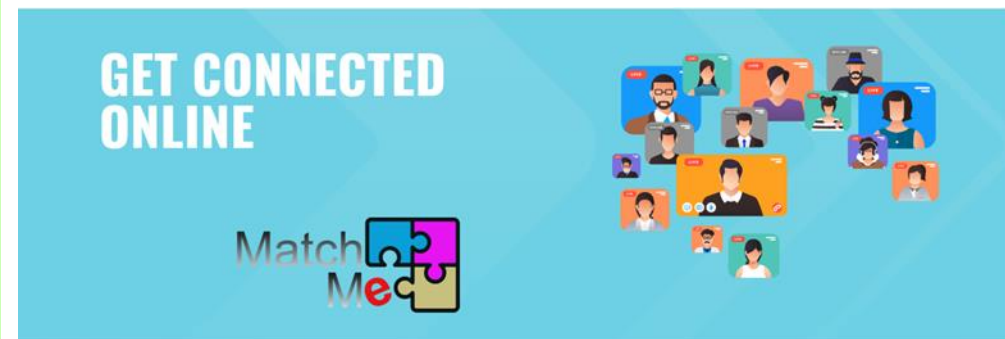
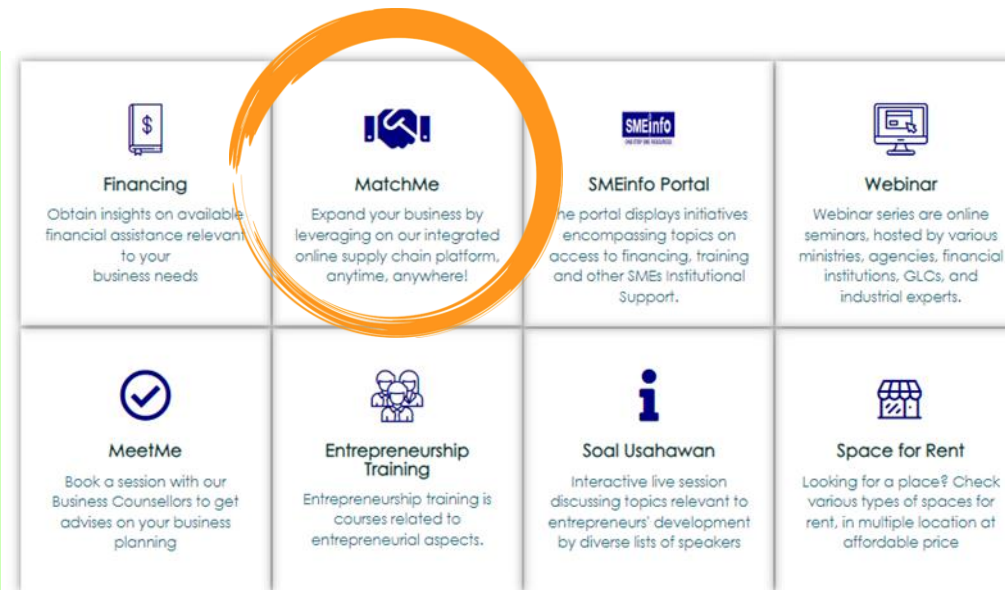


VIRTUAL BUSINESS MATCHING PLATFORM

Global Connections, Virtual Networking, Real Results with MatchMe
BY SME CORPORATION MALAYSIA

