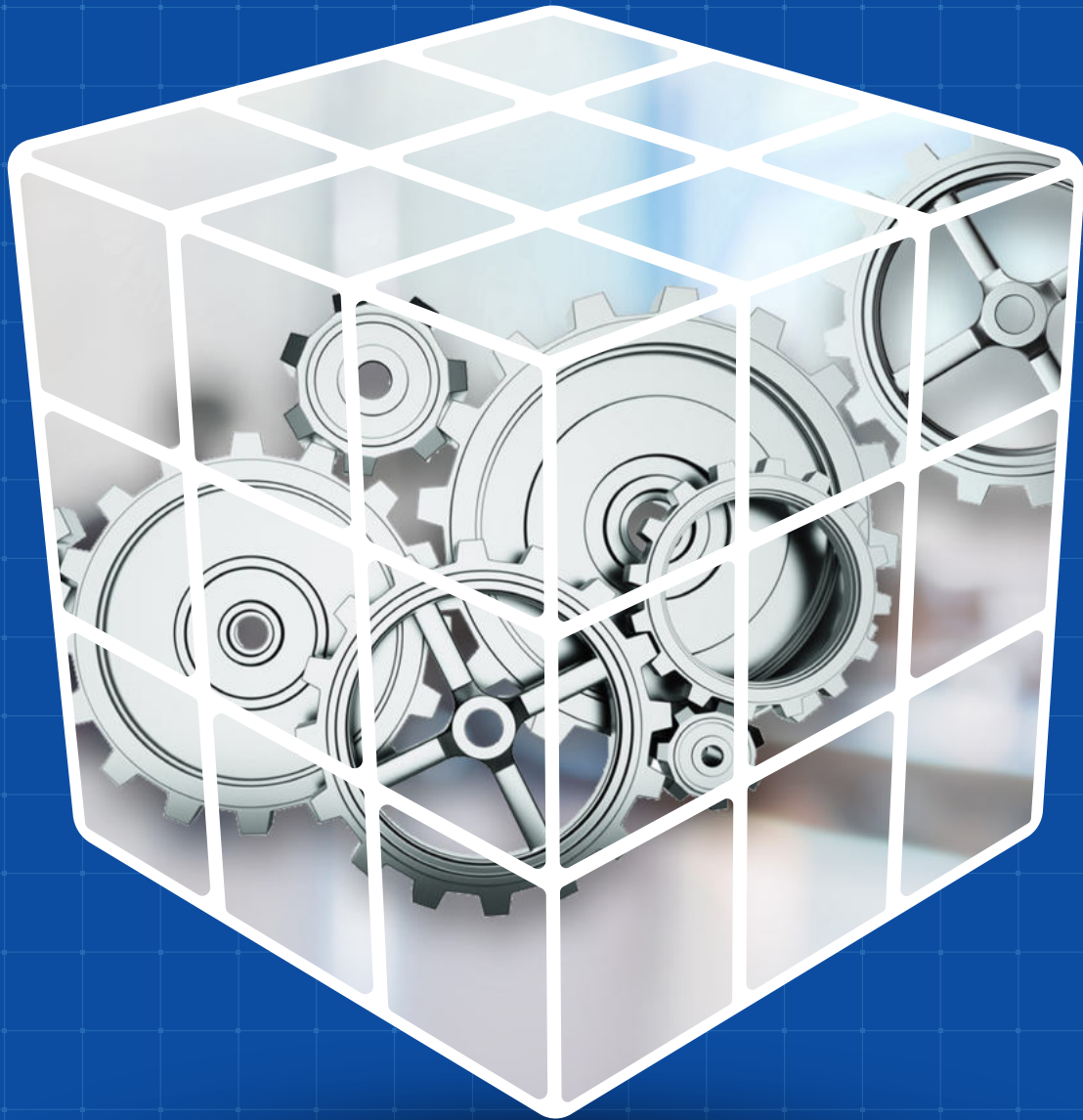




== SSM IN TWO DECADES ==
Inspiring Trust In Business

**20 YEARS OF
TRANSFORMATION**



MANAGEMENT REPORT

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

STAKEHOLDERS' ENGAGEMENT AND COLLABORATIONS

CORPORATE REGISTERS FORUM

The Corporate Registers Forum (CRF) 2022 took place from 21 to 24 September 2022, in the Maldives. This event was organised by the Ministry of Economic Development of the Maldives and was held at the Paradise Island Resort. The overarching theme for CRF 2022 was “Transforming Business Registries For The Post-Pandemic Era.”

The delegation from SSM included five (5) representatives, with the Chief Executive Officer leading the team. During the conference, SSM had the privilege of presenting a paper titled “Beneficial Ownership Reporting Framework for Legal Persons in Malaysia” on 23 September 2022. The presentation was delivered by Puan Norhaiza Jemon, the Director of the Regulatory Development & Services Division (RDSD).

Furthermore, as a testament to SSM’s active participation and contributions to the CRF, Malaysia represented by SSM was elected as an Executive Committee Member for the CRF, serving a two-year term. Malaysia was represented by YBhg. Datuk Nor Azimah Abdul Aziz, Chief Executive Officer of SSM. Notably, this marked the fourth occasion that Malaysia had been elected as a member of the CRF Executive Committee, signifying its continued commitment and involvement in international corporate registry matters.



