

## Foreword from the President



Dear Beloved Members and Friends.

After 2 years of operations, ICSMEE is proud to announce its first e-Newsletter. Our plan is to make it monthly, but it all depends on your support.

Beside the group email and Whatsapp, this e-Newsletter will serve to enhance further communication, interaction, and engagement among members.

You are encouraged to use this platform to share your ideas, knowledge and experience that would be beneficial to others. You could also share your business networks and opportunities; even your company or business promotional matters.

I am truly heartened to see in ICSMEE that, we have a strong culture of helping and empowering others, with no expectation of return whatsoever.

With these spirit and values, our members would be able to accelerate the growth and development of their businesses, for the benefits of their families and loved ones.

Finally, I wish to thank our members who have taken the effort to produce and contribute to this e-Newsletter.

If you like to contribute articles or stories for the next issue (December), kindly send them directly to [caroline@dcontessastrategic.com](mailto:caroline@dcontessastrategic.com). The cut-off date is every 20th of the month for the following month's issue.

**Zakaria Taib**

## THE POWER OF POSITIVE LEADERSHIP

**Nadiah Soo | Senior Lecturer/  
Researcher | Taylors University**

ICSMEEM organized "The Power of Positive Leadership" seminar on 23rd May 2016 at the Malaysian Petroleum Club. It was facilitated by Professor Dr. Fred Luthans, the founder of psychological capital (PsyCap), researched since the last decade.

According to Professor Luthans, everyone subscribes to the importance of positive leadership and human capital. However, an understanding of what is involved and how to operationalize and develop them is missing and can be harnessed from the new field of positive psychology, PsyCap, comprising four positive psychological resources:

- **Hope:** Will and the way
- **Efficacy:** Confidence
- **Resilience:** Bouncing back and beyond (from setback)
- **Optimism:** Positive future expectations



PsyCap has been scientifically proven to have causal impact on the performance of individuals at work.

Under the guidance and supervision of Professor Luthans, ICSMEEM is proposing to conduct research on the PsyCap of Malaysian SMEs and entrepreneurs; and identify possible avenues for development and improvement of their PsyCap.

# 4th Asian SME Conference

Small Business or Start Up?  
Entrepreneurship. Productivity. Creativity



By Mona Sinniah



**Another year and another great show of the 4th Asian SME Conference in Jakarta from 12th to 17th September 2016, which was held in conjunction with the 2nd ASEAN Marketing Summit.**

The Opening Ceremony on the 2nd day with 24 Asean flag bearers was vibrant with speeches by ACSB and ICSB Presidents. Best Policy of the Year and Best Entrepreneur of the Year, ACSB Awards were presented.

Assoc. Prof. Dr Siri Roland Xavier's talk on the Global Entrepreneurship Monitor (GEM) was extremely useful in understanding the psychology of entrepreneurs and small/medium businesses in the ASEAN countries. This was further debated in the Panel Session on Small Business in Efficiency Driven Economy, with comparative figures of Malaysia, Indonesia and China.

Prof. Luca Landoli, President of ICSB in his Presidential speech talked of the age of entrepreneurship and how cyber entrepreneurs are changing the way of living, working and creating new ventures, which is become more appealing as cyber entrepreneurs can work anywhere, anytime globally. He delved into the digital economy and technologies, from a full spectrum of creation of a new idea to intellectual property protection, production, marketing and distribution via social media, 3D printing, open source software/hardware, crowdsourcing, digital imaging etc, which are overtaking the traditional new venture creation, explaining why entrepreneurs need to understand the transition and how cyber entrepreneurships may be far useful in the current age of technological entrepreneurship and business acumen.

Day 3 saw the the Opening of the 2nd ASEAN Marketing Summit by Pak Hermawan, who is also the Founder and Chairman of MarkPlus Inc. It showcased the Asian SME Award and ASEAN Economic Community Awards. Interesting topics by diverse speakers from Australia, China, India, Vietnam, Malaysia and Singapore on Marketing Ideas worth spreading from ASEAN and Global Companies Cases were shared. Academic Track Topics presented covered Entrepreneurial Pipeline, Entrepreneurship & Education, Sustainable Development Goals, SME Productivity, Women, Youth & Netizen Entrepreneurship etc.



