

LEAD™

Powered by:

**MALAYSIA SME®**



about

*MALAYSIA SME*<sup>®</sup> LEAD Programme

There is a need to shift the focus and support mechanisms from business-level interventions and policies towards creating an enabling and empowering environment at the ground level to unlock the full potential of SME community in Malaysia.

*MALAYSIA SME*<sup>®</sup> LEAD Programme is a call to action and well-positioned proposition to reach out, build and support a high concentration of SME community especially micro and small businesses in Malaysia. It aims to enrich, empower and promote leadership amongst SMEs. This initiative by MSME Community Sdn Bhd, a social enterprise by *MALAYSIA SME*<sup>®</sup> Media Group, has garnered endorsements and support from SMEs, business associations, governmental agencies as well as corporate entities.

The LEAD Programme encompasses the LEAD Community (a.k.a. membership), LEAD Centre, LEAD Academy, LEAD Minimarts & Hyper Malls, LEAD Activation and LEAD Events & Engagement.

# Invitation to come aboard the ***MALAYSIA SME*<sup>®</sup> LEAD Community!**

Take the

LEAD<sup>™</sup>

*MALAYSIA SME*<sup>®</sup> LEAD Community is an SME platform that creates social and economic value through active participation, privileges and business networking programs.

The LEAD Community Membership is the coming together of SME owners and entrepreneurs to unlock the full potential of the SME community in Malaysia. Members are recognised as “LEADers” and work towards creating an enabling and empowering environment at the ground level. Malaysia SME LEAD Community Membership

carries benefits and privileges that include two (2) corporate nominees, participation in business networking seminars and conferences, member days, discounted advertising rates, etc.

**W**ith this comprehensive LEADer membership, you can have access to a host of benefits and value-adds designed to empower you and your business. Simply put, you now have the opportunity to be part of various exciting events throughout the year, in addition to receiving some of the most pertinent and up-to-date SME-centric information available in the market.

Your **Malaysia SME LEAD Community** membership entitles you to the following privileges:

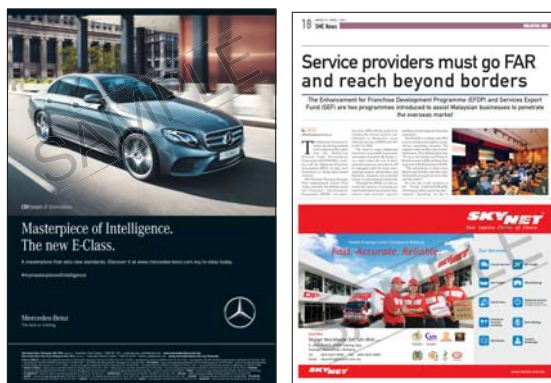
### **MALAYSIA SME® Business Newspaper**

Your membership entitles you to a complimentary one-year subscription to our flagship **MALAYSIA SME®** fortnightly business newspaper. Having been in the media scene for more than 10 years, we are the go-to media outlet for all SME-centric news. As the nation's first SME business newspaper, you can be rest assured that we will report on issues that matter to you, as well as more than 95% of the Malaysian business community. You may look forward to receiving all 26 issues of the newspaper, delivered to your doorstep throughout the year.

**26x**  
issues



### **Advertisement in MALAYSIA SME® Business Newspaper**



As a member of the **MALAYSIA SME® LEAD Community**, you will be entitled to 50% discount when you advertise in our newspaper! Spread the word about your exciting new developments, and get other high-end and unique businesses interested in doing business with you today!

**50%**  
discounted rate

### **MALAYSIA SME® LEAD Classifieds**



**4x**  
advertisements

Published quarterly in the **MALAYSIA SME®** business newspaper, these classifieds are exclusively designed to promote the **MALAYSIA SME® LEAD Community!** Thanks to the newspaper's audited circulation of 50,000 copies, getting featured in our classifieds is one of the most targeted and cost-effective ways to get the word about your business out in the market. The **MALAYSIA SME® LEAD Classifieds** truly is one of the ultimate mediums to reach out to Malaysia's business community.

## MALAYSIA SME® Congress



**1x**  
pass

Receive **One Pass** to one of the most sought-after SME events of the year: the **MALAYSIA SME® Congress!** Over the years, the **Congress** has grown to become one of the most celebrated business events in the country. It is an occasion for Malaysia's business community to come together for a day of fun, networking, and of course, listening to some of the world's most successful business owners. Past **Congress** speakers include co-founder of Skype Johan Gorecki and Dilmah Tea founder Merrill J. Fernando.

