



PRESS RELEASE

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CGC Assists Aspiring Malaysian SMEs Gain International Market Access

KELANA JAYA, 2 May – Following the success of CGC International BizMatch in Indonesia last year, Credit Guarantee Corporation Malaysia Berhad (CGC) once again collaborated with the Malaysia External Trade Development Corporation (MATRADE) and organised the customised cross-border business matching in Bangkok, Thailand from 23-24 April 2019. The business matching programme was graced by MATRADE Trade Commissioner to Thailand, Encik Norman Dzulkarnain Nasri.

CGC International BizMatch, a platform under the CGC Developmental Programme enables homegrown small and medium-sized entrepreneurs (SMEs) to venture into cross-border markets. Launched in 2016, this Programme goes beyond our guarantee agenda and is instrumental in developing SMEs by enhancing their development, long term growth and sustainability.

Two (2) Malaysian companies namely Boom Beverage Sdn Bhd and Atlas Merger Sdn Bhd from food and beverages, as well as oil and gas industry respectively, showcased their products and services at the business matching programme. The SMEs expressed their gratitude for the networking opportunity and are optimistic in establishing a solid print in Thailand market.

“CGC International BizMatch enables my company to meet the intended target market. Thank you to CGC and MATRADE for this opportunity, a successful one for us. This programme is a breakthrough for my business growth and expansion in the ASEAN region,” said Suhaimi Sulaiman, Chief Executive Officer of Atlas Merger.

Ahmad Azfar Azhar, International Trade Manager of Boom Beverages said, “It is certainly not an easy task for SMEs to explore international markets. CGC International BizMatch has created an opportunity for my company to venture into Thailand. Although it is a tough market and challenging to make a presence, I am confident with the support from CGC and MATRADE we should be able to build our business in Thailand.”

Making in-roads into ASEAN markets is made possible for SMEs by leveraging on CGC’s network and counterparts in the region. CGC is able to provide market access for potential SMEs via our business matching sessions with local and international buyers.

Over the last three years, CGC has brought over 30 SMEs to participate in international trade exhibitions and business matching events, which among others, include the China-ASEAN Expo (CAEXPO), China Import and Export Fair, as well as CGC International BizMatch 2018 in Indonesia.

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