



media release
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AFFIN BANK AND SIRIM BERHAD INK MOU TO SUPPORT SMALL AND MEDIUM-SIZED ENTERPRISES IN STEERING BUSINESS SUSTAINABLY

KUALA LUMPUR: Affin Bank Berhad (“AFFIN BANK” or “the Bank”) today signed a **Memorandum of Understanding (MoU)** with SIRIM Berhad (“SIRIM”) in conjunction with the SME BizChat, organised by the Bank. The MoU forged a strategic relationship between both parties to support small and medium-sized enterprises (SMEs) in their endeavours towards business resilience and sustainability.

The MoU was signed by the **President & Group Chief Executive Officer of Affin Bank Berhad, YBhg. Datuk Wan Razly Abdullah** and the **President and Group Chief Executive Officer of SIRIM Berhad, YBhg. Dato’ Indera Dr. Ahmad Sabirin Arshad**. The signing was witnessed by **Mr. Tan Lai Hock, Acting Executive Director, Group Enterprise Banking of Affin Bank Berhad** and **Encik Nik Sazali bin Nik Hussin, Chief Executive Officer, SIRIM STS Sdn Bhd**.

The MoU collaboration is in line with the commitment and efforts of AFFIN BANK and SIRIM to cultivate SMEs towards sustainable growth with easy access to the right resources and value-driven solutions including inclusive propositions, digital solutions, consultation, training, research and advocacy programmes.

President & Group Chief Executive Officer of Affin Bank Berhad, Datuk Wan Razly Abdullah said, “We are honoured to partner with SIRIM Berhad to boost the growth and sustainability of SMEs. This collaboration reaffirms our commitment and unwavering support for the government's agenda to encourage adoption of ESG practises, making sustainability an intrinsic part of long-term business growth.

“AFFIN Group remains focused in supporting SMEs throughout the different stages and economic cycles by offering a comprehensive suite of solutions specifically designed to address both financial and non-financial needs of our SMEs inclusively and with relevance in an ever-evolving market,” he concluded.

President and Group Chief Executive Officer of SIRIM Berhad, Dato’ Indera Dr. Ahmad Sabirin Arshad said, SIRIM has the expertise, resources, and influence to support and guide the industries especially the SMEs towards sustainable practices and responsible business conduct.



“We can provide technical expertise and research support to help industries integrate ESG principles into their operations. The SMEs may leverage on SIRIM’s multidisciplinary teams of experts in identifying areas for improvement, and implementing sustainable practices such as conducting environmental audits, carbon footprint assessments, and waste management studies to reduce their environmental footprint.

“In addition, we could also facilitate the development and implementation of ESG standards and certifications in collaboration with industry stakeholders. Presently, SIRIM is developing our own Standard on ESG, which is expected to be completed by the end of June,” he added.

The MOU signing between AFFIN BANK and SIRIM is one of the many highlights of the **SME BizChat** forum at the Menara AFFIN @ TRX today. Themed “**Social Responsibility of SMEs and Enterprises**”, the event is targeted to provide the valued SME community with insightful perspectives on sustainable business practises that would support their entrepreneurial journey. A **Rakaniaga Fair** was also held at the **SME BizChat** forum in collaboration with esteemed partners, serving as a networking platform for SMEs, enabling players from different industries to explore partnership opportunities and stimulate innovative ideas for their businesses.

Featured distinguished speaker and panellists such as **Puan Nor’Afiza binti Saim (Group Chief Sustainability Officer, SIRIM Berhad)**, **Ms. Nageswary S Iyampillai (ESG Senior Consultant, SIRIM STS Sdn. Bhd.)**, **Mr. Marcus Tan (Executive Director of Tax Services, Baker Tilly Malaysia)**, **YBhg. Dato’ Yeow Wah Chin (Board Member, The Malaysian Institute of Integrity)**, and **Ms. Yanni Xinyan Ching (Chief Commercial Officer, Entomal Biotech Sdn. Bhd.)**, the forum was also attended by approximately 200 delegates, comprising of AFFIN customers and industry players, who benefited from the forum.

To know more about AFFIN BANK’s award-winning **SME Colony** and the Bank’s other ESG initiatives, download the app at www.affinalways.com/en/sme-qr and for more information about SIRIM, please visit <https://www.sirim.my/>.

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About AFFIN Group

Consisting of Affin Bank Berhad as the financial holding company of Affin Islamic Bank Berhad, Affin Hwang Investment Bank Berhad, Affin Moneybrokers Sdn Bhd. Generali Insurance Malaysia Berhad and Generali Life Insurance Malaysia Berhad are associate companies of Affin Bank Berhad.

AFFIN Group provides a suite of financial products and services that is catered to both retail and corporate customers. The target business segments are categorised under key business units such as Community Banking, Enterprise Banking, Corporate Banking, Treasury, Investment Banking and Securities. For more information, please visit <https://www.affingroup.com>

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About SIRIM

A wholly owned company of the Malaysian Government under the Ministry of Investment Trade and Industry, SIRIM Berhad is a leading organisation for technology and quality solutions specialising in: Industrial Research, Technology Development and Commercialisation; Certification, Testing and Inspection; Measurement and Calibration; Training; Standards Research and Development; Technology-based Entrepreneurship; and Design Advisory. www.sirim.my

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