For more information, visit: [www.malaysiasmecongress.com.my](http://www.malaysiasmecongress.com.my)

## MALAYSIA SME® LEAD Exhibits

Members of the **MALAYSIA SME® LEAD Community** will enjoy **one (1) free promotional counter** at events, roadshows and conferences organised by the **MALAYSIA SME® Media Group**. This nationwide privilege will give you direct physical access to thousands of SME business owners who attend our many events. Ramp up lead acquisition and generate vast amounts of market data when you exhibit for **free** at our events!

**1x**  
promotional  
counter



## MALAYSIA SME® Biz Networking and Seminars (BNS), Conferences and Events



**6x**  
VIP passes

Used up the above **LEAD Exhibit**? Fret not! You will still be able to attend a host of our specialised events – up to 6 VIP passes of our famous Biz Networking and Seminars (BNS). A popular mainstay of **MALAYSIA SME® Media Group**, our signature **BNS** and events are organised throughout the year, and feature a host of interesting topics and charismatic speakers. Covering major SME-centric issues ranging from GST compliance to opportunities in e-commerce, digital economy and sharing economy. It is our belief that there is a **BNS** for every SME!

## MALAYSIA SME® Community LEADers' Day



When you become a member of the **MALAYSIA SME® LEAD Community**, you become part of a community of **LEADers**. Receive pass to any one of (1) **National LEADers' Day** and one (1) **SUPER LEADers' Days** across Peninsular Malaysia. Held at our various **LEAD Centres**, this is an opportunity for you to engage with your fellow business owners throughout the country! Share ideas, exchange business cards, and who knows, you might just find yourself a new business partner!

## Community Giving

### SME Aid

**Five percent** of the membership fee will go towards SME Aid. All **MALAYSIA SME® LEAD Community** members can contribute towards business community support and goodwill through direct involvement in "Community Giving" through SME Aid.

The key objective of SME Aid is to assist and solve policies and regulatory issues faced by the micro SMEs. While some policies and regulations may deliberately favour SMEs, many more exclude the small firms. Generally, the adverse impact of policies and regulations on SMEs can be particularly harmful because SMEs are less equipped to deal with problems arising from policies and regulations since they have less ability and capacity than larger companies to navigate through the complexities of regulatory and bureaucratic networks. SMEs are more likely to be hampered by policies and regulations because they are lacking in many aspects.

SME Aid is a charitable organisation that uses its funds to support and assist eligible SMEs that are disadvantaged by policies, regulations or business practices.

For more information, visit: [www.worldsmeday.com/sme-aid/](http://www.worldsmeday.com/sme-aid/)

Thank you for your consideration to be part of the **MALAYSIA SME® LEAD Community**. By closing ranks and leveraging on the collective voices of Malaysia's small business community, it is our hope that you and the **MALAYSIA SME® LEAD Community** go on to shape the national business conversation for years to come.

Please feel free to call our Membership Customer Care Officers at 1300-80-MSME should you need any assistance about the application of your membership.

For more information, visit: [www.leadcommunity.com.my](http://www.leadcommunity.com.my)

# Membership Application Form



NAME : \_\_\_\_\_ NOMINEE 1 : \_\_\_\_\_  
 COMPANY : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_  
 ROC NO : \_\_\_\_\_ MOBILE NO : \_\_\_\_\_  
 ADDRESS : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
 \_\_\_\_\_ COMPANY : \_\_\_\_\_  
 \_\_\_\_\_ NOMINEE 2 : \_\_\_\_\_  
 POSTCODE : \_\_\_\_\_ CITY : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_  
 TEL : \_\_\_\_\_ FAX : \_\_\_\_\_ MOBILE NO : \_\_\_\_\_  
 EMAIL : \_\_\_\_\_ EMAIL : \_\_\_\_\_  
 WEBSITE : \_\_\_\_\_ COMPANY : \_\_\_\_\_  
 BUSINESS ACTIVITY: \_\_\_\_\_

Are you an exporter?  Yes  No

**Manufacturing**  **Services & other sectors**

**Annual Turn Over**

- < RM300K  RM3 Million < RM15 Million  RM20 Million < RM50 Million  
 RM300K < RM3 million  RM15 Million < RM20 Million  > RM50 Million