OFFICIAL VISIT FROM KINGDOM OF CAMBODIA AND UNITED NATIONS DEVELOPMENT PROGRAMME CAMBODIA TO SSM

On 14 December 2022, SSM had the honour of hosting an official visit from representatives of the Kingdom of Cambodia and the United Nations Development Programme (UNDP). The visit took place at Menara SSM@Sentral and involved a delegation comprising 16 delegates from various government bodies and agencies representing the Kingdom of Cambodia and UNDP.

The visit focused on several areas of interest, including discussions and exchanges related to the procedures for incorporating companies, the registration of businesses utilizing the National Registration Identity Card (NRIC), and matters concerning compliance and enforcement within the business and corporate sector. Such engagements and knowledge-sharing initiatives between nations and organisations play a vital role in promoting best practices and enhancing the effectiveness of regulatory and governance frameworks.



SSM ANNUAL DIALOGUE 2022

The SSM Annual Dialogue 2022 was organised on 6 October 2022, through webinar session. This marked the second time that SSM had adopted the webinar format for its Annual Dialogues, a decision driven by the challenges presented by the COVID-19 pandemic.

The Annual Dialogue attracted the participation of 452 representatives hailing from diverse professional bodies, government agencies, chambers of commerce, and industrial associations in the regions of Kuala Lumpur, Selangor, Melaka, Negeri Sembilan, and Johor.

The primary objective of the Annual Dialogue is to serve as a platform for SSM to share and disseminate the latest updates, developments, and information regarding policies and regulations within the industry. Additionally, it aims to facilitate discussions and provide clarifications on operational and enforcement matters. Participants had the opportunity to contribute their comments and suggestions, which were discussed with the goal of enhancing SSM's overall efficiency.

This annual initiative plays a crucial role in improving SSM's service delivery to the public, aligning with the objective of creating a dynamic and conducive business environment. It serves as a channel for dialogue and collaboration between SSM and stakeholders from various sectors to address industry-specific challenges and foster positive developments.



CONSULTATIVE DOCUMENT ON THE PROPOSED CONDITIONS TO BE IMPOSED ON COMPANIES LIMITED BY GUARANTEE UNDER SUBSECTION 45(5) OF THE COMPANIES ACT 2016

On 13 May 2022, SSM issued a Consultative Document to seek public feedback on the proposed conditions to be imposed by the Minister when granting a license under subsection 45(5) of the CA 2016. This document outlines policies and recommendations related to the conditions that CLBGs must adhere to when granted licenses under subsections 45(3) or (4) of the CA 2016.

SSM received feedback from various stakeholders, including existing CLBGs, recognised professional bodies under the CA 2016, law firms, and others. Based on the responses received, it was concluded that stakeholders are agreeable with SSM's proposals.

Subsequently, a regulation will be introduced to specify the terms and conditions that CLBGs must comply with when they receive approval from the Minister of DTCA for:

- (a) An application for a license to omit the word "Berhad" or the abbreviation "Bhd" from their name, as provided under subsection 45(3) of the CA 2016.
- (b) An application for a license to hold land, as specified under subsection 45(4) of the CA 2016.

THE SEVENTH MEETING OF ASEAN TASK FORCE ON STARTING A BUSINESS

The Seventeenth Meeting of the ASEAN Task Force on Starting a Business took place virtually on 13 June 2022. This meeting was part of the initiatives under the 13th Meeting of the ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME). It brought together representatives from Small and Medium Enterprise (SME) agencies, as well as business registration and investment promotion agencies from ASEAN Member States (AMS), including Malaysia, Brunei Darussalam, Indonesia, Lao PDR, Singapore, Thailand, and Vietnam.

During this meeting, SSM shared insights into the company incorporation procedure in Malaysia. The incorporation process is conducted electronically through the MyCoID system. Upon successful registration, a unique business identification number (UBIN) is assigned to the company. Additionally, the incorporation information is simultaneously shared with five (5) government agencies, including the Inland Revenue Board, Employees Provident Fund, Human Resources Development Fund, Social Security Organisation, and SME Corporation.

STRATEGIC COLLABORATION BETWEEN SSM AND CENTRAL BANK OF MALAYSIA ON AML/ CFT REGULATION AND SUPERVISION

The 22 August 2022 marked the strategic collaboration between SSM and Central Bank of Malaysia (BNM) through the signing of Terms of Collaboration relating to regulation and supervision of Anti-Money Laundering (AML), Countering Financing of Terrorism (CFT) and Targeted Financial Sanctions (TFS).

The Terms of Collaboration set out the respective regulatory and supervisory responsibilities of SSM and BNM in the regulation and supervision of company secretaries and trust companies which are regulated by SSM under the CA 2016 and the TCA 1949. This collaboration will provide for a more structured approach to assess money laundering and terrorism financing (ML/TF) risks in these two (2) sectors, as well as to promote institutional capacity building in these areas.



