

AmBank partners with BSN to empower micro-SMEs

BANKING

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From left: AmBank Group chief executive officer Datuk Sulaiman Mohd Tahir, AmBank (M) Bhd retail banking managing director Aaron Loo, Bank Simpanan Nasional chief business officer Mujibburrahman Abd Rashid and Bank Simpanan Nasional chief executive Jay Khairil.

KUALA LUMPUR: AmBank (M) Bhd and Bank Simpanan Nasional (BSN) have signed a memorandum of understanding (MoU) to establish an entrepreneurship development workshop via the “Amplifying MSMEs Programme” to nurture micro-SMEs (MSMEs) to a new level.

In a statement, the bank said the partnership also aims to provide financial and business knowledge needed to build and upskill participants’ business acumen through a series of workshop programmes.

The Amplifying MSMEs Programme aims to provide participants with financial literacy, financial management, business management, operations management and digital transformation knowledge. It will focus on expanding 200 chosen MSMEs who have previously benefited from the BSN micro financing scheme.

“By embarking on this strategic partnership with BSN, we hope that micro-SMEs will not only gain a better understanding of financing needs, but also gain exposure to new ideas, emerging trends, and innovative business models to further develop their businesses.

“AmBank and BSN remain committed to continuing efforts and initiatives to ensure that micro-SMEs can take advantage of the

various programs, products and services offered by the bank at any time in aiding their growth journey,” AmBank group chief executive officer Datuk Sulaiman Mohd Tahir said.

Meanwhile, BSN chief executive Jay Khairil said: “The partnership between BSN and AmBank will strengthen our efforts to transition our micro customers into the small business segment in alignment with the aspirations of our 5-year Corporate Strategic Plan.

“This developmental programme underscores our dedication to equipping customers with crucial financial acumen and practical skills while maintaining our leadership in the microfinance community.”