**No. of Employee**

- < 5  30 < 75  > 200  
 5 < 30  75 < 200

**Please select the industry related to your business**

- |   |   |  |   |   |
|---|---|--|---|---|
| <input type="checkbox"/> Accommodation        | <input type="checkbox"/> Construction     | <input type="checkbox"/> ICT                   | <input type="checkbox"/> Palm Oil           | <input type="checkbox"/> Textile & Apparels             |
| <input type="checkbox"/> Accounting           | <input type="checkbox"/> Education        | <input type="checkbox"/> Insurance             | <input type="checkbox"/> Plastics           | <input type="checkbox"/> Travel & Tour                  |
| <input type="checkbox"/> Agriculture          | <input type="checkbox"/> Food & Beverages | <input type="checkbox"/> Jewellery             | <input type="checkbox"/> Printing           | <input type="checkbox"/> Wholesale & Retail             |
| <input type="checkbox"/> Automotive Component | <input type="checkbox"/> Footware         | <input type="checkbox"/> Logistics             | <input type="checkbox"/> Real Estate        | <input type="checkbox"/> Office Supplies & Stationeries |
| <input type="checkbox"/> Beauty Products      | <input type="checkbox"/> Franchise        | <input type="checkbox"/> Machinery & Equipment | <input type="checkbox"/> Rubber             |   |
| <input type="checkbox"/> Building & Lanscape  | <input type="checkbox"/> Furniture        | <input type="checkbox"/> Manufacturing         | <input type="checkbox"/> Services           |   |
| <input type="checkbox"/> Chemical             | <input type="checkbox"/> Gifts            | <input type="checkbox"/> Metal                 | <input type="checkbox"/> Sports Activities  |   |
| <input type="checkbox"/> Childcare            | <input type="checkbox"/> Green Technology | <input type="checkbox"/> Mining & Quarrying    | <input type="checkbox"/> Swiftlet Farming   |   |
|   |   |  | <input type="checkbox"/> Telecommunications |   |

By Credit Card

Credit Card No:

Bank: \_\_\_\_\_

Card Type:  VISA  MASTER

Expiry Date:   /   CCV:

By Cheque

Cheque No: \_\_\_\_\_

Bank: \_\_\_\_\_

**Amount: RM** \_\_\_\_\_

GREAT  MIGHTY  SUPER

ANNUAL  LIFETIME

We hereby confirm that the above information is correct.

I agree to the membership fee and understand that my application as a Member will not be accepted without payment made.

I also hereby agree to have my membership renewed, via my credit card, on an annual basis, unless I notify MSME Community Sdn Bhd otherwise.

Auto Renewal:  YES  NO

COMPANY: \_\_\_\_\_ DESIGNATION: \_\_\_\_\_

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

For Office Use Only

MEMBERSHIP NO: \_\_\_\_\_

RECEIVED DATE: \_\_\_\_\_

EXPIRY DATE: \_\_\_\_\_

MEMBERSHIP REPRESENTATIVE: \_\_\_\_\_

DATE: \_\_\_\_\_

STAMP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

# TERMS AND CONDITIONS

These terms and conditions govern your participation in LEAD Community membership (Member). They describe what you can expect from MSME Community Sdn Bhd (The Operator) and what is expected of you as a Member.

## 1) Membership

- a) Membership applications are open to all Small-And-Medium-Enterprises (SMEs).
- b) When The Operator approves the application, the Member will be issued a membership card.
- c) The membership card is only a member identification card. It is not a charge, credit or debit card. Annual membership may not be assigned or transferred. Lifetime Membership is transferable at "open market value" between the seller and buyer with 10% transfer / administration fee.
- d) The placing of this application with The Operator by the Member shall be deemed acceptable of Member terms and conditions.
- e) The Member shall immediately inform The Operator of a lost or stolen card through the following measures:

Write to:

MSME Community Sdn Bhd

E-33A-3A, Dataran 32,

No.2, Jalan 19/1

46300 Petaling Jaya

Selangor Darul Ehsan

Call:

Toll Free: 1 300 80 MSME (6763) or

E-mail:

info@msmecomunity.com

A replacement card will be provided upon verification of proper identification. Members will be required to pay RM30 for each replacement card.

- f) Entitlement / benefits may subject to changes annually according to the relevance to SMEs.

## 2) Time Frame

- a) The duration / period / lifespan of the annual membership shall be ONE (1) year.
- b) The duration / period / lifespan of the Lifetime membership shall be valid for as long as the Member's company is in business operation.

## 3) Errors & Omissions

- a) In the case of any error, misprint, or omission in the Services, The Operator shall be obliged to insert the corrected information in the next available print.
- b) No re-insertion or correction will be made if in the sole opinion of The Operator, if the error, misprint, or omission is due to the fault of the Member.

## 4) Advertising Materials

The advertising materials supplied by the Member or its agent(s) must comply with the practice and policies of the Operator (as may be amended from time to time) and / or the advertising and broadcasting specifications of the Authorities and / or any law, which are available upon request.

