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THE BORNEO POST



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Wong (centre) receives a memento from Ng while Lao looks on.

SMEs urged to explore options to drive productivity, reduce costs

SIBU: Minister of International Trade and E-Commerce Dato Sri Wong Soon Koh wants small and medium enterprises (SMEs) to explore options to drive productivity and reduce operational costs.

He said SMEs are the backbone of the country's economy, accounting for 97 per cent of businesses in the country.

"The onus is on the SMEs to embrace digitisation and e-commerce. You can unlock more business opportunities through those assets in the digital world," he said at the opening of the inaugural Malaysian Entrepreneurs Festival (TMEF) here yesterday.

TMEF founder and president Ng Eng Heng and vice-president Amy

Loo were also present.

Wong, who is also Second Finance Minister, said since 2000 when the Internet became widespread, people had become more connected via digital technology.

"Software usage has grown fast and today we have software as a service where one can use it for applications."

Wong said digital technology connects the world and affects the ways how businesses operate nowadays.

"It is thus essential for the SMEs to digitise their businesses, embrace the IoT (Internet of Things), use social media to position their businesses, e-commerce to sell, online banking or system to deliver transactions."

Wong said digital economy and e-commerce are also the two main focus of the state government to spearhead its economy and to provide opportunities for the people to improve their entrepreneurship and standard of living.

He said SME industries in Sarawak also play a significant role in the economic development that contributes significantly to the socio-economic development of the people through the creation of jobs.

"On top of that, Sarawak SMEs which comprise the highest percentage of business entrepreneurs and are at the top in terms of numbers, are important contributors in driving the state's economic growth," he added.

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中區

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黃順舸鼓勵中小企業

數碼化商務拓商機

(本报诗巫22日讯) 砂州第二财长兼国际贸易与电子商务部长拿督斯里黄顺舸吁请中小型企业走向数码化, 走向电子商务。



▲黄荣兴(左)赠送纪念品予砂州第二财长兼国际贸易与电子商务部长拿督斯里黄顺舸。右为劳晓芬。

▶“马来西亚企业嘉年华(TMEF): 2018年中小型企业数码讲座”参与者踊跃。

“通过数码化和电子商务, 可以获得比你想象中更多的商业机会。”

他表示, 由2000年开始, 互联网开始广泛使用后, 数码科技把越来越多人联系在一起。现今数码科技已把全世界联系起来, 为现今的商业领域带来很大的影响。

“数码新时代, 中小型企业必须跟上数码经济的脚步, 走向数码化经营, 比如使用社交媒体拓展生意平台, 用电子商务销售产品或服务或使用电子商务银行或

系统等。”

他称, 数码化营业是企业在今市场生存, 和具有竞争力的关键。

他披露, 数码科技协助商家把生意与各个领域接轨, 拓展市场。

他指出, 对于消费者来说, 数码科技已融入的日常生活, 以精明家居来说, 许多电器, 如灯、咖啡机、冷气机等, 都可以通过数码科技控制操作。这对于企业来说是许许多多的商机。

他是在今早受邀为假品大酒店水上餐厅举办的

“马来西亚企业嘉年华(TMEF): 2018年中小型企业数码讲座”主持开幕致词时如此表示。

他称, 砂州政府注重数码经济和电子商务发展, 以带领砂州经济起飞, 为砂人提供机会扩大业务和提高砂人的生活水平。

他强调, 中小企业在砂拉越经济发展扮演重要角色, 在社会经济发展方面做出更大贡献。

开幕礼上与会嘉宾包括马来西亚企业嘉年华创办人黄荣兴、副主席劳晓芬。





黃順舸：中小企重要經濟推手

◆2018年詩巫中小型企业商业讲座昨日举行。

擁抱數碼把生意做大

“数字经济及电子商务是砂拉越政府注重的两大领域，带领砂经济攀上高峰，提供更多创业机会，改善人民的生活水平。”

◆马来西亚企业家节庆公司创办人黄荣兴（左）赠送纪念品给砂第二财长兼国际贸易及电子商务部部长黄顺舸，右为马来西亚企业家节庆公司副总裁蔡晓芬。

（诗巫22日讯）砂第二财长兼国际贸易及电子商务部部长拿督斯里黄顺舸指出，中小型企业须做好准备，通过数码化将生意转型。企业家须走出舒适区，走入数码科技世界，让生意快速成长，越做越大。

他说，数字经济及电子商务是砂拉越政府注重的两大领域，带领砂经济攀上高峰，提供更多创业机会，改善人民的生活水平。

他续称，砂拉越中小型企业在经济发展方面，扮演显著的角色，对社会做出巨大的贡献，制造许多就业机会、市场机会及收入。

“砂拉越中小型企业在总企业中所占的比重是最高的，且砂中小型企业的数量也名列全国前几名，是砂拉越经济成长重要的贡献者。”

■善用社媒经营生意

黄顺舸今早在马来西亚企业家节庆公司主办的“2018年诗巫中小型企业商业讲座”开幕礼上说，自互联网从2000年开始普及，数码科技让人们更容易连接在一起。软件的使用率日益提高，也已成为一种服务，人们可以负担得起的费用来使用各种软件及应用程式。

“数码科技连接整个世界，也影响今时今日的生意模式。现在是中小型



企业将企业数码化的好时机，拥抱互联网，包括善用社交媒体来经营生意，利用电子商务来销售及使用网上银行服务来交易。”

■搭数码电商列车

黄顺舸强调，新数码时代来临，中小型企业须搭上数码及电子商务的列车，开拓更多的商业机会。

他指出，业务数码化是必要的，每天的营运，从传播、产品行销，到客户体验优化等都必须数码化，才能在市场中生存，保持竞争力。

继今日在诗巫举办中小型企业商业讲座，马来西亚企业家节庆公司也将于5月24日（星期四）及6月28日（星期四），分别在美里及古晋举办同样的讲座。

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Digital economy, e-commerce State's two main economic thrusts

By : News Desk Posted on : Wednesday, May 23, 2018 Prime

Suka Daftar untuk melihat apa yang rakan-rakan anda suka.