24TH PLENARY MEETING OF THE ASIA/ PACIFIC GROUP ON MONEY LAUNDERING

The 24th Plenary Meeting of the Asia/ Pacific Group on Money Laundering was held in Kuala Lumpur Malaysia from 24 until 28 July 2022. The meeting was attended by representatives from around the world and the focus was on issues relating to serious financial crime impacting the region and the world at large. SSM was invited to the meeting based on its roles and responsibilities of regulating matters relating to corporations, companies and businesses in Malaysia.



CORPORATE PRACTICE CONSULTATIVE FORUM

The Corporate Practice Consultative Forum (CPCF) serves as a platform to foster collaboration between SSM and members of professional bodies. Its primary objective is to promote greater cooperation and facilitate joint consultation on corporate practice issues. To address operational and technical matters, the CPCF Technical Committee (CPCFTC) was established under the CPCF's Main Committee.

The CPCFTC is responsible for identifying, discussing, and proposing solutions to operational and technical challenges faced by companies, with the aim of improving the business delivery system. Additionally, it facilitates the exchange of information and views on matters related to company secretarial practices and administration, including research and development initiatives. The committee also plays a role in promoting and upholding high standards and best practices in the profession, particularly in the context of good corporate governance.

Throughout 2022, two (2) CPCFTC meetings were held, one (1) on 25 April 2022, and another on 21 December 2022. These meetings were attended by representatives from various professional bodies and associations, including the Malaysia Institute of Chartered Secretaries and Administrators (MAICSA), Malaysia Institute of Accountants (MIA), Malaysian Institute of Certified Public Accountants (MICPA), Malaysia Bar, Malaysian Association of Company Secretaries (MACS), Institute of Approved Company Secretaries (IACS), Malaysia Corporate Counsel Association (MCCA), The Advocates Association of Sarawak, and Sabah Law Society.

MEMORANDUM OF UNDERSTANDING WITH THE FEDERAL AGRICULTURAL MARKETING AUTHORITY

As the regulatory authority for business registration in Malaysia, SSM actively collaborates with various agencies and stakeholders to promote business registration and the adoption of the SSM BizTrust QR Code. These efforts are geared towards encouraging businesses to register legally and take advantage of the benefits offered by SSM BizTrust, which is a certification that signifies trustworthiness and compliance with

business regulations. Promoting business registration not only helps businesses operate legally but also contributes to the growth and formalisation of the business sector in Malaysia.

With this objective in mind, SSM has also formed a partnership with the Federal Agricultural Marketing Authority (FAMA), a federal body under the Ministry of Agriculture and Food Industry (MAFI) which operates Agrobazaar Online. The Agrobazaar Online platform plays a crucial role in supporting entrepreneurs in the agro-food industry. By providing a comprehensive e-commerce platform, it offers entrepreneurs the opportunity to showcase and market a diverse range of agro-food-based products, including those from the food industry and agro-based sectors. This platform contributes to the growth and digitalisation of businesses within the agricultural and food sectors, promoting economic development and sustainability in Malaysia.

To formalise this partnership, a Memorandum of Understanding (MoU) signing ceremony took place on 29 July 2022, at FAMA Point in Selangor. The MoU signifies the commitment of both parties, with SSM represented by its Chief Executive Officer, YBhg. Datuk Nor Azimah Abdul Aziz, and FAMA represented by its Director General, YBhg. Dato' Zainal Abidin Yang Razalli. The collaboration is aimed at creating opportunities, expanding markets, and enhancing services that benefit both organisations, particularly in the context of the digital economy.

This initiative is expected to open new markets and support the growth and modernisation of agro-food-based businesses, aligning with the evolving economic landscape. SSM anticipates that this collaboration will contribute to the development of a sustainable business environment.



STRATEGIC COOPERATION BETWEEN SSM AND BURSA MALAYSIA BERHAD THROUGH A MEMORANDUM OF UNDERSTANDING

On 16 November 2022, SSM and Bursa Malaysia Bhd entered a Memorandum of Understanding (MoU) for a three-year collaboration that encompasses three (3) core initiatives aimed at benefiting small and medium enterprises (SMEs) and the business community in Malaysia:

- (a) **Initiative 1: SME Fund Raising Product:** Bursa Malaysia will develop a subscription-based platform known as the SME Fund Raising Product. This platform is designed to assist small and medium enterprises (SMEs) in raising funds. It will provide SMEs with opportunities to access capital, which can be crucial for their growth and development;
- (b) **Initiative 2: Data Sharing:** Both SSM and Bursa Malaysia will engage in data-sharing activities. This collaboration aims to facilitate the sharing of data between the two (2) entities, which can then be used for in-depth analytics. These analytics will provide valuable insights for strategic decision-making, benefiting businesses and stakeholders; and
- (c) **Initiative 3: Joint programme:** SSM and Bursa Malaysia will jointly organise programmes and initiatives to provide services to the business community. These efforts aim to catalyse the business ecosystem in Malaysia, with a particular focus on promoting Environment, Social, and Governance (ESG) practices. Encouraging ESG practices can contribute to sustainable and responsible business operations.

Overall, this collaboration seeks to create opportunities, enhance data-driven decision-making, and promote responsible business practices among SMEs and businesses in Malaysia.