- a) Whilst every reasonable care is taken, neither The Operator nor its agent(s) shall be responsible for any loss or damage to the Advertising Materials supplied by the Member.

## 5) Charges and Payments for Membership

- a) The Member is required to make full payment prior to the acceptance of this application.

## 6) Limitation of Liability

- a) To the extent permitted by law, The Operator shall not be subjected to any liability or responsibility for any indirect, incidental or consequential cost or claim, damage or loss to the Member or to any third party resulting from any reason or cause whatsoever under this Agreement including but not limited to Non-Transmission (due to the failure of The Operator's system or otherwise) or Non-Receipt of any message through the Services unless such failure, delay or mistake shall arise from accident, omission, negligence or any other willful act of The Operator, their employee(s) or agent(s).
- b) The Operator shall not be liable to the Member or any third party for any loss (whether direct or indirect) of revenue, loss of profit or any consequential loss whatsoever arising out of the Services provided for whatsoever reasons under this Agreement.

## 7) Indemnity

The Member hereby undertakes to indemnify in full and keep The Operator fully indemnified against all losses, damages (consequential or direct), liabilities, fines, penalties, costs and expenses which may be sustained or incurred or suffered by The Operator howsoever arising, whether by itself or with the intervention of other causes, from the publishing / broadcasting of the Services supplied to the Member or enforcing The Operator rights pursuant to or under this application provided that it is not due to the act, omission or negligence on the part of The Operator or its employees or agents.

- 8) If any of the Clauses in this Agreement shall be found by any Court or administrative body of competent jurisdiction to be invalid or unenforceable, the invalidity or unenforceability of such provisions shall not affect the other provisions of this Agreement and all provisions not affected by such invalidity shall remain in full force and effect. The Member and The Operator hereby agree to attempt to substitute for any invalid and unenforceable provision a valid and enforceable provision, which achieves to the greatest extent possible the economic legal and commercial objectives of the invalid or unenforceable clause.
- 9) The above terms and conditions are applicable as long as the above-mentioned Services of The Operator are utilised notwithstanding that no charges are payable for such services.
- 10) Both parties agree that all information which may be considered proprietary and/or confidential in nature shall, except where expressly agreed upon in writing by the parties, be kept strictly confidential, whether such information comes from the other party or its affiliates.
- 11) This Agreement and all terms and conditions herein and all disputes and differences arising out of or in connection with this Agreement (including any dispute regarding the existence, validity or termination of this Agreement or the consequences of its nullity) shall be governed by and construed in accordance with the laws of Malaysia. The courts of Malaysia shall have exclusive jurisdiction to settle any dispute arising out of or in connection with this Agreement (including a dispute regarding the existence, validity or termination of this Agreement or the consequences of its nullity).

powered by

**MALAYSIA SME**  
IT'S ALL ABOUT SME

Please mail or fax to:

MSME COMMUNITY SDN BHD (co.no.838835-P)

(A Social Enterprise by MALAYSIA SME® Media Group)

E-33A-3A, Dataran 32, No.2, Jalan 19/1, 46300 Petaling Jaya, Selangor, Malaysia.

Toll Free: 1 300 80 MSME (6763) Fax: (60)3-7960 4133 Email: info@malaysiasme.com.my

# LEAD Community overview



	GREAT		MIGHTY		SUPER	
Tenure	Lifetime		Lifetime	Annual	Lifetime	Annual
Membership Type	Transferable		Transferable	N.A.	Transferable	N.A.
Benefit:						
MALAYSIA SME® BNS	✓		✓		✓	
MALAYSIA SME® Community LEADers' Day	✓		✓		✓	
MALAYSIA SME® Congress	VIP		✓		✓	
MALAYSIA SME® SUPER LEADers' Day	1x		1x		1x	
MALAYSIA SME® GREAT LEADers' Activity**	✓		X		X	
MALAYSIA SME® LEAD Classifieds	4x		4x		X	
MALAYSIA SME® LEAD Exhibit	✓		✓		X	
MALAYSIA SME® Business Newspaper	✓		✓		X	
Discounted Advertisement	✓		✓		X	
Membership Fees	Invitation Only		RM39,990	RM3,999	RM3,880	RM388

1. \*Lifetime Membership is transferable at "open market value" between the seller and buyer with 10% transfer / administration fee.

2. \*\*Additional fees may apply

3. Entitlement / benefits may subject to change annually according to relevance to SMEs

4. SUPER membership only applies to LEAD Centre local community members