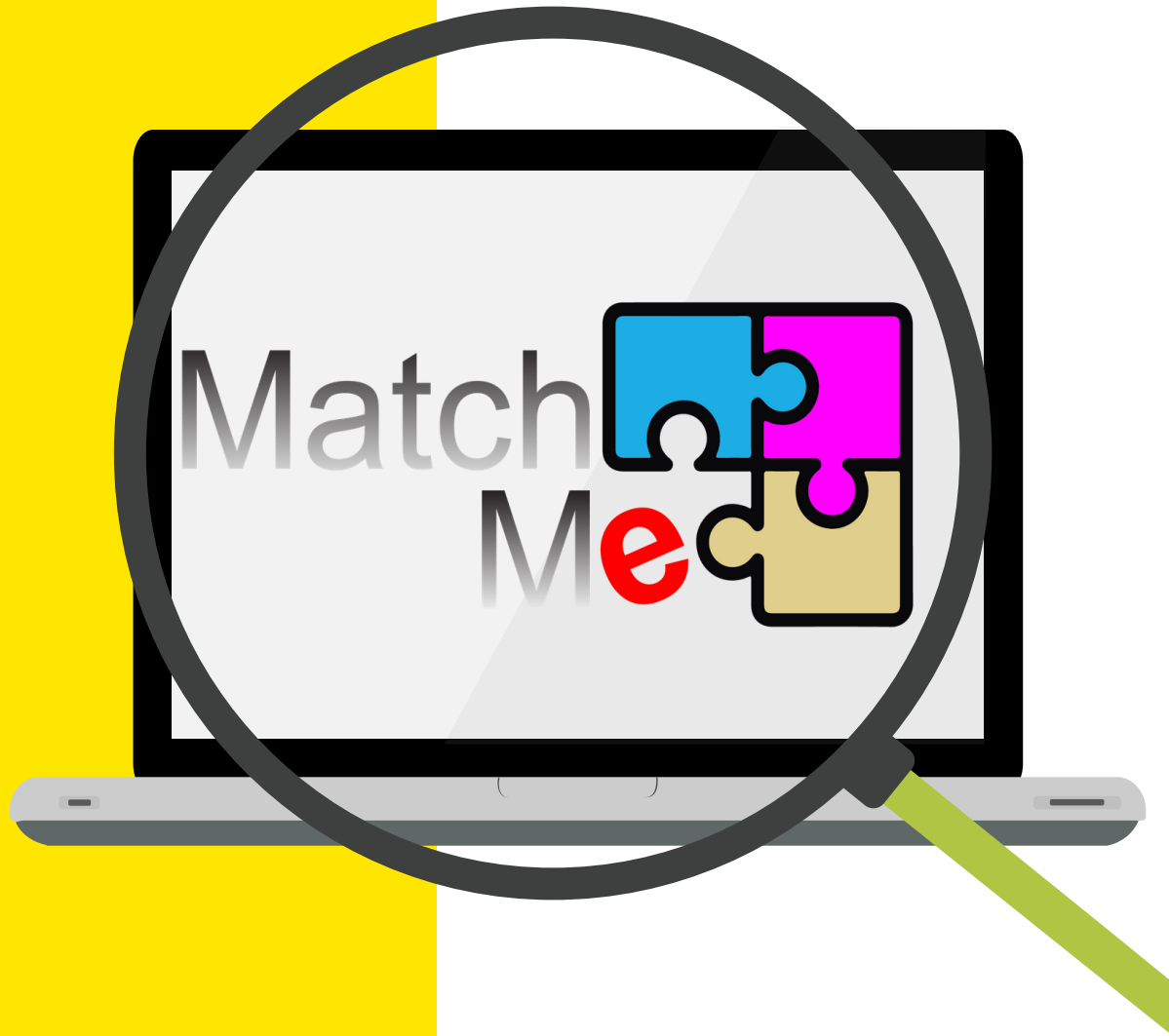
MatchMe: A New Dawn for SMEs in the Post-Pandemic Era

A Key Component of MyAssist MSME for Empowering SMEs



Launched in June 2021, this one-stop centre provides SMEs with essential business advisory, guidance, and digital marketing opportunities. MatchMe, an integral component of MyAssist MSME, is dedicated to helping Malaysian businesses navigate and thrive in the challenging times

The Gamechanger for Business Matching Platform



What is MatchMe

A digital platform connecting businesses (MSME companies, MNCs, GLCs, supermarkets, and large companies).

- Provide opportunities to establish, promote and market products and services to local and international markets
- Facilitate supply and sourcing of products and services
- A hassle-free platform for networking and B-2-B meetings

3 Elements in MatchMe

01

Offerings of products or services

Exhibitors can upload branded materials, like banners, leaflets, videos and more. Attendees can know more about the business of the exhibitors by allowing them to download all of the marketing collateral

02

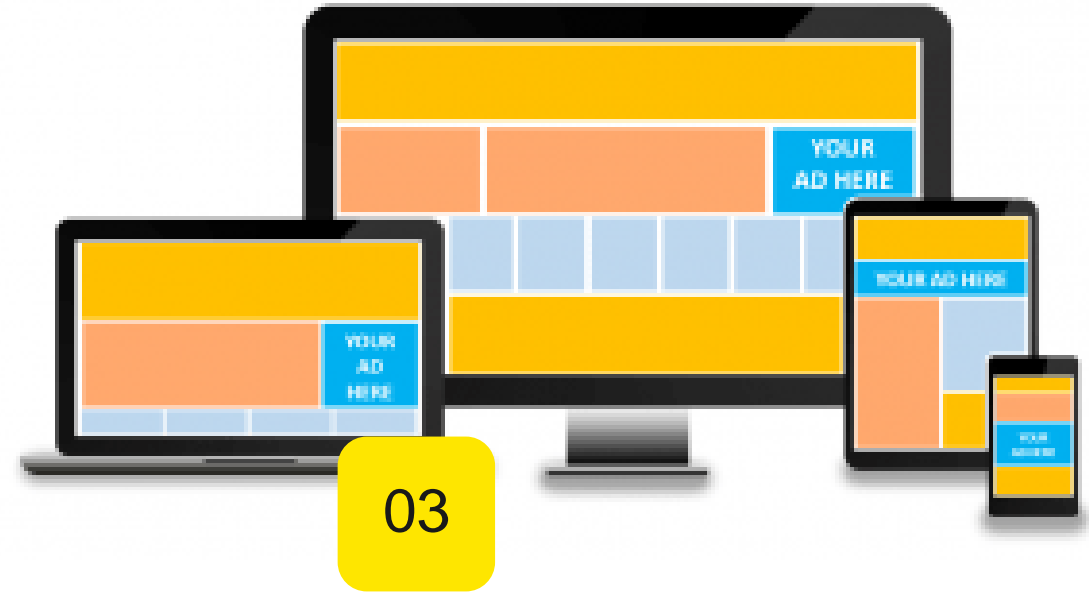
Access to the active database of MSMEs

Connecting Anchors with potential MSMEs locally and globally leveraging on current and future multilateral agreement