JELAJAH ASPIRASI KELUARGA MALAYSIA PROGRAMME

The *Jelajah Aspirasi Keluarga Malaysia* (JAKM) is a programme organised by the Unit Penyampaian Kemakmuran Bersama (SEPADU) under the Prime Minister's Department (JPM) in Malaysia. In 2022, JAKM was organised in 12 different states across Malaysia and was led by selected ministries.

The Companies Commission of Malaysia (SSM), as an agency under the Ministry of Domestic Trade and Consumer Affairs (MDTCA), actively participated in the JAKM programme in each of the designated locations.

SSM's involvement included setting up an EzBiz Online ID activation counter, promoting the *Skim Pendaftaran Perniagaan Prihatin* (SPPP) initiative, showcasing SSM products and services, and providing business advisory services to attendees.

SSM's participation in the JAKM programme was aimed at engaging with the public, promoting business registration and entrepreneurship, and providing valuable support and information to individuals and businesses in Malaysia. The locations where SSM participated in the JAKM programme are as follows:

STATE	VENUE	DATE
Johor	Dataran Angsana Mall, Johor Bahru	3-5 March 2022
Perlis	Stadium Tunku Syed Putra	25-27 March 2022
Sabah	Sabah International Convention Centre	20-22 May 2022
Terengganu	Kompleks Sukan Negeri Terengganu	2-4 June 2022
Perak	Litar Dato' Sagor Pasir Salak	1-3 July 2022
Kelantan	Stadium Sultan Muhammad Ke IV	22-24 July 2022
Sarawak	Dataran Perayaan Petra Jaya	5-7 August 2022
Selangor	Stadium Melawati Shah Alam	19-21 August 2022
Negeri Sembilan	Dataran Seri Jempol, Negeri Sembilan	2-4 September 2022
Kedah	Stadium Darul Aman	23-25 September 2022
Melaka	Melaka International Trade Centre	14-16 October 2022
Pahang	Sultan Ahmad Shah International Convention Center	28-30 October 2022

BARANGAN MALAYSIA CARNIVAL 2022

Barangan Malaysia Carnival 2022 (KBM 2022) is an annual programme organised by the MDTCA. The primary objective of organising KBM 2022 was to boost domestic spending by encouraging consumers to purchase Malaysian-made products while fostering a sense of awareness and patriotism among the people.

In 2022, SSM actively participated in KBM 2022, which was held at Mydin Mall Meru Raya, Ipoh and Angsana Mall, Johor Bahru. During the event, SSM provided various services and initiatives, including the activation of EzBiz Online IDs, the promotion of the *Skim Pendaftaran Perniagaan Prihatin* (SPPP) initiative, showcasing SSM products and services, and offering business advisory services to attendees.

SSM's involvement in KBM Carnival 2022 aimed to engage with the public, promote the registration of businesses, encourage support for Malaysian-made products, and provide valuable information and assistance to individuals and businesses in Malaysia.

EDUCATING ENTREPRENEURS AT PUSAT EKONOMI DIGITAL (PEDI) IN COLLABORATION WITH MCMC

SSM has been actively collaborating with the Malaysian Communications and Multimedia Commission (MCMC) to conduct a series of online briefings related to business registration and SSM's various initiatives. These briefings are designed to provide information and guidance to digital partners and entrepreneurs, particularly those involved in the digital economy sector.

In 2022, SSM and MCMC conducted a total of six (6) online briefings. These briefings covered various topics, including business registration processes, the *Skim Pendaftaran Perniagaan Prihatin* (SPPP), the *Skim 1 OKU 1 Perniagaan* (S1O1P) and the SSM BizTrust initiative. These briefings were attended by a total of 3,389 digital partners from 660 Digital Economy Centers (PEDI). These initiatives aim to promote proper business practices, encourage regulatory compliance, and support the growth of businesses within the digital economy landscape.

The collaboration between SSM and MCMC ensures that digital partners and entrepreneurs have access to the necessary information and resources to register and operate their businesses legally and successfully in the digital era. This partnership contributes to the development and sustainability of the digital economy in Malaysia.

COLLABORATION WITH INSKEN-MAIWP

SSM has actively participated in the *Kursus Asas Keusahawanan* (KAK), which was organised by the National Institute of Entrepreneurship (INSKEN) in collaboration with the Islamic Religious Council of the Federal Territory (MAIWP). This programme aimed to provide foundational entrepreneurship training to participants, equipping them with essential skills and knowledge to start and manage their businesses successfully.

Collaborative efforts between SSM, INSKEN, and MAIWP in such programmes contribute to the development and support of entrepreneurs, especially within the context of the Federal Territory. By providing training and guidance, these initiatives empower individuals with the skills and expertise needed to venture into entrepreneurship and contribute to the local economy.

In 2022, SSM participated in the following KAKs:

PROGRAMMES	DATE	PARTICIPANTS
KAK Series 1	28 July 2022	45
KAK Series 2	18 August 2022	50
KAK Series 3	13 September 2022	60
KAK Series 4	22 September 2022	35
KAK Series 5	12 October 2022	24
KAK Series 6	27 October 2022	50
TOTAL		264

COLLABORATION WITH MDEC IN IDEA KITA ROADSHOW

The *IdeaKita* Roadshow is a programme under the supervision of the Malaysian Digital Economy Corporation (MDEC), which is part of the Digital Malaysia initiative. Its primary goal is to introduce and develop more than 200 new technology companies while accelerating the growth of the digital economy in Malaysia.

