



FACT SHEET

What is TM SME BizFest™?

TM SME BizFest™ 2017 is the 6th edition since 2012.

TM Annual flagship event for Small and Medium Business (SME) Segment. It's a platform to share insights, tips, solutions, opportunities to help today's small and medium segment (SME) and potential SME in creating impactful and efficient business.

2017 theme will be Digital Business (SME): Big Ideas, Bigger Opportunities". We are anticipating 1,000pax per locations.

TM SME BizFest™ is a One-day event consist of Business Conference, Partners' Exhibition and Networking Forum, sharing tips and insights of current business scenario related to ICT adoption amongst SMEs in Malaysia

This year, **TM SME BizFest™** will be held in five (5) different venues and is expected to draw more than 6,000 participants and more than 120 exhibitors. A total of 6 renowned speakers are set to share useful business tips and knowledge, making it an enlightening experience.

What are its objectives?

- To help SMEs to grow their business via digital technology to dominate the market.
- A one-stop centre for SMEs to get the latest business solutions for an effective sales and marketing, boost productivity and enhanced customer experience.
- An educational forum for knowledge sharing and business tips for SMEs
- A platform for SMEs to discover business opportunities, exchange ideas & networking

Who are its target audience?

All Malaysian entrepreneurs, future entrepreneurs, small office home-office (SoHo), small business segments, start-ups including those who have passion for business and entrepreneurship.



When did it start and why?

TM SME BizFest™ was first held in 2012 and following its success, the event was held annually at major cities in Malaysia. Year 2016 has recorded more than 6,000 participants with 144 exhibitors and was held at 6 major cities ie Klang Valley, Johor Bahru, Penang, Kelantan, Perak and Sabah. Essential business topics that have been covered in the previous editions include Motivation, ICT & Your Business and Success Stories. For more info on **TM SME BizFest™ 2016**, please log on to www.tm.com.my/smebizfest.

TM SME BizFest™ 2017 looks forward to offering innovative business and digital solutions, that are convenient to SMEs, for more 'market-dominating', impactful and efficient business operations. It also strives to provide a complete package catering to the needs of SMEs that will help drive the growth and expansion of the industry, domestically and globally.

What are the core elements of TM SME BizFest™?

Below are elements that will help SMEs grow their business potential and expand their business operations:

- Essential Business Tips and Experiential of effective sales & marketing tools, boost productivity and enhanced customer experienced.
- Increased Sales
- Access to Financial Support
- Access to Business Development Support
- Effective Partnerships
- Business Networking
- Special ICT Promotions

Where will TM SME BizFest™ 2017 be held?

TM SME BizFest™ 2017 will be held in five (5) major locations around the country.

No.	Venue	Date (2017)
1	Sime Darby Convention Centre	15 March
2	Borneo Convention Centre, Kuching, Sarawak	30 March
3	Grand Riverview Hotel, Kota Bharu, Kelantan	4 April
4	Persada Johor International Convention Centre, Johor Bahru, Johor	11 April
5	The Magellan Sutera Resort, Kota Kinabalu, Sabah	11 May

What are the two major attractions of TM SME BizFest™?

The two major attractions are the Conference with the Renowned Business Coaches and the Exhibition respectively.



What is the conference about?

TM SME BizFest™ 2017 conference is a convergence of the best SME business and marketing icons, ideas, business tips, experiences and knowledge from within the SME community for the benefit of all in the sector. TM has lined up impactful seminars with insightful topics for all attendees, which will help maximise their ability to drive innovation as well as spearhead creativity in commerce. A total of 6 renowned speakers are set to share useful business tips and knowledge.

What is the exhibition about?

TM SME BizFest™ exhibition will showcase the latest ICT and other business solutions from partners and organisations from various industries that can be utilised by the SMEs to empower their business in smarter ways, digitally. It will be held adjacent to the seminar hall. Exhibitors will provide SMEs with the right type of resources, solutions and tools that will help them transform their business.

Why participate in our exhibition?

- Reach out to the right target market and SME segments
- Expand business potential through networking
- Obtain new ideas and ways to expand reach and generate income through proper understanding of business processes
- Exposure to new and advance technology that will help increase business revenue

Who should exhibit?

- Business IT Services & Equipment
- Professional Services
- Trading Logistics
- Tourism/Hospitality
- Education Management
- Automobile
- Telecommunications
- New business start up
- Government Agencies
- Associations, etc.

What are the types of exhibition booths available?

a) *Shell Scheme Booth:*

We provide a Shell Scheme booth space of a minimum size of 3m x 2m. The booth includes a 3-panel wall, fluorescent lights, a 13 amp power point, a Fascia board, a waste basket, one reception table, two foldable plastic chairs and a needle punch carpet.

Normal Price: RM 1,200.00 (Early Bird RM1,000.00)



b) *Raw Space*

We also provide Raw Space of a minimum size of 9sqm.

The space is provided without any provision of power point or furniture.

Normal Price: RM 1,000.00 (Early Bird RM800.00)

Note: Price inclusive of 6% GST