

MALAYSIA SME® Congress 2019 returns to Penang

For 2019, Congress breaks away from the mould by introducing three international speakers to share their success stories and how to strengthen your business from inside out.

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This year marks the 11th anniversary of the MALAYSIA SME® Congress, an annual event that to-date has touched well over 12,000 micro, small and medium entrepreneurs (MSMEs). With the goal of motivating and inspiring MSMEs to greater heights, the MALAYSIA SME® Congress 2019 with the theme "Progressing into Growth" will be held in Bayan Lepas, Penang on October 10, 2019. The Olive Tree Hotel will once again play host to an expected 1,000 MSMEs as it did in the previous year.

This is the only nationwide congress of its kind in Malaysia that is dedicated to the country's MSMEs. It is aimed at motivating, inspiring and guiding Malaysia's MSME community to greater local and international success. Best of all, attendance and participation in the sessions are free for MSME business owners! The annual event has been organised successfully 10 times so far, so much so that Congress is now considered a must-attend event for local MSMEs.

While the theme "Progressing into Growth" can mean many things, MALAYSIA SME® founder and Group chief executive officer Wayne Lim says, "Ultimately the theme is to remind businesses that one way or another, local businesses need to progress but at the same time not neglect the fundamental of business - and that is to make a profit."

Some of the challenges that local MSMEs face today are ever the increasing cost of doing business. However, Lim adds that while labour costs will always increase, MSMEs today can take advantage of technology to help offset the higher cost of running a business and accomplish a whole lot than they did in the past, often without the large overheads.

What to expect in this year's Congress

For the first time ever, the MALAYSIA SME® Congress 2019 will include not one but three all



The Qū MALAYSIA SME® Congress 2018 held for the first time in Penang given the thumbs up



Participants packed the conference hall of the Olive Tree Hotel, Penang

international only entrepreneur-speakers. "In the past, we have invited foreign speakers but the bulk have always been local speakers," says Lim.

According to Lim, the inclusion of three international speakers is timely in order to bring a new dimension and perspective to the MALAYSIA SME® Congress. Although they each are foreign, the speakers bring to the table their en-

trepreneurial skillsets with very solid fundamentals. "The speakers were each hand-picked based on their special skillsets and I'm keen to see the feedback from the participants," Lim adds.

Our global speakers

Tristan Wright founder of Evolve To Grow

Melbourne-based, Tristan Wright describes himself as a business sher-

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— Lim

pa with a background in leadership coaching and applied business.

Unlike many coaches and consultants, Wright has actually built a business from an ad-hoc startup in his three square-meter kitchen to a seven-figure operation with staff and suppliers around the globe. In doing so, he's acquired first-hand experience in everything from product design and procurement, to team management, financial reporting, vendor negotiations, and social-media marketing.

He has survived the personal aspects of entrepreneurship and had also allowed the allure of success and fear of failure consume his eve-

ry waking minute, and he has learned the hard lessons seldom taught by anyone.

Inga Stasiulionyte, founder of Ofounders

Inga Stasiulionyte is an Olympic athlete and javelin thrower, who was coached by the best coaches in Europe and the U.S. for over 20 years. She competed at the 2008 Beijing Olympic Games.

As her athletic career drew to a close, Stasiulionyte developed a curiosity to start a business to bring mental strategies of high-performance athletes to the business world. She worked as an ►