These collaborative efforts reflect SSM's commitment in supporting the development of technology companies and the digital economy in Malaysia, contributing to innovation, entrepreneurship, and economic growth in the digital sector.

In this programme, SSM has been appointed as a strategic partner and has participated in the following roadshows:

PROGRAMMES	VENUE	DATE
IdeaKita Roadshow Series 1	Taylors University, Subang Jaya	29 July 2022
IdeaKita Roadshow Series 2	Digital Penang, Pulau Pinang	5 August 2022
IdeaKita Roadshow Series 3	Educity, Johor	14 August 2022
IdeaKita Roadshow Series 4	TEGAS Digital Village, Sarawak	2 September 2022
IdeaKita Innovation Camp Series 1	Online Programme	13 October 2022
IdeaKita Innovation Camp Series 2	Online Programme	27 October 2022

SSM BIZDAY

On 17 December 2022, SSM organised SSM BizDay 2022, an event designed to introduce SSM's products and services, including various initiatives, to the entrepreneurial community. The programme took place at AEON Taman Maluri with the following objectives:

- (a) Introduce SSM's range of products and services;
- (b) Raise awareness about SSM's initiatives; and
- (c) Foster communication and engagement between the business community and SSM.

This event served as a platform to connect with entrepreneurs and businesses, providing them with valuable information and resources to support their ventures and facilitate compliance with regulatory requirements.



STRATEGIC COLLABORATION WITH SSM'S STAKEHOLDERS

SSM has actively pursued strategic collaborations with various stakeholders from different sectors, including ministries, government agencies, Local Authorities (PBT), e-Commerce Managers, Corporate Bodies, and Universities. These collaborations aim to expand the market for SSM's products and services while promoting good corporate governance and compliance with regulatory requirements.

In 2022, SSM has engaged in strategic partnerships with 18 agencies and stakeholders. These collaborations involved sharing of expertise, resources, and information to benefit businesses and the corporate sector in Malaysia.

- (a) Ministry of Rural Development (KPLB);
- (b) *Penggerak Belia Selangor* (PeBS);
- (c) Digital Industry Division, Malaysia Digital Economy Corporation (MDEC);
- (d) *Perbadanan Nasional Berhad* (PERNAS);
- (e) Federal Agricultural Marketing Authority (FAMA);
- (f) Digital Entrepreneurship Division, Malaysia Digital Economy Corporation (MDEC);
- (g) Malaysian Communications and Multimedia Commission (MCMC);
- (h) Human Resource Development Corporation (HRD Corp.);
- (i) Telekom Malaysia (TM);
- (j) UDA Holdings Berhad (UDA);
- (k) SiteGiant Sdn. Bhd. (SiteGiant);
- (l) Gedung Online.Com;
- (m) Touch N Go Digital Sdn. Bhd.;
- (n) BOOST;
- (o) Big Dataworks Sdn. Bhd.;
- (p) Universiti Teknologi Mara (UiTM);
- (q) Universiti Utara Malaysia (UUM); and
- (r) UiTM Seri Iskandar, Perak.

PROGRAM USAHAWAN MUDA 2022

Program Usahawan Muda 2022 (PUM22) is an educational programme aimed at students from higher learning institutions. PUM22 plays a vital role in generating interest in entrepreneurship among young people, particularly full-time students from higher learning institutions as well as technical and vocational institution. By providing them with valuable insights into business registration, financial management and digital marketing, the programme equips participants with practical skills and knowledge essential for starting and running their businesses.

Indeed, the availability of SSM's *Skim Pendaftaran Perniagaan Prihatin* (SPPP) and the user-friendly business registration system through EzBiz Online significantly simplifies the process of registering a business for aspiring young entrepreneurs. These initiatives aim to remove barriers to entry for young individuals interested in starting their businesses, making it more accessible and cost-effective. By providing free business registration services and user-friendly

digital platforms, SSM encourages and supports young entrepreneurs in turning their business ideas into reality, fostering innovation and economic growth in the country.

Promoting entrepreneurship through programmes like PUM22 is essential for the economic development of Malaysia. Encouraging students to consider entrepreneurship as a viable career option that will not only contribute to the national economy but also empowers young Malaysians to take charge of their futures. By providing them with the knowledge and skills needed to succeed in the business world, PUM22 plays a crucial role in fostering a culture of innovation and entrepreneurship among the youth. The participation of 7,261 students in 2022 demonstrates the programmes impact in equipping young Malaysians with the confidence and capabilities to become successful entrepreneurs. This, in turn, can contribute to reducing unemployment rates and driving economic growth in the country.