03

Get Connected

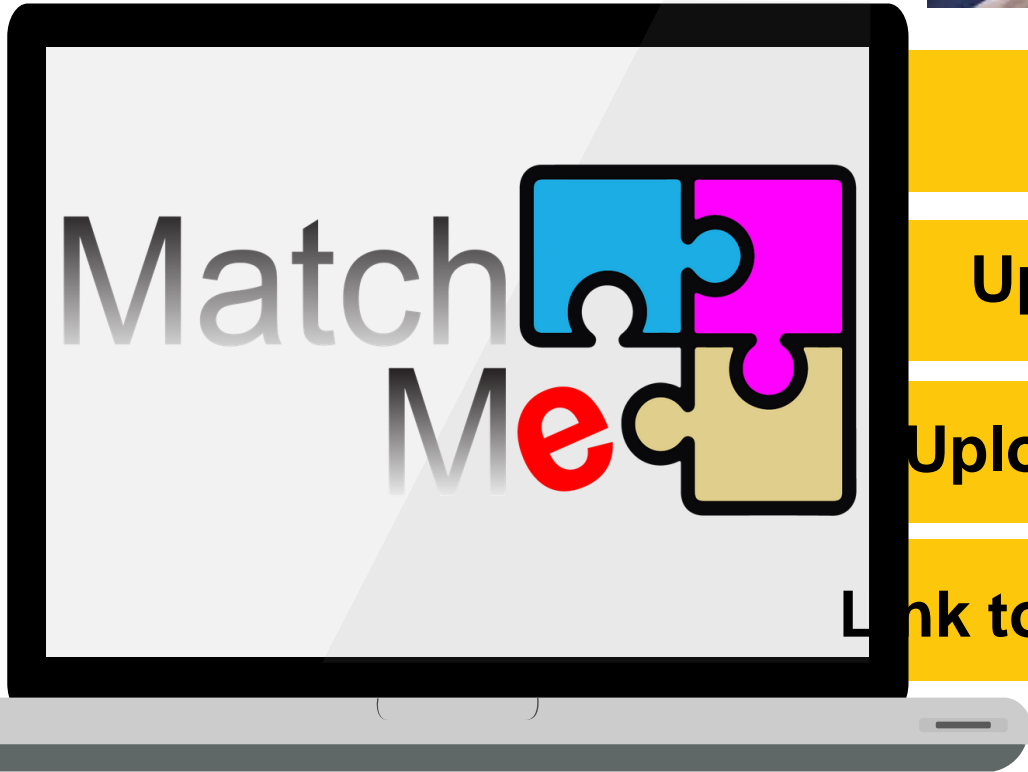
Book meetings with interested companies anytime, anywhere



