

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	SUB-INITIATIVE R4.3: ENHANCEMENT OF THE EXISTING ONLINE PLATFROM FOR EXPORT - WORKSHOP ON INTERNATIONAL STRATEGIC NETWORK THROUGH EXPORTERS' MICROSITE
<b>PROPOSED DATE</b>	:	August – September 2019
<b>VENUE</b>	:	Pulau Pinang and Johor
<b>BUDGET/COST</b>	:	SPN Retail / RM 91,480
<b>OBJECTIVES</b>	:	To organize workshops on International Strategic Network through Exporters' Microsite for Retail and F&B enterprises
<b>OUTPUT</b>	:	100 published Microsites of retail and F&B enterprises
<b>DEPARTMENT</b>	:	Delivery Management Office (DMO)
<b>COMMENTS/ SIGNATURE OF ACCOUNTANT</b>		
<b>COMMENTS/ SIGNATURE OF PCT</b>		

# **PAPER FOR BOARD OF MANAGEMENT APPROVAL**

## **WORKSHOP ON INTERNATIONAL STRATEGIC NETWORK THROUGH EXPORTERS' MICROSITE**

### **1.0 Purpose**

The purpose of this paper is to seek the approval of MPC's Board of Management (BOM) for a budget to organize workshops on Exporters' Microsites for Retail and F&B enterprises. This project is to address sub-initiative R4.3: Enhancement of the existing online platform.

### **2.0 Background**

The first Exporters' Microsite workshop was held on the 31<sup>st</sup> April 2019 at MATRADE Malaysia Export Exhibition Center (MECC). A total of 32 participants from 20 retail and F&B enterprises attended the workshop. As a result of the workshop, 20 microsites had been successfully published and international inquiries were received.

The workshop is a collaboration project with MATRADE and MFA under Retail Initiative R4: Provide strategic assistance to retail and F&B players to grow internationally. The completed Microsites are published under Malaysia Services E-Directory (MSeD) platform, an existing platform developed by MATRADE to provide opportunities for the services sector in Malaysia to promote their products and services to international partners & buyers around the world effortlessly.

After the first successful Microsite workshop, MATRADE, MFA and Retail and F&B Productivity Nexus agreed that there is a need to organize this programme at a regional level to increase the number of participations of retail and F&B enterprises into this platform. The proposed venue for Microsites' regional workshops are Pulau Pinang and Johor.

### **3.0 Objectives**

- 1) To organize a regional workshop on International Strategic Network through Exporters' Microsite
- 2) To promote the existing Microsite platform to retail and F&B enterprises in Penang and Johor.
- 3) To increase the participation and of retail and F&B enterprises into the Microsite platform
- 4) To encourage retail and F&B enterprises to export their services and products internationally

## 4.0 Programme

4.1 The proposed agenda of the workshop is as follows:

Time	Activity
8.30 am	Registration & Refreshment
9.30 am	Opening remarks
10.00 am	Introduction to MSeD portal
10.15 am	<ul style="list-style-type: none"><li>• MSeD features available for Exporters</li><li>• Benefits of MSeD Microsite to Exporters</li></ul>
10.45 am	Understanding & Navigating MSeD main site
11.30 am	Understanding & Navigating the Exporter Admin Accounts Modules
12.00 pm	<ul style="list-style-type: none"><li>• Exploring dashboard</li><li>• Messages</li><li>• Creating &amp; Reviewing Announcements</li><li>• Company &amp; User Profiles</li><li>• Employee Management</li><li>• Buyer Listings/Management</li></ul>
1.00 pm	Lunch Break
2.00 pm	<ul style="list-style-type: none"><li>• Uploading Services Information</li><li>• Uploading Products Information</li></ul>
2.30 pm	<ul style="list-style-type: none"><li>• Microsite Setup</li><li>• Microsite Media Management</li><li>• Microsite Page Management</li><li>• Microsite Themes Management</li><li>• Exploring &amp; Understanding Microsite – (Services/Products) Linking</li><li>• Microsite Publishing</li><li>• Transaction &amp; Transaction Communication</li></ul>
4.00 pm	Q&A Session Extra time for Microsite Setup Feedback on Microsite from participants
4.30 pm	Closing remarks
5.00 pm	End of activities

4.2 Proposed date for regional workshops:

No.	Date	Region
1.	20 August 2019	NRO (P.Pinang)
2.	September 2019	SRO (Johor)

**5.0 Cost**

Total estimated cost for the projects is **RM 91,480**. Details breakdown of the cost are as per Attachment 1.

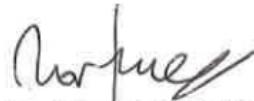
**6.0 Conclusion**

The approval of BOM is sought to approve the programme budget of RM91,480 for the RFBPN to address sub-initiatives R4.3: Enhancement of existing online platform using SPN Budget.

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Approved by:

  
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**Attachment 1**

Cost of programme:

No	Item	Cost per Pax / per day	No. of pax / days	Total
1.	Seminar Package 1 day workshop · 1 <sup>st</sup> series @ NRO Target : 100 pax · 2 <sup>nd</sup> series @ SRO Target : 100 pax	RM200  RM200	100 pax  100 pax	RM20,000.00  RM20,000.00
2.	Consultant fees: <b>Y Us Sdn Bhd</b> · 1 <sup>st</sup> series @ NRO Hall · 2 <sup>nd</sup> series @ SRO Hall	RM 15,000	2 programs	RM30,000.00
3.	<b>Accommodation</b> <b>RFBPN Secretariat</b> 1) Nor Fazila Hashim 2) Hanisah Mohd Ramli 3) Nuraqilah Ariffin  <b>MATRADE</b> 4) Datin Rusiah Mohamad 5) Syed Sahibul	RM240.00  RM220.00  RM220.00   RM240.00  RM220.00	2  nights	RM480.00  RM440.00  RM440.00   RM480.00  RM440.00
4.	<b>Flight: (KL- Penang -KL &amp; KL-JB-KL)</b> <b>RFBPN Secretariat</b> 1) Nor Fazila Hashim 2) Hanisah Mohd Ramli 3) Nuraqilah Ariffin  <b>MATRADE</b> 4) Datin Rusiah Mohamad 5) Syed Sahibul	RM1,000.00 (return ticket)	5 pax	RM5,000.00

No	Item	Cost per Pax / per day	No. of pax / days	Total
5.	Transport · Coach Rental	RM 1000	2 days	RM2,000.00
6.	Claim & Allowances  <b>RFBPN Secretariat</b> 1) Nor Fazila Hashim 2) Hanisah Mohd Ramli 3) Nuraqilah	RM 500	3 pax	RM5,000.00
7.	Wi-Fi Rental	RM1,800.00	4 days	RM7,200.00
	<b>TOTAL</b>			<b>RM91,480.00</b>