PROGRAMMES	DATE	VENUE	PARTICIPANTS
PUM22 Kuala Lumpur	31 March 2022	Online	1,268
PUM22 Pahang	6 September 2022	Online	1,619
PUM22 Sarawak	10 September 2022	Politeknik Kuching, Sarawak	516
PUM22 Pulau Pinang	14 September 2022	Online	1,740
PUM22 Negeri Sembilan	3 October 2022	Politeknik Nilai, Negeri Sembilan	536
PUM22 Kapit & Song, Sarawak	8 November 2022	Sekolah Menengah Kebangsaan Song, Sarawak	54
PUM22 Terengganu & Kelantan	16 November 2022	Akademi Binaan Malaysia, Terengganu	1,528
TOTAL			7,261



YB. Dato Sri Alexander Nanta Linggi, Minister of DTCA, officiated PUM22 Sarawak, which was held at Polytechnic Kuching, Sarawak on 10 September 2022



YB. Dato Sri Alexander Nanta Linggi, Minister of DTCA, with the participants of PUM22 Sarawak, which was held at Polytechnic Kuching, Sarawak, on 10 September 2022



YB. Dato Sri Alexander Nanta Linggi, Minister of DTCA, with the participants of PUM22 Sarawak, which was held at the Song Community Hall, Kapit, Sarawak, on 8 November 2022



YB. Dato Sri Alexander Nanta Linggi, Minister of DTCA, interacted with one of the participants of PUM22 Sarawak, which was held at the Song Community Hall, Kapit, Sarawak, on 8 November 2022. Such interactions can be inspiring for young entrepreneurs and help motivate them to pursue their business aspirations.



YB. Dato' Rosol Wahid, Deputy Minister of DTCA, with the participants of PUM22 Terengganu and Kelantan, which was held at the Academy of Building Malaysia, Jenagor, Kuala Berang, Terengganu, on 16 November 2022



YBhg. Datuk Azman bin Mohd. Yusof, the Secretary General of MDTCA, with the participants of PUM22 Negeri Sembilan, which was held at Nilai Polytechnic, Negeri Sembilan, on 3 October 2022

PROGRAM BIMBINGAN USAHAWAN 2022

Program Bimbingan Usahawan 2022 (PBU22) aimed to provide entrepreneurs with awareness about the importance of registering a business and the benefits of doing so. The programme featured briefings and information sharing sessions conducted by professional and subject matter experts in various aspects of business. The participants in the programme were given exposure to the following key topics:

- The Requirement of Registering a Business:** Participants were informed about the legal requirements and procedures for registering a business in Malaysia;
- Benefits of Registering a Business:** The programme highlighted the advantages and benefits of formalizing a business through registration, such as legal recognition, access to government support, and credibility with customers and partners;
- Financial Management Strategies:** Entrepreneurs were provided with insights into effective financial management practices for their businesses;
- Digital Marketing Methods:** The programme covered digital marketing strategies and techniques to help entrepreneurs reach a wider audience and grow their businesses online; and



As part of the PBU22, a knowledge sharing session was organised, featuring a panel comprising representatives from SSM and successful entrepreneurs. The objective of this session was to share valuable insights, views, and knowledge with the participants of PBU22 Series 2. It provided an opportunity for aspiring entrepreneurs to learn from the experiences and expertise of both SSM officials and accomplished business leaders, enriching their understanding of entrepreneurship and business registration.

- Knowledge Sharing Session with Successful Entrepreneurs:** Participants had the opportunity to learn from successful entrepreneurs, gaining insights and practical tips for business success.

PBU22 played a crucial role in equipping entrepreneurs with the knowledge and skills needed to navigate the challenges posed by the COVID-19 pandemic and seize business opportunities. It also aimed to support individuals whose income sources were impacted by the pandemic by encouraging them to register their businesses and providing valuable guidance on business survival skills.



The *Program Bimbingan Usahawan 2022 (PBU22)*, held at Menara SSM @ Sentral, Kuala Lumpur on 14 July 2022, was officially inaugurated by YBrs. Tuan Rezy Izwan Ramly, SSM Deputy Chief Executive Officer (Registration and Business Services).



Participants of PBU22 Series-2 proudly displaying their certificates of attendance. These certificates serve as recognition for their active participation in the programme and completion of the knowledge-sharing sessions, highlighting their commitment to entrepreneurship and business development.

PROGRAMMES	DATE	VENUE	PARTICIPANTS
PBU Series - 1	24 February 2022	Online	1,033
PBU Series - 2	14 July 2022	Menara SSM@Sentral, Kuala Lumpur	255
TOTAL			1,288

SSM 20TH ANNIVERSARY CELEBRATION (MSUSSM20)

SSM's 20th Anniversary Celebration in 2022 marked a significant milestone in its journey since its establishment in 2002. The event, themed 'SSM in Two Decades: Inspiring Trust in Business', was a momentous occasion attended by distinguished guests, including YB Dato Sri Alexander Nanta Linggi, Minister of DTCA, and YB. Dato' Rosol Wahid, Deputy Minister of DTCA.

During the celebration, SSM launched a special publication titled 'SSM in Two Decades: Inspiring Trust in Business', which documented SSM achievements and evolution over the past two decades. The publication served as a tribute to SSM's growth and its contributions to fostering a conducive business environment in Malaysia for the past two decades.

