



# SMITA Bulletin

Monthly Newsletter

## RECENT EVENTS



### InnoPreneurs eXchange

SMITA's inaugural InnoPreneurs eXchange was held at Standards Malaysia (an agency under the Ministry of International Trade and Industry, MITI) on 5 August 2019. The session was hosted by Datuk Fadilah Baharin, the Director General of Standards Malaysia, where SMITA members had the opportunity to have a very fruitful and interesting dialogue session with Datuk Fadilah regarding the challenges faced by Malaysian companies in exporting.



### BIZCONNECT

On 14 August 2019, SMITA organised our bi-monthly event BizConnect at BMW Quill Automobiles, Petaling Jaya. Mr. Zsolt Ipolyi-Keller, Head of the Economic Section from the Embassy of Hungary in Kuala Lumpur, shared some insightful information on Business Opportunities in Hungary.

Ms. Megane S.C. Soo, President of SMITA also shared her experience and knowledge on the topic "Key Success Factors for Business Growth to International Market", followed by a business networking session.



### STUDY TOUR



Kawan Food Manufacturing Sdn Bhd hosted SMITA members to a Study Tour at its factory in Pulau Indah, Selangor on 20 August 2019. The factory mainly produces ready-to-eat food products for both domestic and export markets. The factory adopts Industry 4.0 technology where most of the production and warehousing facilities are fully automated.

## MEMBER'S BUSINESS PROGRESS

*By Wendy Tan, Managing Director of Nature World Sdn. Bhd.*



We are a company based in Shah Alam, Malaysia that manufactures OEM home linen, uniform, apparel & textile products. We have over 20 years of manufacturing experience with advanced product development technology.

In January 2019, we participated in the biggest international trade fair for home and contract textiles, Heimtextil, in Frankfurt, Germany. We met many potential international buyers and there was strong interest in importing our quality products, as we are an alternative supply to the US in view of the trade war between the US and China.

Through SMITA's platform and guidance over the years, we have successfully exported to Singapore, Indonesia, Cambodia and the United Kingdom, and we look forward to opening more overseas markets with SMITA!





**WHO ARE WE?**

SMITA is a Non-Governmental Organisation (NGO) that facilitates and nurtures Small and Medium Enterprises (SMEs) to tap into the global arena through our partners around the world.

**WHAT DO WE DO?**

SMITA nurtures innovative entrepreneurs through creating effective platforms for business collaboration internationally.

**HOW DO WE DO IT?**

SMITA provides the environment for entrepreneurs to meet, learn and grow. We organise meetings, events, dynamic international trainings, and provide expertise & support services.

**WHERE DO WE DO THIS?**

We have partners and connections in more than 50 countries.

**WHAT DOES SMITA GIVE YOU?**

The knowledge, skills and opportunities for you to achieve more than what you would have thought possible as a business leader.

**HOW CAN YOU GET THE BENEFITS OF SMITA?**

Contact us at [info@smitaglobal.org](mailto:info@smitaglobal.org) or visit [smitaglobal.org](http://smitaglobal.org)

**NEW MEMBER - WELCOME !**

**SMITA Global:**



**Enviro Air Cooler (M) Sdn Bhd**

Ms. Teh Poh Sim (Penang)

- Provides effective, healthy and high quality air cooler products to keep your workplace comfortable and cool in hot summers

**SMITA ANNUAL DINNER 2020 - MACAO NIGHT @ 6PM, 11 JANUARY 2020**



**Early Bird Promotion**

We are only 4 months away from the much anticipated SMITA Annual Dinner 2020 & 5th Year Anniversary Celebration - Macao Night!

Purchase any table package and make full payment by **31 October 2019** to get a voucher worth 10% of the table package value!  
(Example: Buy a RM5,000 table package, get a RM500 voucher)

Hurry, don't miss this great offer! Please contact Mary (6019-2866355) or Xuen (6012-3637488) for bookings and any enquiries.

**SMITA @ BEAUTY EXPO, 4 - 7 OCTOBER 2019**



Visit SMITA booth at Beauty Expo from 4-7 October 2019 at KL Convention Centre! Don't miss SMITA's talk on **Effective Export Strategies & Pitfalls to Avoid** on 4 October 2019 (Friday) at 2.30pm - 3.30pm.

**UPCOMING ACTIVITIES**

- 18 September 2019 - InnoPreneurs eXchange @ Kuala Lumpur
- 28 September 2019 - SeManGaT Day

For further information on our events, please contact:  
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In collaborative partnerships with:

