



## **MEDIA STATEMENT – SOFT LAUNCH** **(9.15 a.m., 27 JULY 2017 - THURSDAY)**

### **SOFT LAUNCH OF GLC EXPLORACE 2017**

The Ministry of International Trade and Industry (MITI) in collaboration with UEM Group, Sime Darby Berhad and Malaysian Industrial Development Finance Berhad (MIDF) will be hosting GLC ExplorAce 2017 on 8 August 2017, at the Sime Darby Convention Centre, Bukit Kiara, Kuala Lumpur. The event will be officiated by YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry.

GLC ExplorAce 2017 with the theme, “Excelling in the Digital World” will be the fifth time it has been held since 2013. The lead anchor in 2013 was Telekom Malaysia Berhad, followed by Tenaga Nasional Berhad (2014), Boustead Naval Shipyard Sdn. Bhd. & Pharmaniaga Berhad (2015) dan Sime Darby Holdings (2016). This year, MITI continues its collaboration with UEM Group dan Sime Darby Berhad as *Lead Anchors*, and MIDF which acts as the implementing agency for the business matching session.

GLC ExplorAce is a Government initiative that provides a platform Bumiputera vendors under the Anchor companies involved in the Vendor Development Programme (VDP) to explore new business opportunities with other anchor companies. This will be achieved through four (4) main components, namely business matching; business networking; business & financial advisory; as well as sharing of business and entrepreneurship in Pocket Talk sessions. This initiative indirectly provides opportunities to participating anchor companies, vendors and financial institutions in business expansion, aside from assisting them to become more competitive, dynamic and competent.

In line with this year's theme, “Excelling in the Digital World”, GLC ExplorAce 2017 will also showcase the achievements of anchors and vendor companies in digital business world. These companies will also feature their achievements as well as share their vision, expertise, and challenges faced in the digital frontier. It is hoped that the Bumiputera vendors will benefit from this success sharing and become more innovative in tiding through challenges to remain competitive in the domestic and international markets.

The GLC ExplorAce 2017 is unique compared to the previous years because aside from anchor companies, MITI agencies, technical agencies and financial institutions, each anchor's booth will also be joined by three (3) vendor companies as exhibitors. This new approach will provide an opportunity for anchor companies to showcase the success story of the vendors under their Bumiputera VDP programme.

This year, it is expected that 50 organisations will be involved as exhibitors in GLC ExplorAce 2017, consisting of MITI and its agencies, TERAJU, Bank Negara Malaysia, PUNB, MDeC, anchor companies, multinational companies (MNCs), vendors and local financial institutions. There will be 15 anchor companies who will be participating as business matching panels to identify potential SMEs to be appointed as vendors into the VDP programme. The business matching session will provide opportunities to Bumiputera entrepreneurs to expand their businesses, especially through the exposure to new business opportunities, as well as increase their collaborative network among business associates.

A new initiative introduced this year is called "Start-up Innovation Pitch" by MaGIC (Malaysian Global Innovation & Creativity Centre). This session will allow start-up companies to present ideas; propose problem solving and innovative solutions to the large companies participating. There are two formats available for start-ups to participate, namely, a business matching session for start-up companies and an innovation challenge for large businesses to outsource problem solving from start-ups by participating in "MaGIC Activate".

**-End-**



KEMENTERIAN PERDAGANGAN ANTARABANGSA DAN INDUSTRI



### **About MITI:**

The Ministry of Commerce and Industry was established in April 1956 then was renamed as The Ministry of Trade and Industry in February 1972. On 27 October 1990, the Ministry was separated into two Ministries which are; Ministry of International Trade and Industry (MITI) and Ministry of Domestic Trade and Consumer Affairs (KPDN).

MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation by 2020.

### **Media Enquiries:**

**Ministry of International Trade & Industry  
Strategic Communications Unit**

Tel +603 6200 0082

Fax +603 6206 4293

E-mail [allpegkomunikasikorporat@miti.gov.my](mailto:allpegkomunikasikorporat@miti.gov.my)