SSM's 20th Anniversary Celebration in 2022 was a multifaceted event that aimed to commemorate its two decades of existence and achievements. The celebration featured various activities and initiatives designed to make the occasion meaningful and impactful.

During the event, SSM took the opportunity to express its appreciation to its retirees, a gesture that recognizes and acknowledges their dedicated service to the organisation. This was done through the presentation of contributions to retirees in need, reflecting SSM's gratitude for their years of service.

To show its appreciation for the business community it serves, SSM extended a helping hand to entrepreneurs facing challenges, particularly during the pandemic.



YB Dato Sri Alexander Nanta Linggi, Minister of DTCA delivered the opening speech at SSM's 20th-anniversary celebration held on 15 April 2022 at Menara SSM@Sentral.

This support was demonstrated by the handover of financial aid during the celebration aimed at assisting entrepreneurs in overcoming difficulties. It exemplifies SSM's dedication to fostering entrepreneurship and promoting economic growth.

In the event, significant contributions were made to support the welfare of the less fortunate members of the community. A noteworthy event in the celebration involved the presentation of donations to welfare organisations and orphanages, underscoring SSM's dedication to fulfilling its social responsibility.

Throughout the months of SSM's 20th Anniversary Celebration, SSM organised a number of programmes, including PUM22, PBU22, BizTalk, Corporate Talk, and EzBiz On.The.Go counters, distribution of dates and bubur lambuk, and SSM Open Day events that were held nationwide. These activities and exhibitions showcased SSM's achievements, services, and initiatives, allowing attendees to learn more about the organisation's role in promoting business registration and compliance.

In addition, sports activities were also organised, added a dynamic and recreational dimension to the celebration, promoting physical well-being and camaraderie among SSM employees.

Overall, SSM's 20th Anniversary Celebration encompassed a range of activities and initiatives that reflected its commitment to supporting entrepreneurship, giving back to the community, and celebrating its achievements over two decades. It was a comprehensive and memorable event that contributed to fostering a positive business environment in Malaysia.



Handing over of SSM's *wakalah zakat* and CSR to the recipients during the SSM's 20th-anniversary celebration.



YB Minister of DTCA and the distinguished guests during the launching of SSM's special publication titled 'SSM in Two Decades: Inspiring Trust in Business', which documented SSM achievements and evolution over the past two decades.



Among the participants at MSUSSM20, Menara SSM @ Sentral, Kuala Lumpur.

WAKALAH ZAKAT KORPORAT AND CORPORATE SOCIAL RESPONSIBILITY

As a government agency, SSM is committed to supporting the government's efforts to assist those in need through Corporate Social Responsibility (CSR) activities and *Wakalah Zakat Korporat* (WZK) distribution initiatives. SSM's engagement in these activities reflects its concern for the welfare of marginalized and less fortunate individuals, demonstrating its commitment to preserving the well-being of the community.

To carry out this initiative effectively, SSM established the *Jawatankuasa Pengurusan Zakat dan Tanggungjawab Sosial Korporat* (JPZCSR) on 1 January 2021. This committee is entrusted with the responsibility of managing SSM's *wakalah zakat* fund and CSR initiatives. Its role includes the careful consideration and implementation of the distribution of SSM's *wakalah zakat* fund and CSR contributions to target groups in need. JPZCSR SSM has organised various community programmes, as follows:

SSM EMPLOYEE SUPPORT PROGRAMME

- (a) Flood Disaster Contribution 2021 (*Bantuan Kilat*) to 50 SSM employees;
- (b) Post-Flood Contribution (Phase 1);
- (c) Post-Flood Contribution (Phase 2); and
- (d) Post-Flood Contribution (Phase 3).

PROGRAMME TO SUPPORT ASNAF ENTREPRENEURS & CATEGORY B40 ENTREPRENEURS

- (a) CSR distribution programme for Entrepreneurs within B40 category nationwide, at Menara SSM@Sentral;
- (b) *Wakalah zakat* distribution programme for Entrepreneurs within Asnaf category nationwide;
- (c) *Wakalah zakat* distribution for Entrepreneurs within Asnaf category during SSM 2022 Mega Walkabout Programme at Tapak Bazar Ramadhan, Bandar Tasik Puteri, Cheras; and
- (d) CSR and *wakalah zakat* distribution to entrepreneurs and welfare homes during SSM Sarawak Building Inauguration event.

WAKALAH ZAKAT AND CSR FUND DISTRIBUTION TO STUDENTS FROM THE B40 AND ASNAF CATEGORY

Wakalah zakat and CSR funds were distributed to students in the B40 and Asnaf categories during the following programmes:

- (a) PUM22 at Polytechnic Kuching, Sarawak, on 10 September 2022;
- (b) PUM22 at Polytechnic Nilai, Negeri Sembilan, on 3 October 2022;
- (c) Mini PUM22 at Song Community Hall, Kapit, Sarawak, on 8 November 2022; and
- (d) PUM22 at Dewan Akademi Binaan Malaysia, Kuala Berang, Terengganu, on 16 November 2022.



SSM's wakalah zakat distribution to recipients took place during the PUM22 event held at the Dewan Akademi Binaan Malaysia, Kuala Berang, Terengganu on 16 November 2022. This initiative demonstrates SSM's commitment to supporting and assisting those in need within the community.