SIBU: Digital economy and e-commerce are the two main thrusts of the Sarawak Government to spearhead the economy and give people the opportunity to enhance their entrepreneurship and their standard of living. Minister of International Trade and E-Commerce Dato Sri Wong Soon Koh said that he welcomed the Malaysian Entrepreneurs Festival (TMEF) to Sarawak to support small and medium enterprises (SMEs) entrepreneurs to help drive the growth of the SME entrepreneurs and accelerates economic growth of the state and country.

"SMEs industry in Sarawak plays an important role in economic development that contributes significantly to the socio-economic development of the people through job opportunities, market opportunities, generate income, and most importantly, Sarawak SMEs comprise the highest percentage of business enterprises and are ranked at the top of the country in terms of the number of SMEs.

It is an important contributor to the growth of the state's economic growth.

"Since 2000, when the Internet is widespread, people are able to communicate using digital technology. Software usage is increasing and today we can use software or applications and pay at a very reasonable price," he said.

Wong said this at SME Business Talk 2018 which was organised by TMEF at a hotel in SibU on Tuesday. He said managing the business is just a few steps away and everything went successfully.

keep in touch with the business system and operate according to your instructions. "Therefore, it is time for you to learn to use digital technology to connect your business in all sectors," he said.

Also present at the programme were TMEF's Founder president Ng Eng Heng and TMEF's vice president Amy Loo.

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Wong seru PKS teroka peluang baharu

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PENGHARGAAN: Wong menerima cenderamata daripada Ng (kiri) selesai majlis tersebut sambil diperhatikan Amy.

SIBU: Menteri Perdagangan Antarabangsa dan E-Perdagangan Dato Sri Wong Soon Koh mahu Perusahaan Kecil dan Sederhana (PKS) meneroka peluang baharu bagi meningkatkan produktiviti dan pada masa yang sama mengurangkan kos operasi.

Wong berkata, PKS adalah tulang belakang untuk pertumbuhan ekonomi negara dan jumlah usahawan dalam sektor berkenaan semakin bertambah di mana kini 97 peratus daripada perniagaan di Malaysia adalah PKS.

“PKS kini di era pendigitalan dan melahirkan e-dagang.

“Bagi anda yang mempunyai idea produk atau perkhidmatan yang menarik untuk diniagakan di Internet kini boleh menggunakan landasan (teknologi digital) itu,” katanya.

Beliau berkata demikian semasa merasmikan The Malaysian Entrepreneurs Festival (TMEF) di sebuah hotel di sini, semalam.

Antara yang hadir termasuk pengasas TMEF Presiden Ng Eng Heng dan Naib Presiden Amy Loo.

Wong, juga Menteri Kewangan Kedua, berkata sejak tahun 2000 apabila penggunaan Internet semakin meluas, masyarakat semakin berhubung melalui teknologi digital.

Menurut beliau, teknologi digital juga membuka peluang kepada usahawan muda untuk membuka minda serta pendedahan berguna kepada perniagaan mereka supaya lebih inovatif.

Malah ujarnya, kemajuan teknologi digital juga dapat memajukan negara setanding negara maju dengan syarat usaha yang dilakukan mendapat kekuatan dan kerjasama semua pihak.

“Peranti pintar dan media sosial mengubah dan mempengaruhi operasi perniagaan di negara ini serta di peringkat global,” ujar beliau.

Bercakap lanjut, Wong turut menjelaskan bahawa teknologi digital antara pemacu kukuh untuk syarikat meningkatkan daya saing dan melakukan perubahan dalam ekonomi moden.

Katanya, teknologi digital seperti telefon pintar, peranti, media sosial dan alat berasaskan web mengubah dan mempengaruhi operasi perniagaan sama ada dalam negara atau di peringkat global.

🔗 oleh Andy Sabang

Kategori Sarawak





Sarawak SMEs urged to embrace digitisation, e-commerce

Last update: 22/05/2018



Datuk Seri Wong Soon Koh (Bernama file pix)

SIBU, May 22 (Bernama) -- The small and medium enterprises (SMEs) in Sarawak have been urged to embrace digitisation and embark on e-commerce to unlock more business opportunities in the current digital world.

Minister of International Trade and E-commerce Datuk Seri Wong Soon Koh said apart from ensuring their competitiveness and survival, the move would help boost the growth of the SME community and accelerate the state and country's economic growth.

"It is time to learn how to make use of this digital technology to connect your business in all sectors and open up new digital processes that could ease your business pressure and grow your business using the digital superhighway."

"Digital technology makes the world connected, it affects the ways how businesses operate nowadays. This is an essential

timing for the SMEs to digitise businesses, embrace the IoT or Internet of Things, use social media to position your businesses, e-commerce to sell, and online banking or system to deliver transaction or even tax submission," he said.

Wong said this when he officially opened TMEF SME Business Talk 2018 here today.

He said the SME industries in Sarawak played a significant role in the economic development that contributed significantly to the socio-economic development of the people through the creation of jobs, enhancement of market opportunities and generation of income.....