01

Offerings of products or services

The  **Pitch** **tellyourstory.**



Upload YouTube link video 

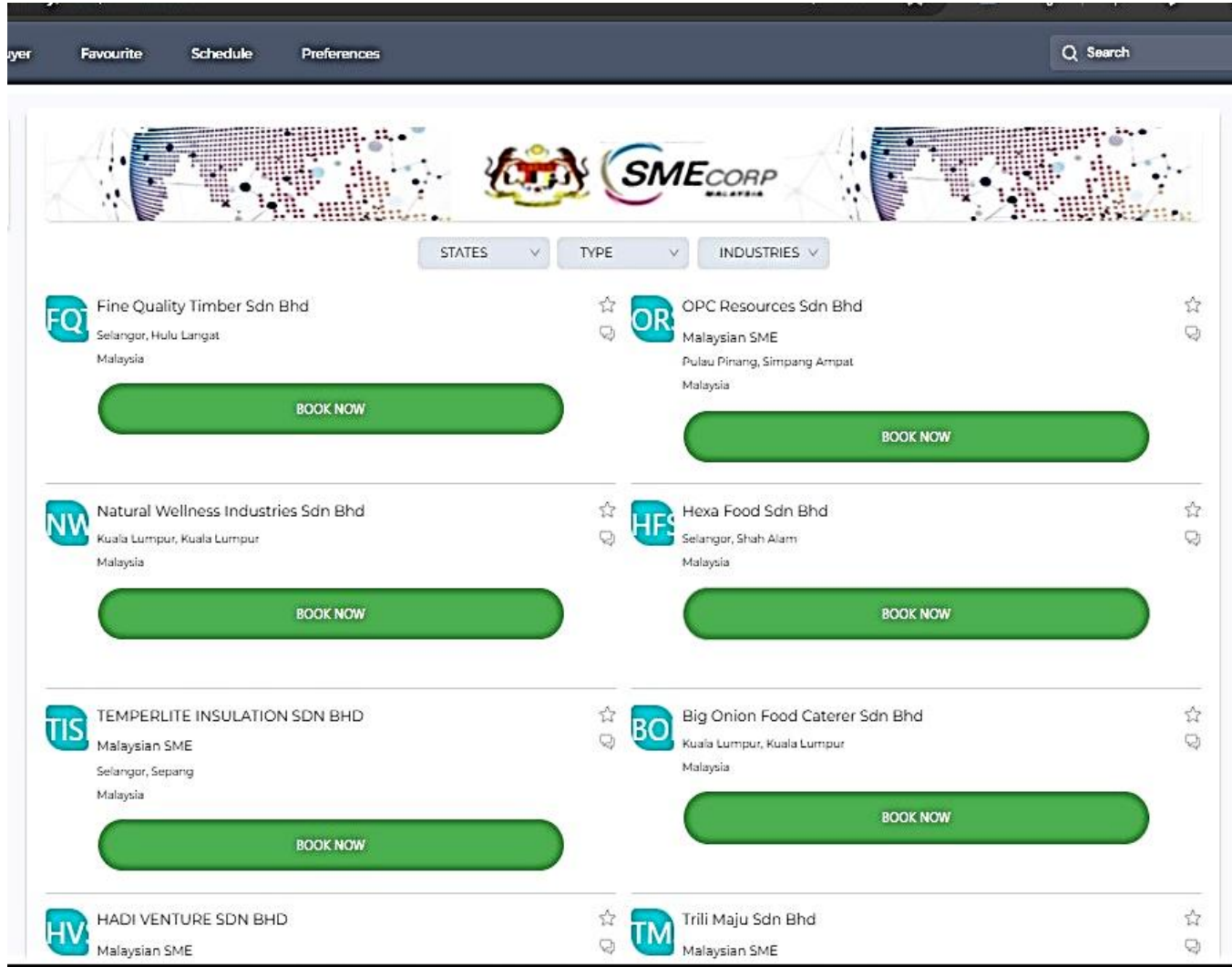
Upload the logo of the company 

Upload link of file attachment 

Link to website / social media 

02

Access to the active database of MSMEs



03 Get Connected

Book 1:1 meeting with multiple channels including Chat, Message & Meeting Features



Let's make every meeting count

MatchMe by Event: Empowering SMEs through Scheduled Virtual Matching Sessions

- Structured Interaction
- Optimised Networking
- Time Efficiency
- Global Access
- Post-Session Support
- Expert Facilitation



