

NOTA KEPADA PENGARANG

Ketua Pengarang / Pengarang & Rakan Media,

Tuan / Puan,

JEMPUTAN MEDIA: Perasmian Persidangan Eksport Enterprise 50 2026

Merujuk kepada perkara tersebut di atas.

2. Sukacita dimaklumkan bahawa **YB Encik Steven Sim Chee Keong, Menteri Pembangunan Usahawan dan Koperasi** akan **merasmikan Persidangan Eksport Enterprise 50 (E50) 2026** seperti ketetapan berikut:

Tarikh : 15 Oktober 2026 (Khamis)
Masa : 10.00 pagi (Ketibaan & Pendaftaran Media – 9.15 pagi)
Tempat : Grand Ballroom
Renaissance Kuala Lumpur Hotel & Convention Centre

3. Sehubungan dengan itu, tuan / puan Editor / wartawan / jurugambar / juruvideo/ wakil media dengan segala hormatnya **dijemput untuk hadir** bagi **liputan acara** majlis tersebut. Bersama-sama ini disertakan **Atur Cara Majlis** seperti di **Lampiran I** untuk rujukan. Sekiranya tuan / puan mempunyai sebarang pertanyaan, sila hubungi:

- i. Reza Kamal Ramli (03-27756322 / 012-2969610 / reza@smecorp.gov.my)
- ii. Azlinda Ismail (03-27756258 / 013-6989808 / azlinda@smecorp.gov.my)

Sekian, terima kasih.

“MALAYSIA MADANI”

“BERKHIDMAT UNTUK NEGARA”

Bahagian Komunikasi Korporat



“Menerajui Transformasi Perniagaan”

🏠 Aras 41 | Menara AIA Cap Square | No.10 Jalan Munshi Abdullah
50100 Kuala Lumpur

☎ 03 – 9213 0077

✉ info@smecorp.gov.my

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13 Oktober 2026



15 OCTOBER 2026
THURSDAY



GRAND BALLROOM,
RENAISSANCE KUALA LUMPUR
HOTEL & CONVENTION CENTRE



PROGRAMME TENTATIVE

9:00 A.M.	Registration of participants		
10:00 A.M.	Arrival of: YB Encik Steven Sim Chee Keong <i>Minister of Entrepreneur Development and Cooperatives</i> • National Anthem • Doa Recital		
10:15 A.M.	Welcoming Address by: YBrs. Encik Rizal bin Dato' Nainy <i>Chief Executive Officer, SME Corp. Malaysia / Organising Chairman of the E50 Programme</i>		
10:20 A.M.	Opening Address by: YB Encik Steven Sim Chee Keong <i>Minister of Entrepreneur Development and Cooperatives</i>		
10:30 A.M.	MoU Exchange between SME Corp. Malaysia and: • Entrepreneurship Development Company (EDC), Uzbekistan • LAZADA Malaysia • Construction Industry Development Board (CIDB)		
10:40 A.M.	Enterprise 50 (E50) Leadership Dialogue: <i>Beyond Borders: Unlocking Global Market Opportunities</i> Speaker: YBhg. Tan Sri Datuk Dr. Rebecca Fatima Sta Maria <i>Former Executive Director of the Asia-Pacific Economic Cooperation (APEC) Secretariat</i>		
11:30 A.M.	Morning Break		
11:40 A.M.	Panel Session: <i>Future-Ready SMEs: Competing and Thriving in Global Markets</i> <table border="0"> <tr> <td> Panelist: • Malaysian External Trade Development Corporation (MATRADE) • Royal Malaysian Customs Department (RMCD) • Kolam Emas Sdn. Bhd. • Hernan Corporation Sdn. Bhd. </td><td> Moderator: YBrs. Encik Rizal bin Dato' Nainy <i>Chief Executive Officer, SME Corp. Malaysia / Organising Chairman of the E50 Programme</i> </td></tr> </table>	Panelist: • Malaysian External Trade Development Corporation (MATRADE) • Royal Malaysian Customs Department (RMCD) • Kolam Emas Sdn. Bhd. • Hernan Corporation Sdn. Bhd.	Moderator: YBrs. Encik Rizal bin Dato' Nainy <i>Chief Executive Officer, SME Corp. Malaysia / Organising Chairman of the E50 Programme</i>
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1:00 P.M.	Lunch / Networking Session		
2:30 P.M.	End of programme		

