leading national organisation in industrial R&D, Standardisation and Quality and Conformity Assessment and Technology Transfer
7. Ministry of Science, Technology and Innovation www.mosti.gov.my	<ul style="list-style-type: none"> Providing grants to undertake R&D among research institutions, institution of higher learning, industries Setting national direction on technology, science and innovation
8. Multimedia Development Corporation www.mdc.com.my	<ul style="list-style-type: none"> Advisory role to the Malaysian Government on legislation and policies, develop MSC-specific practises, and set breakthrough standards for multimedia operations Promote the development of ICT base technopreneurs
9. Ministry of Regional and Rural Development (KKLW) www.kplb.gov.my	<ul style="list-style-type: none"> Assistance programme for SMEs, Micro Enterprises and Entrepreneurs through capacity development in the rural area Poverty eradication programme
10. Department of Statistics (DOS) www.statistic.gov.my	<ul style="list-style-type: none"> Statistic on manufacturing performance, surveys and census

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Vision 2020

Some challenges

VISION 2020 CHALLENGES		VALUES
<i>Challenges 6-9</i>		
6.	Establishing a scientific and progressive society, a society that is innovative and forward looking, one that is not only a consumer of technology, but also a contributor to the scientific and technological civilisation of the future	Scientific, innovative progressive
7.	Establishing a fully caring society and caring culture, a social system in which the welfare of the people will revolve not around the state or the individual but around a strong and resilient family system	Family orientation
8.	Ensuring an economically just society with a fair and equitable distribution of the wealth of the nation, in which there is full partnership in economic progress	Fairness, equity
9.	Establishing a prosperous society with an economy that is fully competitive, dynamic, robust and resilient	Prosperity, competitor and advancement

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SME Steering Committee

- ❖ Formed in Oct 2002 to drive initiatives to strengthen infrastructure for SME development
- ❖ Inter-Ministry Committee comprising 10 key Ministries and Agencies involved in SME development
- ❖ Chaired by Governor of Bank Negara Malaysia




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National SME Development Council

- ❖ Formed on 13 August 2004:
 - ❖ Chaired by Prime Minister
 - ❖ Bank Negara Malaysia appointed as Secretariat
- ❖ Objectives:
 - ❖ Formulate broad policies and strategies;
 - ❖ Provide direction for comprehensive development of SMEs across all sectors; and
 - ❖ Oversee coordination of and ensure effectiveness in policy implementation

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National SME Development Council: Initiatives

- ❖ Definitions for SMEs in various sectors
- ❖ Establishment of a comprehensive National SME Database
- ❖ Enhanced Management and Publication of SME Statistics
- ❖ Coordinated training and human resource development
- ❖ Access to financing:
 - ❖ SME Bank
 - ❖ Interest subsidy in place of special funds
 - ❖ Securitisation of SME loans

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Sharing of Malaysia Experience

- ❖ Whether Malaysia (& thru' SIRIM), we can assist in human capital development in the following areas
 - ❖ Intermediaries, industries in respective areas
 - Technical, technology, management
 - SME Outreach – Training of extension officers (intermediary organisation) & establishing outreach centres
 - ❖ Training led consultancy towards compliance to regulatory req't in stds mgmt, quality systems, lab mgmt, best practices etc.
 - ❖ Technology Incubation – Setting-up Incubator & Best practices management
 - ❖ Among others : Public administration, agriculture, poverty alleviation, investment promotion, ICT, banking and English language

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