SAMPLE

EXPLORE YOUR BUSINESS OPPORTUNITY WITH GLCS

Exhibition Virtual Oct 18, 2022 To Oct 21, 2022

Scheduled events

MSME Week for southern region

Exhibition Virtual Jun 21, 2023 To Jun 23, 2023

MatchMe365

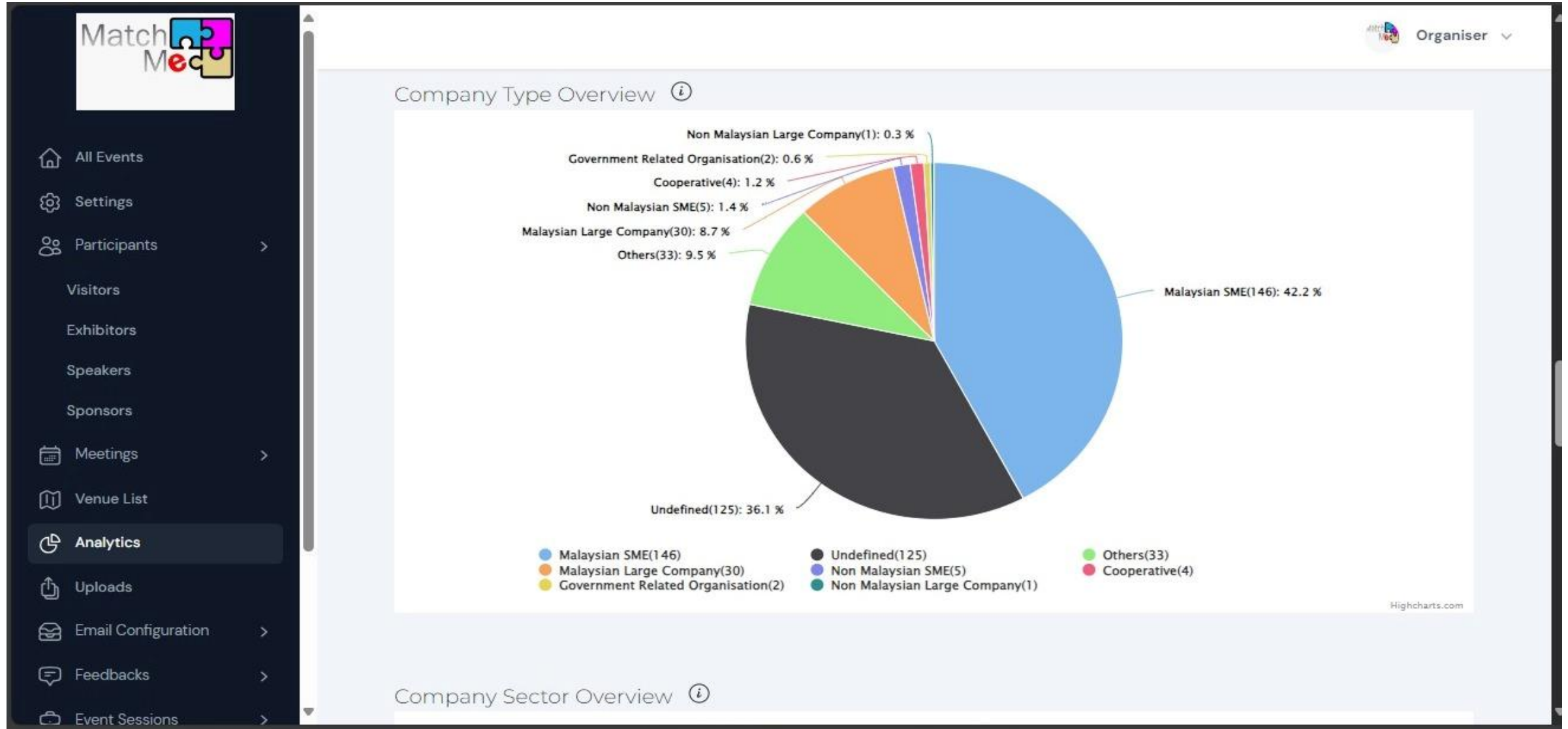
Exhibition Virtual Sep 1, 2023 To Aug 31, 2024