**Bandung Field Trip,  
16th Sept 2016**



The breakaway tour was abundant with interesting insights of local entrepreneurial initiatives and tourism attractions. More event highlights at <http://icsmee.org/v2/event-news/>.



## HAPPENINGS

# “Teh Tarik” with the Mayor of Bandung and Indonesia’s Top Marketers

By Mona Sinniah

5th October 2016, Petronas Club,  
Petronas Twin Tower, Kuala Lumpur



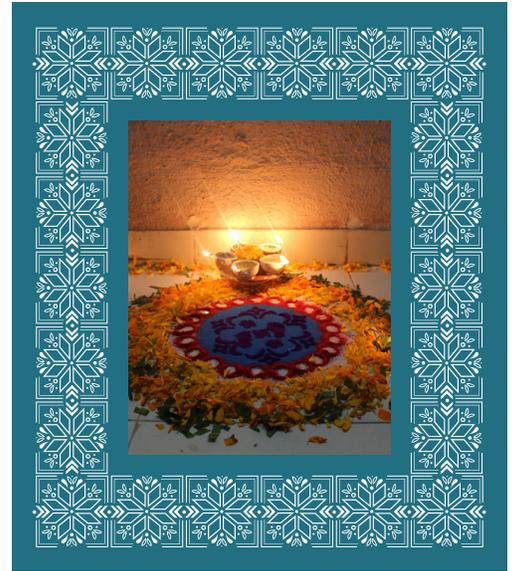
ICSMEE members were jubilant when the Mayor of Bandung, Pak Ridwan Kamil was able to have “Teh Tarik and kueh mueh” on 5th October and mingle with us, despite his busy schedule in Kuala Lumpur with the opening of the “Little Bandung” flagship store and showcasing Bandung’s dance recitals at the Paradigm and Anggerik Malls.

Our “Teh Tarik” effort was no match for the grand Bandung Cultural Show and Dinner, hosted by the Mayor that had some of our members in awe on 14th September 2016 in Jakarta during the 4th Asean SME Conference.

It was also great to meet up again with Pak Hermawan Kartajaya, “the Indonesian Philip Kotler” representing the Minister of Tourism, Indonesia. Pak Hermawan is ever so down to earth and warm with this interaction and he is much loved by our ICSMEE Members!

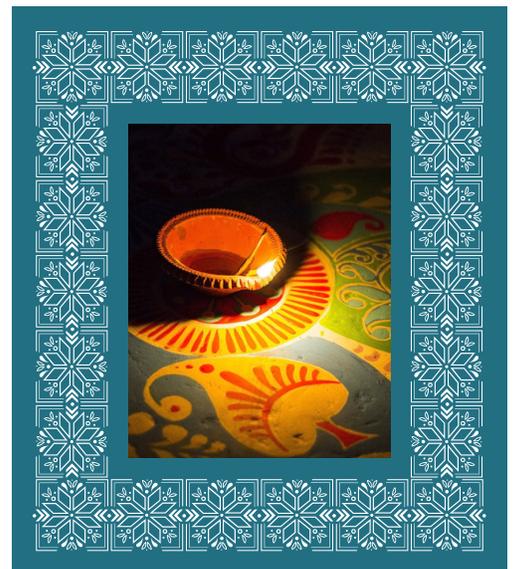
The Mayor had a presence and gave an inspirational speech. He talked of his humble beginnings as the son of teachers while his architectural education provided comprehensive strategic overview of politics, economics to social and technology. He regards social media as a powerful tool of communication to be accessible to the people and has 1.7 million Twitter followers, 4.2 million on Instagram and a monthly Facebook reach of 20 million accounts. His simple yet powerful mantra is to be of service to others, engage with his people and to make Bandung a thriving and happy place.

Our Chairman, Tan Sri Rahman presented the Mayor with a gift from ICSMEE; a carving of the renowned Twin Towers. The evening followed with a sense of gaiety and networking with everyone present.



