

# MITI & MSPC OUTREACH PROGRAM for MALAYSIAN SERVICE PROVIDERS SMEs

**PENANG**  
Equatorial Hotel  
Thu 19<sup>th</sup> Nov 2015



*Outreach Program 2015 for Malaysian service providers is jointly organized by:*

**MS  
PC** MSPC  
Malaysian Service Providers  
Confederation

 MITI  
Ministry of International  
Trade & Industry

## SUCCESSFUL PROFESSIONAL AND CONSTRUCTION SERVICE EXPORT FOR SMES

The Outreach 2015 Program will consist of thirty participants selected from SMEs in the Professional and Construction Services Sectors as recommended by relevant MSPC members such as PAM, IEM, MBAM etc. and facilitated by two industry representatives from MITI, Matrade, SME Corp, MIDF, PROKHAS with three MSPC Council members

For the 2015 series, five Round Table Dialogues will be conducted from August to November at Kuala Lumpur/Petaling Jaya, Johor Baru, Penang, Ipoh and Malacca.

### AGENDA

08.30am – 09.00am	Registration and Networking
09.00am – 10.10am	<b>Session I: Government's Internationalization Strategies</b> Government programs by MITI, MATRADE, SMECorp
10.10am - 11.00am	<b>Session II: Business Finance and Credit Guarantee</b> Program Briefings by MIDF and PROKHAS
11.00am - 12.00pm	<b>Round Table Dialogue</b> Overcoming Key Impediments for development of services sectors
12:00pm - 12.20am	<b>Innovative Strategies</b> to accelerate growth
12:20pm – 01:00pm	Summarizing the Way Forward
01:00pm	<b>Lunch</b>

## PROGRAM OBJECTIVES

- I. To deliberate the recommendations of the Services Sector Blueprint (SSB) and identify its potential impacts with particular emphasis on enabling the participants to utilize and benefit from strategies of the SSB.
- II. To obtain feedback on challenges and other initiatives, other than those advocated by the SSB to further improve the quality and competitiveness of the services rendered.
- III. To highlight the role of MSPC in enhancing the capabilities and capacity of Service Providers and facilitate export of services.

## JOIN OUTREACH PROGRAM

apply online at [outreach.mspc.my](http://outreach.mspc.my)

## CONTACT US



Malaysian Services Providers Confederation

Wisma Vertitech 17A Jalan Kenari 4, 47100 Puchong, Selangor, Malaysia  
telephone +60 3 5882 6968 . fax +60 3 5882 6739 . email [contact@mspc.my](mailto:contact@mspc.my) . web [www.mspc.my](http://www.mspc.my)

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