



**FOR IMMEDIATE RELEASE**

**MIDF CONTINUES CREATING AWARENESS THROUGH ITS SEMINAR ON  
INDUSTRY4WRD AND AUTOMATION**

***Kuantan, 4 March 2019*** – Malaysian Industrial Development Finance Berhad (MIDF), through its Development Finance Division (DFD) and in collaboration with the Ministry of International Trade And Industry (MITI), organised an “Industry4WRD and Automation Seminar” and ‘Turun Padang’ programme with YB Dr. Ong Kian Ming, Deputy Minister of International Trade And Industry in Kuantan, Pahang today. The seminar was held to increase awareness about the Government’s efforts in assisting businesses as well as to encourage local entrepreneurs to engage with Government agencies. The seminar also aims to provide an overview and awareness on the National Policy on Industry 4.0 (Industry4WRD) for Small and Medium Enterprises (SMEs) as well as the financing assistance available for automation by MIDF.

Deputy Minister of International Trade and Industry, YB Dr Ong Kian Ming who graced the event also visited two factories, CSA Group in Kuantan Port and Bucida Engeneering & Consultancy Sdn Bhd in Gebeng, Kuantan as part of ongoing efforts to connect with industry players from around the nation.

MIDF has been significantly assisting CSA Group since 2013 by providing financing facilities to install upgraded machinery as well as land improvement works. CSA Group manufactures and trades chemical products in Malaysia as well as in Indonesia, Phillipines, Vietnam and Singapore. Bucida Engineering & Consultancy Sdn Bhd have also benefited from MIDF’s soft financing scheme which has assisted them to acquire land to build its new factory as well as for purchase of equipment, machinery and motor vehicles.

More than 100 participants attended the half-day Seminar which was held at the Vistana Hotel, Kuantan. Participants made the most of the event by networking with fellow entrepreneurs from SMEs and various industries.

“While we are in the midst of moving towards Industry4.0, there are many SMEs that are still left behind. MIDF’s mission is to provide SMEs with the financing support and sufficient information on the financial products, services and incentives available to help them boost productivity and performance,” said MIDF’s Head of Development Finance Division, Azizi Mustafa who was present at the seminar.

This event is the first in a series of seminars nationwide planned by MIDF in 2019. Previous seminars in 2018 held in Kuching, Kota Kinabalu and Penang were well received with average attendance of more than 100 participants.

In order to help develop Malaysian businesses, MIDF provides several financing schemes for viable SME companies in the manufacturing and services sectors. For Pahang alone, MIDF has approved about RM450 million of financing since 1971 when they opened its branch office in Kuantan. MIDF will continue to provide support to local companies with various offerings of financial assistance so they can withstand stiff competition and economic challenges. MIDF is currently managing RM2.5 billion in soft loan schemes to assist SMEs to be competitive.

MIDF provides comprehensive financing with high financing rates, longer repayment terms and offers profit rates as low as 4% per annum. MIDF has assisted 10,961 local companies with total loans approved of RM14.8 billion since its establishment in 1960.

###

## **About MIDF**

MIDF was established in 1960 as a result of a study by the World Bank. MIDF is the country's premier development finance institution and has played an important role in accelerating the development and modernization of the country's manufacturing industry.

MIDF Group now offers a competitive and diversified range of financial services including Investment Banking, Development Finance and Asset Management.

MIDF is a wholly-owned subsidiary of Permodalan Nasional Berhad.

## **For MIDF, please contact:**

### **Irmawati Mahamad Tahir**

Head, Group Corporate Communications

Ph: (03) 2173 8752

Fax: (03) 2173 8499

HP: (012) 492 3707

Email: [irmawati@midf.com.my](mailto:irmawati@midf.com.my)

### **Farrash Hasbollah**

Associate Director, Group Corporate Communications

Ph: (03) 2772 8756

Fax: (03) 2173 8499

HP: (019) 661 3535

Email: [farrash@midf.com.my](mailto:farrash@midf.com.my)

### **Noorfazilah Rebatin**

Executive, Group Corporate Communications

Ph: (03) 2772 8753

Fax: (03) 2173 8499

HP: (017) 2300 934

Email: [noorfazilah@midf.com.my](mailto:noorfazilah@midf.com.my)