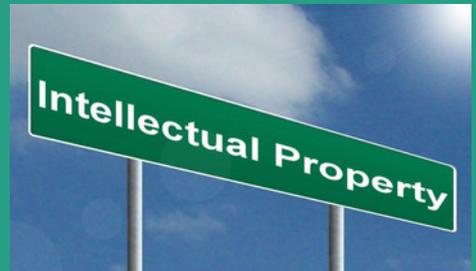
On this auspicious  
Festival of Lights,  
May the glow of joy,  
Prosperity and happiness  
illuminate your life and your home.  
Wishing you a Happy Diwali

From all of us  
ICSMEE



# Why SMEs need Intellectual Properties

Lawrence Tan | [lawrence@ipgenesis.com](mailto:lawrence@ipgenesis.com) | [www.ipgenesis.com](http://www.ipgenesis.com)



Imagine - what could happen if somebody registered as the owner of your brand and invention that you had spent months/millions to develop? The reality is many SMEs have omitted to protect their most powerful weapon – Intellectual Property (IP), exposing the business to the following risks.

## LOSS OF OWNERSHIP & EXCLUSIVE MARKET SHARE

Registration of IP is on a first come first serve basis. Be it registration by co-incidence or being stolen by somebody, we lose the ownership of our IP if someone register them before we do. And it takes great cost to regain the ownership. Without registration of IP, any competitor could easily “copy” the products and eventually we would lose our exclusive market shares.

## RE-BRAND

If we lost our brand, we have no choice but to re-brand our products / services. Some of the SMEs may face the risk of breach of contract with their suppliers / distributors by not able to supply the branded products!

## LOSS OF RIGHT TO SUE

Unregistered IP owners may not have the right to sue for infringement under the statutory provisions.



## WHAT ARE THE BENEFITS OF REGISTERING AN IP?

Registered IP owners are granted exclusive rights to use, manufacture, sell, license and reproduce their IP. They may sue infringer for damages and/or Court injunction to prohibit further infringement. Infringement of IP is also a criminal offence where upon conviction the infringer will be liable to fine and/or imprisonment. Registered IP owners may also license or franchise their products and services by collecting royalty fees, creating a new stream of revenue.

| TYPE OF IP        | SUBJECT MATTERS PROTECTED  | PROTECTION PERIOD  | PROTECTION METHOD  |
|-------------------|--|--|--|
| Trade Mark        | Protect brand name; Logo; Symbol; Labels and Slogan  | Forever, subject to renewal every 10 years                 | Registration   |
| Patent            | Protects new invention which permits in practice the solution to a specific problem in the field of technology                             | 20 years, subject to annual renewal                        | Registration   |
| Copyright         | Literary works; Musical works; Artistic works; Films; Sound recordings; Broadcasts   | 50 years from death of author                              | Voluntary Notification or automatic subsistence, depending on the designated country |
| Industrial Design | Protects the exterior design of an article / product, where its <i>shape and configuration</i> or <i>pattern and ornamentation</i> are new | 15 years or 25 years, depending on the designated country. | Registration   |



Founded in 1955, the International Council for Small Business (ICSB) was the first international membership organization to promote the growth and development of small businesses worldwide.

The organization brings together educators, researchers, policy makers and practitioners from around the world to share knowledge and expertise in their respective fields.

## ICSMEE is ICSB Affiliate in Malaysia

- Helping members to participate in international and regional conferences, events and forums.
- Disseminate conference proceedings, research reports and ICSB's policy statements.
- Negotiate with various institutions on collaborative effort for research on entrepreneurship and small business.
- Arrange for frequent press release to express the association's views and concerns to the Government, including our advocacy, opinion and approach.
- Communicate via newsletter, email, Whatsapp and website etc.
- Distribute ICSB's products e.g. Journal of Small Business Management and ICSB's Bulletin.
- Publish/co-publish/sponsor publications for the benefit of the members and SME communities.
- Update ICSMEE members' database and information.

# REALITY CHECK



By Dr Thomas Tang

# SMES FACE A MYRIAD OF CHALLENGES

Survival is one of the foremost challenges faced by SMEs. Yet without realizing, survival is linked to the concept of sustainability, which is a much broader perspective of what it takes to run a successful business.

## SUSTAINABILITY IS ABOUT MANAGING CHANGE

We cannot predict the future but we at least know that change will happen whether it is due to economic market cycles, political succession or even just ageing workforces. Sustainability looks at future proofing your business.



What do you need to know about global trends? What is your level of knowledge concerning local social and labour conditions? Is your workforce well-educated? What do you have to do to keep up with technology?

Having a sustainability mindset helps you deal with them. But looking at the longer term, how are businesses going to cope with the challenges of cities getting bigger, populations getting older and the weather behaving even more erratically than before? These are global trends which we as a planet are wrestling with.