SAMPLE

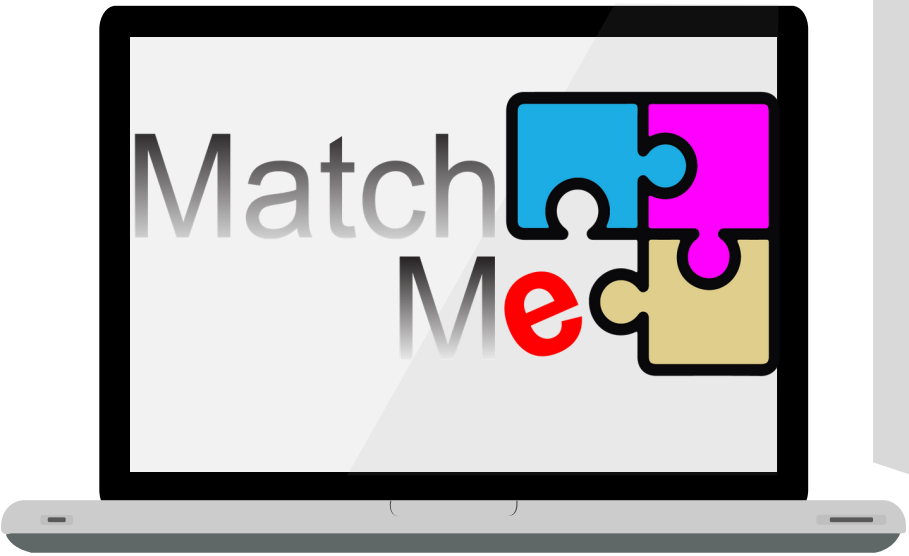
List of participants

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Huang Ju Food International Co., Ltd Assistant Manager	Ms Olivia huangjutrade@gmail.com
Pao Chi Chung Enterprises Co., Ltd. Brand (Pao Chung) Taiwan	Mr John Ju Hotpepperj@j@gmail.com
Suping Ghing Biotech Development Co., Ltd. International Trade Specialist	Ms Kiki C 1971@supingghing.com
Crowd Star Int'l Co., Ltd. CEO	Mr Jason Chung crowdstarint@gmail.com First Time
GOLDENCROPS CORPORATION Sales	Mr Albert gcsales18@goldencrops.com.tw
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MALAY SPICES ENTERPRISE Director	Mrs RUSNIZA BINTI RUSLI enquiry.malayspices@gmail.com

MatchMe Insights: Unlock the Power of Our System-Generated Reports



MatchMe Platform Performance (2021 – 2023)



785



276



RM31.9 million

Total potential sales generated

MatchMe Advantages: Business Boosts vs. Development Agency Gains

Benefits for Business

- 1. Increased Market Access:**
Access to a broader network of potential clients and partners both locally and internationally.
- 2. Cost-Effective Networking:**
Reduced costs associated with traditional business matching methods.
- 3. Time Efficiency:**
Ability to find and connect with relevant business partners quickly through online platform.
- 4. Customized Matches:**
Personalized business matching based on business needs, industry and preferences.
- 5. Networking and Collaboration:**
Opportunities for collaboration with other businesses, fostering innovation and growth.

Benefits for Development Agency

- 1. Economic Development:**
Promoting economic growth by facilitating business connections globally.
- 2. Enhanced SME Support:**
Providing MSMEs with a platform to find partners, access new markets and grow their businesses.
- 3. Data Collection and Insights:**
Gathering data and insights on MSME needs, market trends and business matching outcomes.
- 4. Strengthened Partnerships:**
Building stronger relationships with local and international business communities, government agencies and other stakeholders.
- 5. Increased Engagement:**
Strengthening engagement with MSME community and fostering a supportive business ecosystem.

ASEAN Access: Bridging Business Opportunities Across Southeast Asia



ASEAN Access is an initiative launched to bolster **trade and investment opportunities** within the **Association of Southeast Asian Nations (ASEAN)** region.

This **platform** aims to **facilitate businesses**, particularly **SMEs** by providing comprehensive market information, business support services and opportunities for **business matching, networking and collaboration**.

KEY FEATURES OF ASEAN ACCESS

1

Market Information:

- Market insights, economic data and trade statistics

3

Networking and Collaboration:

- Online and offline events including trade fairs and networking
- Connect with potential business partners, suppliers &

2

Business Support Services:

- Info on regulatory requirements, trade procedures and standards
- Access to a network of business support organizations

4

Capacity Building:

- Training programmes, workshops and webinars
- Resources on digital transformation and innovation

ASEAN Access MATCH: Enhancing Business Connectivity



ASEAN Access MATCH is a **dedicated business matching service** within the ASEAN Access platform. This service aims to **connect businesses across the region** fostering cross-border trade & investment opportunities.

Key Components of ASEAN Access MATCH:

1. Business Matching:

- i. A platform that facilitates one-on-one meetings between businesses
- ii. Tailored business matching services based on specific business need

