

MEDIA RELEASE

MITI DAY 2016

17 October, 2016 – The Ministry of International Trade and Industry (MITI) together with its agencies (MIDA, MATRADE, SME CORP, MPC, MIDF, SME BANK, HDC, MAI & MSI) held "MITI Day 2016" on October 17, 2016 (Monday) from 8.30 am to 4.30 pm at the MITI Tower, Kuala Lumpur. The programme was officiated by YB Dato' Sri Mustapa Mohamed, MITI Minister.

MITI Day 2016 was held mainly to promote the roles and functions of MITI and its agencies to the general public. This inaugural event is expected to bring MITI and Agencies closer to all our stakeholders by highlighting to the general public the relevance and impact of our services. Among the roles of MITI and Agencies:

- i) To plan, formulate and implement policies on industrial development, international trade and investment.
- ii) To encourage foreign and domestic investment.
- iii) To enhance national productivity and competitiveness in the manufacturing sector.

The Programme for MITI Day 2016 includes:

- A) MITI & Agencies Showcase feature exhibition booths of each MITI agency. Visitors had opportunities to get to know the success stories of our various stakeholders and interact with the Ministry and Agency representatives for further information on the services provided. The E-Commerce Coordinating Office, the National Aerospace Industry Coordinating Office (NAICO), the Securities Commission (SC) and the Securities Industry Dispute Resolution Centre (SIDREC) will also be there as part of the InvestSmart@MITI programme.
- B) The MITI Day Job Fair organised by MIDA aim to match employers with potential employees from final year undergraduates and other jobseekers. This programme brought together a pool of talent with various skills and education background for employment consideration by enterprises and GLCs across the sectors of industry. 60 companies and agencies exhibitors comprising companies from the manufacturing & services sector and GLCs took part about offered 5,000 job vacancies.
- C) CSR@MITI Showcase serves to promote the Corporate Social Responsibility (CSR) activities of MITI and Agencies, especially highlighting the extra mile efforts undertaken by MITI and Agencies for the betterment of all members of our society and also in preserving our environment. The 'Sharing is Caring' programmes involving MITI's Differently-abled officers, Disable-friendly Software Demonstration – Jaws and Demonstration on how to use a Braille machine – including distribution of custom-made

Braille bookmarks for visitors and Henna art were also showcased by the National Society for the Deaf Malaysia.

- D) The MITI Motor Show organized by MAI aims to expose visitors to Malaysia's vision to become the regional hub for energy efficient vehicles. Apart from introducing the concept of energy efficient vehicles to visitors, the show also showcased the latest technologies in the field. 5 major car manufacturers participated in the event including Proton, Perodua, Honda, Mazda and Kia/Hyundai. Meanwhile the Car Care programme, a consumer education programme on the benefits of car maintenance and care. Consultation on car maintenance was enabled for visitors.
- E) Pocket Talks organized by MITI & HDC, an informal information sharing and question and answer session titled Opportunities for Food Truckers, Global Halal Support Centre & Its Services to Elevate SMEs Business Visibility and Trade Remedy Measures.
- F) InvestSmart@MITI which raises awareness of sound practices when investing in the stock market was in line with InvestSmart® principle of reaching out to all investor segments, including existing and sophisticated investors. Investors and entrepreneurs attended the event also had the opportunities to learn more about equity crowd funding (ECF), an alternative fund-raising framework developed by SC suited for SMEs and innovative businesses.
- G) MITI Tea Talks, a panel discussion jointly organised by MATRADE and MIDF focusing on two topics mainly Enhancing Malaysian Entrepreneur Businesses in ASEAN and e-Commerce Potential for Exports in ASEAN. The aim was to expose visitors to the potential business expansion that the ASEAN region holds, export opportunities available through e-commerce in the ASEAN region, the role that MITI and Agencies assume in empowering local entrepreneurs to go ASEAN and to go global and the benefits of globalisation to Malaysia.

MITI Day 2016 was open to all customers of MITI and the public. These included businessmen, government officials, officers of foreign embassies, university students who will complete their studies, new graduates, members of the Association / Chamber of commerce, Members of Parliament and Members of State Assembly, Bumiputera investors, former MITI (alumni MITI), friends of MITI and other stakeholders.

There were some interesting side programmes in conjunction with MITI Day 2016 such as Food Truck, Lucky Draw with attractive prizes to be won such as *Perodua Bezza* and *Motorcycles Modenas*, Special Appearance by Celebrities and exhibition of SME products and e-Commerce.

Free shuttle service was provided from KL Sentral to MITI for visitors wishing to use public transportation. Parking was also available at both MITI Tower and MATRADE (next to MITI Tower) for other visitors.

MITI Day 2016 is expected to nurture better understanding on the roles and functions of MITI and Agencies by the general public and to closer the gap between Government agencies and the people in line with the Government's people-centric theme.

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Ministry of International Trade and Industry (MITI)
17 October 2016

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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