## UNDERSTAND THE BIG PICTURE

Keeping up to date with news and social media is another piece of the puzzle. In addition, how do we envision the world in 20 years' time and where our business will be? How do we want to be remembered? Sustainability is a way of passing on things of value to our children and our children's children. As an enterprise, there is a lot we can do either in social responsibility or even in creating businesses that benefit society as a social entrepreneur.



## SUSTAINABILITY IS ABOUT INNOVATION

Sustainability is a paradigm shift from what we do today and working towards a better legacy so we can leave the earth in better shape than when we started.



# ADVANCING ENTREPRENEURSHIP

ICSMEE Malaysia (or International Council for SMEs and Entrepreneurship, Malaysia) is the Affiliate of the International Council of Small Business (ICSB), which is based at George Washington University, Washington DC.

The establishment of ICSB Affiliate in Malaysia (i.e ICSMEE Malaysia) was hosted by Asia-e-University (Kuala Lumpur). ICSMEE was officially admitted into ICSB family at the ICSB World Conference in June, 2014 in Dublin, Republic of Ireland.

ICSB is a recognized international entrepreneurship and small business research membership organization, bringing together leading researchers, entrepreneurs, business practitioners, business educators, policy makers and other professionals in the field.

ICSB was established 61 years ago in 1954 and has membership coming from over 80 countries worldwide.

ICSMEE Malaysia provides platform for business networking, dialogues, exchange of ideas and experience, thus providing feedback for policy formulation aimed at enhancing entrepreneurship and small business development.

In collaboration with relevant Government Agencies, Universities, Trade & Entrepreneurs Associations and NGOs, ICSMEE Malaysia will compliment Government's initiatives in enhancing entrepreneurship in Malaysia, thus contributing to further accelerate SME development and spur Malaysia's economic growth.



## CALENDAR OF EVENTS

2016

### Our Vision

To advance entrepreneurship and accelerate the growth and development of small business in Malaysia, through sharing of updated knowledge and comprehensive experience of ICSB's global networks.

2017

### Our Mission

To serve as a professional body for individuals and organisations promoting entrepreneurship and sustainable success of small businesses for humanity.

|                 |  |
|-----------------|--|
| January         | 4th Members Day  |
| February        | Council Meeting<br>Courtesy visit to Asia e-University   |
| March           | Courtesy visit to SMECorp<br>World Entrepreneurship Conference, Seoul, Korea.  |
| April           | Courtesy visit to MATRADE<br>Courtesy visit to Malaysia Productivity Corp (MPC).   |
| May             | SMIDEX 2016 KLCC<br>ICSMEE 1st Annual Conference<br>Pan Pacific Conference, Miri.  |
| June            | 61st ICSB World Conference, New York   |
| July            | Visit to PlatCom, AIM, PM Dept.  |
| August          | 4th Members Day<br>3rd Annual General Meeting  |
| September       | 4th ACSB's SME Conference Jakarta.<br>BMI's Expo & CEO Forum, KLCC<br>MATRADE's ASEAN Border Trade, Kota Bharu (Expo & Seminar)        |
| October         | Visit by Bandung Mayor, KLCC<br>Council Meeting.   |
| November        | Visit to NHRC (HRDF)   |
| December        | Markplus Conference & Kellogg<br>Innovation Network (ASEAN), Jakarta.<br>Launching of Penang Chapter<br>Extraordinary General Meeting. |
| January         | Visit to NTU Singapore (Talk by Mohd Yunus Chairman Gramin Bank Bangladesh)  |
| February        | Council Meeting<br>6th Members Day   |
| March/<br>April | Proposed visits to SMECorp, MATRADE, MPC, Trade Associations, Corporations, NGOs.  |
| May             | SMIDEX 2017<br>ICSMEE 2nd Annual Conference<br>Pan Pacific Conference, Miri.   |
| June            | 62nd ICSB World Conference, Buenos Aires, Argentina  |
| July/<br>August | 7th Members Day  |
| September       | 4th AGM/ Council Election<br>5th ACSB Conference, Myanmar  |
| October         | Council Meeting<br>ICSMEE Annual Dinner  |
| November        | Study Mission to New Zealand/Taiwan  |
| December        | Markplus Conference, Jakarta.<br>Handover to New Council   |