

AmBank BizCLUB

FACT SHEET

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Introduction:

AmBank BizCLUB was first launched on 9 September 2017 and will run for the third season this year with the purpose of

- Creating a community platform to support the growth of SMEs to learn and scale their business
- Imparting knowledge to help SMEs succeed
- Creating a marketplace and a competition platform for SMEs to learn from each other

There are three initiatives under the AmBank BizCLUB platform, mainly

- The AmBank BizCONFERENCES (Also known as the AmBank Digital BizCONFERENCE)
- The AmBank BizRACE
- The AmBank CEO Chat Sessions
- The AmBank BizDIALOGUES

Please refer to a detailed explanation of each that is provided in the following pages of this document.

“The Big Reset: Revive your Business”

In line with the current situation, AmBank has launched a series of initiatives surrounding the core theme of helping SMEs during these trying times.

A. AmBank Digital BizCONFERENCE**What it is:**

- A series of 9 free webinars will be hosted online featuring panelists comprising SME owners and subject matter experts sharing knowledge and advice for SMEs pertaining to IR 4.0, Digitalisation and opportunities in the Halal sector and how SMEs can take advantage of the opportunities to revive their business and stay relevant in these times

Who it's for: Business owners and leaders of SMEs in Malaysia who want to find out more about adopting IR 4.0, embarking on their digitalisation journey as well as applying for Halal Certification.

When:

- 17 July 2020 – Launch of the AmBank initiative “The Big Reset: Revive your business”
- 28 July 2020 – English session
- 4 August 2020 – Malay session
- 7 August 2020 – English session
- 11 August 2020 – Malay session
- 14 August 2020 – English session
- 18 August 2020 – Chinese session
- 27 August 2020 – Chinese session
- 2 September 2020 – English session

Key dates

1. 17 July 2020 - Launch and inaugural webinar
2. Webinar sessions will continue between 28 July to 2 September 2020 which will focus on regions
3. Training, Development and Grant Handholding will commence throughout September 2020 to March 2021.
4. Announcement of winners is tentatively to be announced by March 2020 (To be held in Kuala Lumpur depending on social distancing regulations during the period).

Registration details:

- Registration is FREE on a first-come-first-serve basis
- Business owners and leaders can register at www.ambankbizclub.com
- A confirmation email will be sent to them within a week of registration with the webinar code
- An email notification reminder will be sent to them in the week leading up to their chosen webinar session

B. AmBank BizRACE

The AmBank BizRACE is a business competition for SMEs offering development programs and media exposure. 100 SMEs (out of almost 1000 registrations) are chosen every year to be a part of the program.

As part of this year's BizRACE, the bank will focus on 3 key areas – Industry 4.0, Digitalisation and Halal Industry. In line with the core theme “The Big Reset: Revive your business”, the AmBank BizRACE will help SMEs adopt to the new normal by taking advantage of the various opportunities present such as digitalising their business, accessing grants to fund these initiatives and much more.

- **Industry 4.0**

This manufacturing revolution will increase productivity, shift economies, spur industrial growth, and change the dynamics of our current workforce—ultimately changing how people, companies and countries behave.

SMEs will need to know how to adapt to this inevitable change and take advantage of the opportunities to grow, as well as incentives provided by the government to support this revolution. Together with our Strategic Partners MITI, Bosch Rexroth Malaysia, Microsoft Malaysia and Maxis Communications, AmBank aims to provide knowledge to SMEs on Industry 4.0 and demystify its adoption. SMEs will be able to:

- Learn more about Industry 4.0
What is it? How does it impact their business? How can they take advantage of this opportunity to grow? How can they adopt it in the most time and cost efficient way?
- Apply Industry 4.0 in a risk-free environment
Experience Industry 4.0 application in a real-to-life simulated environment. Learn the impacts of applying Industry 4.0 and how it can revolutionise the way SMEs design, manufacture and maintain.
- Receive guidance and technical consultation for grant application
- Gain Media Exposure

- **Digitalisation**

The economy is facing a major challenge caused by the Covid-19 pandemic, how can SMEs ensure that their business' long-term sustainability and dynamism stays afloat while utilizing the digital space? We are seeing a rise in e-commerce, more SMEs are now moving onto digital marketing and embarking on the digital transformation wave.

The SME sector will require a large pool of innovative business owners with strong technological capabilities. Together with our Strategic Partners MDEC, Microsoft Malaysia and Maxis Communications, AmBank aims to provide knowledge to SMEs to help them apply Digitalisation in their business operations.

- Learn more about the initiatives offered for SME Digitalisation

What is it? How does it impact their business? How can they take advantage of this opportunity to grow? How can they adopt it in the most time and cost efficient way?

- Receive guidance on applying for grant application
- Gain media exposure

- **Halal Quest**

The Global Halal market has reached a value of USD 1.4 Trillion in 2017 and is estimated to reach USD 2.6 Trillion in 2023! The exponential growth of this market over the years presents an exciting opportunity for SMEs in Malaysia

Together with our Strategic Partners, JAKIM, HDC and MATRADE, AmBank aims to provide knowledge to SMEs about the Halal Market in the form of introductory classes, consultation, and company visits

- Learn more about Halal Business Practices?
What is it? How can they take the advantage of this opportunity to grow? How can they go about making this change? What are the steps required in the Halal Certification process?
- Receive guidance and consultation on applying for Halal certification
- Gain Media Exposure

C. AmBank BizHUB – A Marketplace for SMEs

As we all know, COVID-19 has paved the way for digital transformation as many businesses nationwide are working to shift operations to cope with office closures, the conditional movement control order and supply interruption. In recognition of this, AmBank has launched a new marketplace on 17 July 2020, known as the **AmBank BizHUB**.

The AmBank BizHUB aims to help SMEs digitalise their supply-chain by providing an e-commerce platform that will help businesses connect to buyers easily. Our AmBank BizHUB marketplace provides SMEs with:

- Zero entry and set-up cost – SMEs do not have to create or develop their own eCommerce platform. Signing-up for our platform is FREE.
- Easy set-up within 2 days – SMEs will just need to register online and our e-commerce experts will assist them to load their product information to start selling immediately. SMEs can get up and running fast on our new platform within 2 days.
- Access to new markets – SMEs will be able to reach out to over many new potential business opportunities through our AmBank BizHUB marketplace

Disclaimer:

- It is important to note that information in this fact sheet may be subject to unforeseen circumstances which may impact the race details and dates.

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