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# Bank keen to assist SMEs facing problems

SMALL and medium enterprises (SMEs) facing financial challenges are encouraged to seek assistance through RHB Banking Group.

RHB initiatives include the Portfolio Restructuring and Rescheduling (Portfolio R&R) programme, particularly for SMEs in vulnerable industries.

RHB has also partnered with the Star Media Group to help SMEs build brand awareness and boost sales and revenue through the #JomSapot BeliLokal online platform.

Micro and small-to-medium enterprises (MSMEs) can consider the #JomBiz Programme which focuses on empowerment and capability-building.

Group community banking managing director Jeffrey Ng Eow Oo (*pic*) said RHB adopted a proactive approach in assisting SMEs to weather the challenging economic environment.

“Our relationship managers have continuously engaged with SME customers to offer consultation and assistance so they can meet their financial goals.

“We urge our SME customers who need financial advice to

contact them.”

Under the Portfolio R&R programme, eligible SMEs can restructure their facilities, thus re-aligning their business loans to ease cash flow.

As of May 2023, it has recorded RM103mil in loans to SME customers.

As for the #JomSapot BeliLokal initiative, SMEs can promote their products and services to RHB and the Star Media Group’s customer base at no extra cost.

This initiative has benefitted over 8,000 businesses since 2020.

The #JomBiz Programme is a collaboration with Taylor’s

Community, the corporate social responsibility arm of Taylor’s University.

It holds workshops to help build micro-entrepreneurs’ capabilities in business strategy, digitalisation, business pitching and financial literacy, and also provides seed funding for growth.

The initiative has benefitted more than 170 MSMEs, with additional opportunities opening up this year.

For details, visit [www.rhbgroup.com](http://www.rhbgroup.com)

