

**Steinbeis**
Malaysia Foundation**"Providing Technology Solutions For Your Company Through
Our Steinbeis Experts in 50 Countries"**

Steinbeis Malaysia creates platform for SMEs to explore S. Korean market and technology

The business matching exhibition will be held at the IMC 2015 tomorrow

THE Steinbeis Malaysia-Korea International Business Matching and Exhibition is expected to attract local small and medium enterprises (SMEs) that want to tap into South Korea's reputation for product technologies and its global hub for tech startups.

The business matching exhibition will be held at the Innovating Malaysia Conference (IMC 2015) tomorrow.

"It will be an ideal platform to introduce Malaysian SMEs to certified high performing Seoul companies that will result in the transfer of expertise in hi-tech industry and its associated economic benefits," said Steinbeis Malaysia Foundation ED Dr Abdul Reezal Abdul Latif.

Abdul Reezal said SMEs should take the opportunity to learn how South Korean brands gain global success and brand recognition.

He said, on the other hand, the Malaysian market is seen as an entry point to other Asian markets, in which Steinbeis Malaysia sees an opportunity to help Malaysian SMEs gain technology access and venture abroad.

"Both the Malaysian and South Korean governments fully support the collaboration among government-linked companies to ensure innova-



Abdul Reezal says SMEs should take the opportunity to learn how S. Korean brands gain global success and brand recognition

tive inventions are marketed as a commercial success, and with this exhibition, Malaysian SMEs will have a better understanding on specific market needs as it will provide networking access to innovative SMEs and industry leaders," he said.

He said IMC 2015, themed "Transforming Ideas into Reality", is the perfect venue to hold the business matching session as it will bring together academics, industry experts, entrepreneurs, policymakers and investors.

This event is made possible after extensive discussions held in Seoul, South Korea, recently between Steinbeis Malaysia and the Republic of Korea's (RoK) Steinbeis Technology



Soh says Malaysia has many advantages such as an effective market, high innovation competence and easy foreign investments

and Innovation Centre (STIC) director Dr Juwon Soh.

Both parties signed an agreement in Seoul to formalise and put together the Steinbeis Malaysia-Korea International Business Matching & Exhibition event.

Soh said Malaysia, which is ranked 18th in the Global Competitiveness Index, is the second-highest in South-East Asia and has many advantages such as an effective market, high innovation competence and easy foreign investments.

"I look forward to this 'family partnership' between Steinbeis Malaysia and Korea, which will play a major role towards developing a leading

collaboration channel between the two countries through a model of continuous cooperation development," he added.

Steinbeis Malaysia and Steinbeis South Korea will work together to match relevant Malaysian businesses with Korean companies for potential business partnerships. During the business matching procedures between the companies, Steinbeis Malaysia and Steinbeis South Korea will oversee the negotiations, facilitate the discussions and provide end-to-end consultations.

A large portion of this collaboration will concentrate on the Internet of Things (IoT), a network of physical objects embedded with electronics, software and connectivity to collect and exchange data.

The IoT allows objects to be sensed and controlled remotely across existing network infrastructure, creating opportunities for more direct integration between the physical world and computer-based systems, and resulting in improved efficiency, accuracy and economic benefits.

It is expected that more than 30 Malaysian-owned companies will take part in the business matching event where they will get the chance to meet and discuss with nine South Korean companies and explore potential collaboration opportunities among them.

Among the participating Malaysian

companies are: Tenaga Jati Bumi Sdn Bhd, My Integrated Cyber Solutions Sdn Bhd, DreamEdge Sdn Bhd, Dot Dot Holdings Sdn Bhd, Sunan Jaya Sdn Bhd, BluOxy Sdn Bhd, Telekom Research and Development Sdn Bhd, Shenzhen Senseten Technology Co Ltd, Asia Simplified Sdn Bhd, World-Bay Solutions Sdn Bhd, Rotocraft Technologies (M) Sdn Bhd, Great Pyramid Sdn Bhd, Doite (M) Sdn Bhd, Senjasa Marketing Concept Sdn Bhd, among others.

The participating South Korean companies in the event are: Aloha Ideas, E-Ronix, APPLR, BioKorea, Zoopiter Corp, I-ON Communications Co Ltd, SunBike, Windamp Co Ltd and C2 Monster. These participating SMEs have the expertise in the areas of information and communications technologies; herbaceuticals and nutraceuticals; electrical and electronics; and content communication and infrastructure.

"We hope after the event, our local SMEs will be able to work closely with their South Korean counterparts and expand their market and products into both countries. It is also a good exposure to technology and key learnings from the South Koreans," said Abdul Reezal.

He added that the event is supported by Steinbeis Malaysia, RoK's STIC, Seoul Business Agency and the Seoul Metropolitan City Government.

INNOVATING MALAYSIA CONFERENCE (IMC) 2015

STEINBEIS MALAYSIA- KOREA INTERNATIONAL BUSINESS MATCHING



**KL CONVENTION CENTRE
28 OCTOBER 2015
9:00AM – 5:30PM**

**Steinbeis**
Malaysia Foundation

Steinbeis is a model developed by Germany to promote effective and efficient cooperation, by making knowledge and technology sources accessible between various parties. The model is recognized for its successful catalyst for transfer of expertise from universities to businesses to enhance the companies' innovation capacity and competitive edge.

As such Steinbeis is currently present in over 50 countries, and for the first time Steinbeis Malaysia will be collaborating with Steinbeis Korea to host an industry collaboration between Malaysian and South Korean Small

Medium Enterprises ("SME"). These South Korean SME companies are high performing companies and are supported by Seoul Business Agency ("SBA"). This collaboration will result in the transfer of expertise and the immediate market entry of products and technology.

Malaysian SME's will be engaging with certified Hi-Seoul companies that will result in the promotion of the transfer of expertise in hi-tech industry and its associated economic benefits. Hi Seoul companies are companies selected by the South Korean Government to forge collaboration overseas.

The event will be held on the 28th of October 2015 at the Kuala Lumpur Convention Centre.



Steinbeis | 슈타인바이스 기술혁신센터
Steinbeis Technology & Innovation Centre



ed RESEARCH



서울특별시
SEOUL METROPOLITAN GOVERNMENT

SBA
Seoul Business Agency