LAPORAN LIPUTAN MEDIA HARIAN
SABTU 5 NOVEMBER 2022

BIL	TAJUK KERATAN AKHBAR	KEMENTERIAN / JABATAN / AGENSI
1.	SC, AGRO AGENCIES EYE ALTERNATIVE FINANCING FOR AGRICULTURE SECTOR, BUSINESS, BORNEO POST (KUCHING) -A2	LEMBAGA PEMASARAN PERTANIAN PERSEKUTUAN (FAMA)
2.	SYARIKAT MALAYSIA DIJANGKA JANA POTENSI NILAI EKSPORT RM6.5 JUTA, EKONOMI, UTUSAN SARAWAK -34	

UKKMAFI

UNIT KOMUNIKASI KORPORAT
KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN
(UNTUK EDARAN DALAMAN MAFI, JABATAN DAN AGENSI SAHAJA)

Headline	SC, agro agencies eye alternative financing for agriculture sector		
MediaTitle	Borneo Post (Kuching)		
Date	05 Nov 2022	Color	Full Color
Section	Business	Circulation	60,767
Page No	A2	Readership	182,301
Language	English	ArticleSize	350 cm²
Journalist	N/A	AdValue	RM 4,773
Frequency	Daily (EM)	PR Value	RM 14,318

SC, agro agencies eye alternative financing for agriculture sector

KUCHING: The Securities Commission Malaysia (SC) and key agriculture agencies have discussed ways to address financing gaps faced by micro, small and medium-sized enterprises (MSMEs) involved in the agriculture sector in a bid to boost the country's food security.

Some 40 representatives from agencies and industry players this week attended a workshop called GROW - a new collaborative programme under SC's fintech flagship initiative, SCxSC.

GROW* is a collaborative effort by the SC and ecosystem partners to harness the potential of alternative fund-raising digital platforms to meet the needs of underserved players in strategic sectors, such as agriculture.

Equity crowdfunding (ECF) and peer-to-peer (P2P) financing were among the alternative financing mechanisms that were addressed during the workshop as potential ways to help fund the sector.

The SC chairman Datuk Seri Dr Awang Adek Hussin stressed the importance of broadening access to the capital market for local businesses.

"We have seen how technology has democratised financing via digital platforms such as ECF and P2P financing," he told the workshop.

"We believe these alternative financing avenues have the potential to address some of the funding needs of the MSMEs in the agriculture sector as well."

Senior officials from relevant ministries, agencies and key players in the agriculture ecosystem attended the one-day workshop.

They included the Ministry of Agriculture and Food Industry, Federal Agricultural Marketing Authority (FAMA) and Agrobank.

At the workshop, participants called for greater ecosystem coordination to move the agriculture sector forward and strengthen the country's food security.

They also emphasised the need for greater awareness on the role of alternative financing for the agriculture sector.

They welcomed the development of more innovative financing instruments to cater to the diverse agro-business needs.

Following the workshop, the SC plans to have greater industry engagements with key stakeholders next year including organising a GROW* Fintech Conference.

This will be followed by a nationwide GROW* roadshow to raise awareness on ECF and P2P financing as viable funding options for agro-based MSMEs to grow their businesses.

These programmes will complement ongoing efforts by the government to support alternative fundraising by agriculture businesses such as the Malaysia Co-investment Fund (MyCIF).

MyCIF, a public-private co-investment vehicle administered by the SC on behalf of the Ministry of Finance, has observed a greater uptake of ECF campaigns in the agriculture sector after implementing a special ratio of 1:2 in 2022 for this sector.

MyCIF invests RM1 for every RM2 raised from private investors on the participating platforms by eligible issuers.

It has co-invested in a range of agriculture projects in upstream and downstream activities, including firms applying technology to improve agriculture yields and aquaculture production.

> We have seen how technology has democratised financing via digital platforms such as ECF and P2P financing. We believe these alternative financing avenues have the potential to address some of the funding needs of the MSMEs in the agriculture sector as well.
>
> **Datuk Seri Dr Awang Adek Hussin**

Powered by: isentia

Headline	SC, agro agencies eye alternative financing for agriculture sector		
MediaTitle	Borneo Post (Kuching)		
Date	05 Nov 2022	Color	Full Color
Section	Business	Circulation	60,767
Page No	A2	Readership	182,301
Language	English	ArticleSize	350 cm²
Journalist	N/A	AdValue	RM 4,773
Frequency	Daily (EM)	PR Value	RM 14,318

Awang Adek is seen speaking during the workshop.

