

Date: 7 April 2023

Our Ref.: IECM/7/4/2023 (87)

YBhg. Dato' Abdul Latif Abu Seman  
Director General  
Malaysia Productivity Corporation (MPC)  
Lorong Produktiviti,  
Off Jalan Sultan  
46200, Petaling Jaya  
Selangor Darul Ehsan



Dear YBhg.Dato' Abdul Latif,  
**IECM REGIONAL BUSINESS NETWORKING FORUM ON ENTREPRENEURSHIP  
DEVELOPMENT 2023 – Special VIP Invitation to the Regional Business Forum**

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We refer to the above and with all felicitations and best regards, wish to request the following:

2. It is our pleasure being the International Entrepreneurs Chamber Malaysia (IECM) and all our Honorary Advisors and Executive Committee Members to specially invite YB Datuk Seri to be part of our guest in the international program details of which are as follows:

**IECM Regional Business Forum on Entrepreneurship Development 2023**

**Date : 20th May 2023, Saturday**  
**Place : Dewan Tun Dr. Ismail**  
**World Trade Centre, Kuala Lumpur**  
**Time : 9:00 am – 5:00 pm**

In this regard, it is our hope that we would like a timely confirmation regarding your attendance to attend the international program that involved participation from various industrial sectors throughout various states in Malaysia and entrepreneurs from abroad brought together under the IECM platform.

3. This program is geared specifically to improve knowledge and skill levels in the field of business and entrepreneurship development. This program also provides exposure to entrepreneurs on more efficient marketing strategies in various industry sectors and more robust business operation management. In addition, this international program also provides exposure and knowledge about financial management regulations, entrepreneurial ethics, Halal Certification and how entrepreneurs can maintain business in today's economic conditions.

**INTERNATIONAL ENTREPRENEURS CHAMBER MALAYSIA (IECM)**  
**DEWAN USAHAWAN ANTARABANGSA MALAYSIA**

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4. SMEs consistently contribute to a highly significant part of economic activities in both developed and developing countries. Recent events have shown that by using various strategies, SMEs had not only increased their resilience but produced higher contribution to the economy despite the challenging economic environment throughout the 2019 pandemic. This international program has received support from award winning successful entrepreneurs and famous speakers from several countries. The IECM is also cooperating with various government agencies that will be present on that day to engage with Malaysian and foreign entrepreneurs.

5. This forum will also feature sharing sessions by outstanding Malaysian entrepreneurs in various industries. Our objectives are to focus on entrepreneurship development where various topics will be presented with moderated discussions focusing on pertinent issues for entrepreneurs, in so many areas such as entrepreneurship strategies, financing, relevant policies, global opportunities, business environment, business resilience, global competitiveness and many other subject matters. Another valuable feature of this Regional Business Forum is the networking opportunity it provides.

6. We believe will greatly benefit our participants to generate great opportunities in various business industries. Participants for this forum shall comprise entrepreneurs from the business community, our own members of the International Entrepreneurs Chamber Malaysia (IECM), representatives from the government and private sector stakeholders within the global economic ecosystem who will interact with one another throughout the proceedings for mutual benefits.

Your timely and positive reply to this invitation is greatly appreciated in eager anticipation. We would appreciate it very much if your officers would like to inquire more details about this program can kindly email to [iecmregionalbusinessforum@gmail.com](mailto:iecmregionalbusinessforum@gmail.com) or contact 019 350 4080/019 353 4080 for further information regarding this event. We look forward to seeing you soon.

**"TOGETHER TOWARDS THE POSITIVE DEVELOPMENT OF ENTREPRENEURSHIP"**

Thank you very much.

Best Regards,  
INTERNATIONAL ENTREPRENEURS CHAMBER MALAYSIA



Badariah Binti Dato' Haji Badaruddin  
President