

Progressive need for technology



By JOY LEE

SME

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In a webinar earlier this week organised by the UNDP, titled Building Back Better: Supporting MSMEs for a More Sustainable and Resilient Recovery, SME Association of Malaysia president Datuk Michael Kang (pic) urges small businesses to change their mindsets and to drill down on technology adoption to be positioned for market recovery.

THE limitations placed on businesses today is driving the need for greater technology deployment to cope with challenges aggravated by the pandemic.

Companies are increasingly faced with manpower shortages, capacity constraints, curtailed access, the need to operate remotely and rising operational costs, among other things.

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