Powered by: isentia

Headline	Syarikat M`sia dijangka jana potensi nilai eksport RM6.5 juta		
MediaTitle	Utusan Sarawak		
Date	05 Nov 2022	Color	Full Color
Section	EKONOMI	Circulation	37,981
Page No	34	Readership	113,943
Language	Malay	ArticleSize	492 cm²
Journalist	N/A	AdValue	RM 4,585
Frequency	Daily (EM)	PR Value	RM 13,755

Syarikat M'sia dijangka jana potensi nilai eksport RM6.5 juta

BANGKOK: Misi Lembaga Pemasaran Pertanian Persekutuan (FAMA) di pameran Asia Fruit Logistica 2022 di Bangkok, Thailand dijangka menjana potensi nilai eksport RM6.5 juta.

Tahun ini, tiga syarikat pengeksport telah diketengahkan oleh FAMA, iaitu DRS Trading Sdn Bhd, Makalas Marketing Sdn Bhd dan Aqina Fruits Sdn Bhd.

Syarikat berkenaan menyertai Asia Fruit Logistica, pameran khusus bagi sektor buah-buahan yang terbesar di Asia di Queen Sirikit National Convention Centre di sini yang berlangsung dari 2 hingga 4 November 2022.

Buah-buahan dipromosikan adalah durian sejuk beku, nanas segar, belimbing, tembikai, nanas dan produk hiliran berasaskan buah-buahan.

Selain itu, beberapa produk baru turut diperkenalkan pada pameran itu termasuk nanas kering, pati ayam nanas, snek berasaskan nanas dan serbuk durian.

FAMA dalam satu kenyataan berkata, usahawan Malaysia dijangka mencatatkan nilai potensi eksport sebanyak RM6.5 juta menerusi permintaan yang baik dari negara seperti Amerika Syarikat, United Kingdom, Japan, China, Korea dan negara Timur Tengah antaranya Emiriah Arab Bersatu (UAE) dan Lubnan.

"Menerusi maklum balas yang diterima, buah-buahan tropikal Malaysia mendapat permintaan yang memberangsangkan dari pengguna global terutamanya buah-buahan segar seperti nanas, durian dan nangka serta produk hiliran," katanya.

Duta Besar Malaysia ke Thailand, Datuk Jojie Samuel turut melawat ke gerai-gerai pengeksport Malaysia di Asia Fruit Logistica kelmarin.

Penyertaan FAMA pada Asia Fruit Logistica itu bertujuan membantu memperluas dan memperkukuhkan pasaran buah-buahan tropika Malaysia di peringkat global.

Promosi seumpama itu telah dilakukan sejak tahun 2004.

Sementara itu, Kaunselor Pertanian Pejabat Penasihat Pertanian Bangkok, Hairuddin Masian berharap lebih banyak syarikat Malaysia berkelayakan menyertai pameran antarabangsa seperti Asia Fruit Logistica di Thailand untuk mengembangkan kehadiran pasaran mereka di peringkat global.

"Pameran sebegini akan memberi peluang kepada syarikat-syarikat Malaysia meneroka peluang baharu dan menembusi pasaran yang lebih besar," kata beliau kepada Bernama.

Beliau berkata, Kementerian Pertanian dan Industri Makanan (MAFI) menerusi FAMA secara berterusan menyediakan platform kepada komuniti perusahaan kecil dan sederhana (PKS) tempatan untuk meneroka pasaran eksport di seluruh dunia menerusi jabatan dan agensinya.

Saiz pasaran eksport yang terbuka dan luas menawarkan pulangan yang lebih menguntungkan serta sebagai alternatif kepada pasaran domestik yang terhad.

"Walaupun bidang pengeksport mempunyai cabaran dan risiko yang tinggi, namun usahawan Malaysia perlu diperkasakan dan dibimbing untuk berdaya maju diperingkat global," kata beliau. – Bernama

DATUK Jojie Samuel bergambar bersama wakil syarikat Malaysia yang menyertai Asia Fruit Logistica di Queen Sirikit National Convention Centre yang berlangsung dari 2 hingga 4 November 2022.

Powered by: isentia