



MEDIA RELEASE

THE LAUNCHING OF ASEAN NEXT ENTREPRENEURS EXCHANGE TRACK (NEXT) 5 DECEMBER 2017, MITI TOWER, KUALA LUMPUR

As part of ASEAN's 50th anniversary commemoration, the Malaysian Association of ASEAN Young Entrepreneurs (MAAYE) organized the Next Entrepreneurs Exchange Track (NEXT) programme from 5-6 December 2017 at Menara MITI, Kuala Lumpur.

The two-day event was officiated by YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry. It is made up of two anchor components, NEXT Corp and NEXT Labs respectively, along with two other supporting elements; Video Idea Competition (VIDEA) and the Best of Startups and SMEs (BOSS) Awards Malaysia 2017.

The NEXT Corp initiative will drive the Corporate Entrepreneurship Responsibility (CER) agenda by providing deal flow from the corporates to the entrepreneurship community. 10 corporations will present innovation opportunities up for grabs to ASEAN Young Entrepreneurs, solution developers and SMEs. Entrepreneurs then pitch their solutions fitting to these corporate interest areas in order to get a chance of getting potential lucrative deals with them. The objective is to expand the innovation radar of the ASEAN corporates by seeking to work with the next generation of fresh ideas and in turn, giving young entrepreneurs the experience in engaging large corporate clients. Entrepreneur that manages to be selected by the corporates will be announced at the Global Entrepreneurship Community Summit event on 13 December 2017 in Kuala Lumpur Convention Centre.

Another anchor component of the event is NEXT Labs. It aims to bring ASEAN's trade ecosystem entrepreneurs and stakeholders in a 2-day solutions based, lab style environment to solve issues relating to the supply chain. NEXT Labs will be crucial towards continuously improving the free movement of goods between borders in the ASEAN region. The ASEAN Young Entrepreneurs Association (AYEA) was also launched with its ASEAN council members meeting up for its first AGM here in Kuala Lumpur.

Other elements happening at NEXT included the video innovation idea competition, called VIDEA where young entrepreneurs submitted innovative style video ideas to win attractive prizes. The 2nd BOSS Awards was also held during NEXT to recognize and celebrate the best performing young entrepreneur companies from the industry by public voting across all categories. Call for VIDEA entries and voting for BOSS Awards begun in October 2017.

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**Ministry of International Trade and Industry (MITI)
5 December 2017**



MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY

About MITI:

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 .

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