2. Virtual and Physical Events:

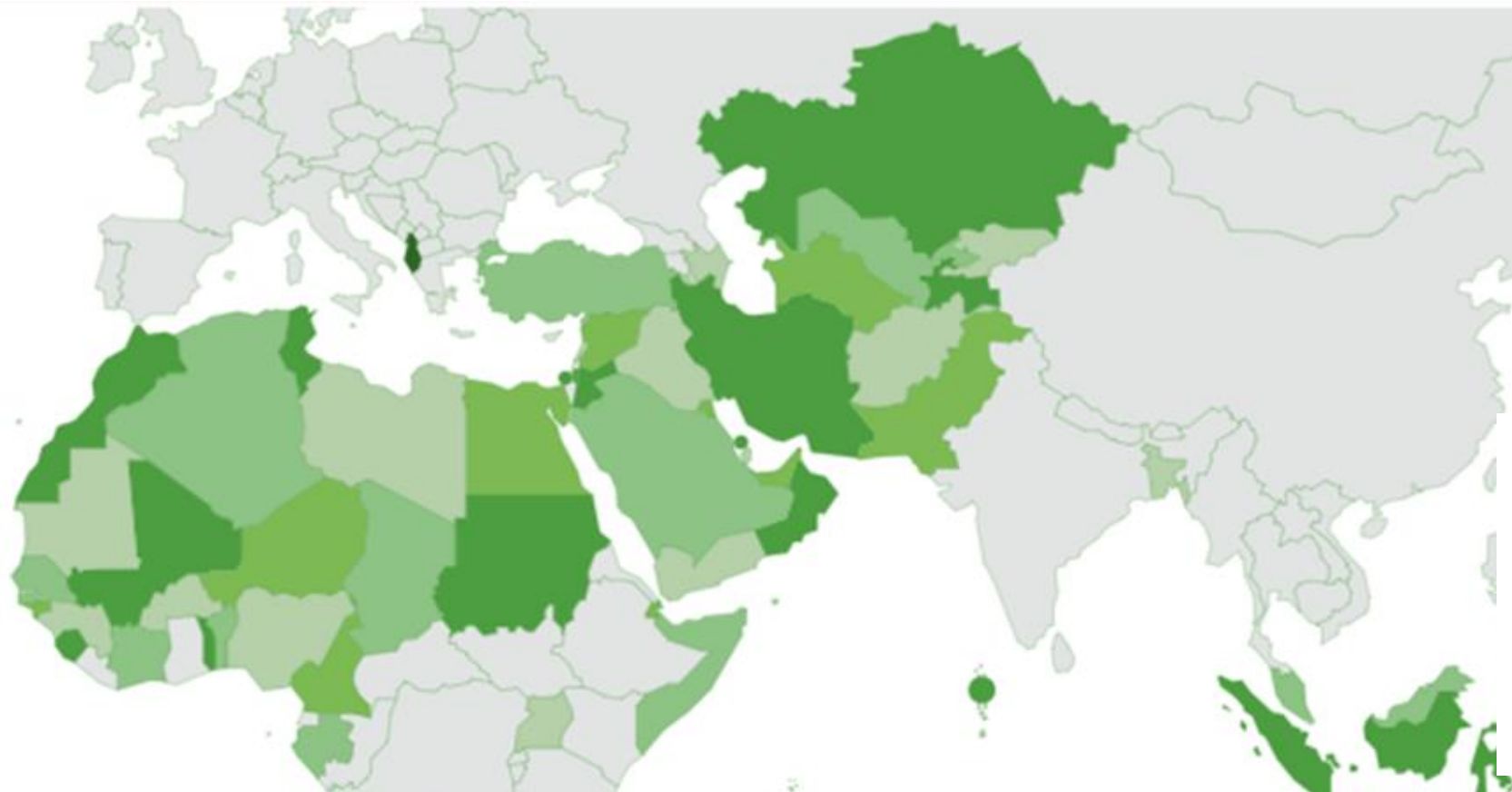
- i. Regularly organized business matching events both online and offline
- ii. Participation in trade fairs, exhibitions and business missions

3. Sector-Specific Focus:

- i. Focused matchmaking sessions for key sectors
- ii. Opportunities to connect with businesses and industry experts

4. Support and Guidance:

- i. Assistance from agencies and business support organizations
- ii. Resources and tools to help businesses



Conclusion

It is recommended that OIC member countries adopt platforms like MatchMe and ASEAN Access Match for organizing and conducting online business matching sessions. Complemented by robust validation and verification processes to ensure the credibility of businesses, such initiatives would enhance international trade, provide cost-effective solutions for business linkages, and offer continuous access to business opportunities. Ultimately, this would foster economic growth within the OIC community.

THANK YOU

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