

**KERATAN AKHBAR-AKHBAR TEMPATAN**  
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<b>Bil</b>	<b>Tajuk</b>	<b>Akhbar</b>
1	TN50 vision for SMEs attainable : Matrade CEO	The Sun
2	Firms urged to embrace change	New Straits Times
3	Matrade to gather input from stakeholders to drive TN50 plan	Bernamea.com
4	TPM, Daegu Technopark team up	The Star
5	Episod baru hujan lebat bulan depan	Harian Metro
6	Brace for 'balik kampung' rush	Malay Mail
7	Bad weather to continue until April	New Straits Times
8	Amaran angin kencang, laut bergelora sehingga sabtu	Bernamea.com

## TN50 vision for SMEs attainable: Matrade CEO

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**KUALA LUMPUR:** Matrade CEO Datuk Dzulkipli Mahmud said the National Transformation 50 (TN50) vision can be an attainable goal for small and medium enterprises (SME), if the right resources are provided.

He said technology is a driving force for businesses, and procuring technologies from overseas and sourcing and developing technology locally, can be instrumental in increasing the competitive advantage of local products in the global exports market.

Dzulkipli, who was speaking after officiating a briefing entitled "TN50: Malaysia 2050 Smart Communities" by the Academy of Sciences Malaysia, said locally sourced technology will also reduce reliance on foreign expertise and workforce.

TN50 is a futuristic policy roadmap for economic and social development envisioned by Prime Minister Datuk Seri Najib Abdul Razak for the next 30 years, after the expiration of Vision 2020. Exports is seen as a core economic factor for growth for the TN50 vision.

On the cost SMEs have to bear in order to procure and produce such technologies, Dzulkipli said more investments inflow into such companies and financial aid from financial institutions is necessary to achieve this.

Matrade is engaging in dialogues with



Hazami conducting the briefing yesterday.

stakeholders from various sectors in an effort to enhance exports with automation, data mining, digital and creative platforms, financial technology, fitness, biotechnology and pharmaceutical being some of the sectors it is looking at.

"These are some initiatives to prepare SME entrepreneurs and exporters to prepare themselves for TN50," he said.

Dzulkipli said it is essential to study the demands from other countries and match

our supplies to those needs through exports. He said Matrade is hopeful that more local entrepreneurs will explore the international exports market.

Earlier, in the briefing conducted by Matrade in collaboration with ASM, its CEO Hazami Habib said Malaysia will be able to achieve its TN50 aspirations if it is driven by sustainable Smart Communities. Talent according to Hazami is important to grow a smart community.

# FIRMS URGED TO EMBRACE CHANGE

Some face closure if they ignore new trends, says CEO

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A NUMBER of Malaysian firms across all sectors could face closure as they move towards 2050 in face of emerging new trade trends and technology breakthroughs.

Akademi Sains Malaysia chief executive officer Hazami Habib said closure was possible if the companies continued to stick to traditional way of running their businesses.

"The world is changing at a high pace and is at a critical juncture. Entire new industries are being created as the world is preparing for Industry 4.0.

"However, many Malaysian companies are still using the traditional economy system to run their businesses — highly depending on for-

eign workers and mass production without putting much investment in to smart logistics, technologies to increase productivity potential and automation.

"The old system is collapsing and businesses should prepare for changes or face closure," she said at a briefing on National Transformation 2050 (TN50): Malaysia 2050 smart communities programme.

"Other countries like Japan, China and Singapore have made preparations for 2050. They see the importance of technology and other mega trends which could affect the way we live and are adopting to the changes," she added.

Habib said sharing economics, knowledge, work and the use of Internet, data, nanotechnology and mobile devices would continue to transform businesses into a smart business community.

She has identified agriculture, automotive, creative industry, electrical and electronics, furniture, plastics and composites, and tourism to be the backbone of Malaysia's smart communities.

On trade trends, Hazami said the world was seeing the rise of micro-multinationals among small and medium enterprises or start-ups, the falling cost and rising speed of trade and ongoing trade liberalisation.

Hazami said Akademi Sains Malaysia would complete and share its technology foresight by March.

Malaysia External Trade Development Corp (Matrade) chief executive officer Datuk Dzulkifli Mahmud said Malaysia had introduced TN50 in preparation for 2050. Other countries such as Singapore, Japan and the United States too have their own transformation plans for 2050.



Akademi Sains Malaysia CEO Hazami Habib says the old system is collapsing and businesses should prepare for changes or face closure. BERNAMA PIC

TN50, which would complement the economic structure, is a futuristic policy to chart Malaysia's direction 30 years after 2020.

Dzulkifli said Matrade would gather input from stakeholders to form the right strategy to drive Malaysia forward in the TN50 plan.