COLLABORATION PROGRAMMES BETWEEN JPZCSR SSM WITH WAQAF AN-NUR

On 15 September 2022, SSM, through JPZCSR and Waqaf AN-Nur Corporation Berhad, entered into a memorandum of understanding (MOU) worth RM1.18 million to collaborate on several initiatives:

- (a) The development of 40 entrepreneurs within the Asnaf group to venture into the hair cutting industry, with a contribution of RM120,000.00;
- (b) The development of 40 entrepreneurs within the Asnaf group to venture into the business of selling milk-based products with the support of Farm Fresh, with a contribution of RM120,000.00;
- (c) Collaboration on the purchase and operation of two (2) units of Mobile Clinic worth RM700,000.00; and
- (d) Contributions of six (6) units of dialysis machines worth RM240,000.00.

This MOU signifies a partnership aimed at supporting entrepreneurship, healthcare, and the well-being of the Asnaf and community within B40 category through various initiatives and financial contributions.



During the SSM Independence Month Celebration held at Tun Dr. Siti Hasmah Auditorium, Menara SSM@Sentral on 28 August 2022, SSM through JPZCSR, handed over contributions to three (3) welfare organisations, as part of its commitment to social responsibility and community support during the month.



The MoU Signing Ceremony between SSM and Waqaf An-Nur was held at Tun Dr. Siti Hasmah Auditorium, Menara SSM@Sentral on 15 September 2022.

COLLABORATION OF JPZCSR SSM WITH OTHER STAKEHOLDERS IN 2022

In 2022, various charitable and community support initiatives were undertaken by SSM through JPZCSR in collaboration with the following organisations:

- (a) 2021 Flood Disaster Assistance Programme: SSM through JPZCSR, provided assistance in response to flood disasters that occurred in 2021, supporting affected communities;
- (b) Contribution of Medical Equipment to Tengku Ampuan Rahimah Hospital (HTAR) Klang, Selangor: SSM through JPZCSR, contributed medical equipment to HTAR Klang, benefiting healthcare services in the area;
- (c) *Program Ziarah Kasih Ramadan 2022*: This programme was organised by MDTCA at PPR Lembah Subang 2, Petaling Jaya, Selangor, during Ramadan 2022 to provide assistance and support to the community. In this programme, SSM through JPZCSR, contributed some assistance to the needy;
- (d) Contribution to Media Representatives from BERNAMA: SSM through JPZCSR, extended support and contributions to media representatives associated with BERNAMA, a national news agency;
- (e) Contribution to the Needy during MDTCA Monthly Assembly: SSM through JPZCSR, collaborated with MDTCA to provide contributions to those in need during a monthly assembly event at Tun Dr. Siti Hasmah Auditorium, Menara SSM@Sentral.
- (f) Contribution to Associations Looking After Welfare of Retirees: SSM contributed to associations dedicated to the welfare of retirees of enforcement personnel, recognising their contributions in the past in maintaining peace and security in the country;
- (g) Contribution during *Program Rintis Tanpa Tunai*: SSM through JPZCSR, participated in the “*Program Rintis Tanpa Tunai*” in collaboration with MDTCA, through its initiative in Retail Sector Digitalisation Initiative Programme (REDI), and provided support to the needy;
- (h) Contribution to the Malaysian Franchise Association (MFA): SSM through JPZCSR, contributed to the Malaysian Franchise Association, supporting activities related to franchising; and
- (i) Contribution of Medical Equipment to Sultanah Maliha Hospital, Langkawi, Kedah: Medical equipment was donated to Sultanah Maliha Hospital in Langkawi, Kedah, during a workshop organised by JPZCSR SSM 2022.

These initiatives reflect SSM's commitment to social responsibility and community support, addressing various needs and contributing to the well-being of individuals and communities in Malaysia.

CORPORATE BRANDING

SSM has created a wide range of educational videos to inform the public about its programmes, events, and messages. These videos have been shared on SSM's official website and various social media platforms. Some of the videos that were produced for this purpose are as follows:

- (a) Video of the SSM 20th Anniversary Celebration;
- (b) Video of the launch of *Program Bimbangan Usahawan* (PBU22);
- (c) Video of CSR activities at a welfare home in Rumah Karunai Illam, Kepong, Kuala Lumpur;
- (d) Video of CSR activities at a welfare home, Pertubuhan Cahaya Hati Selangor, Batu Cave, Selangor;
- (e) Video of CSR activities, though JPZCSR assisting retirees in need;
- (f) Videos showcasing SSM 20th Anniversary Celebration logo;
- (g) Videos covering Hari Raya Aidilfitri, including *takbir* and Hari Raya speeches;
- (h) Video documenting visit by MDTCA PTD Cadet to SSM;
- (i) Videos related to Hari Raya Aidil Adha, including *takbir* and SSM's enforcement activities;
- (j) Video documenting PBU22 Session 2;
- (k) Videos documenting SSM Monthly Assemblies and MDTCA Monthly assemblies;
- (l) Inspirational videos with successful entrepreneurs who have started their business journey by registering their business under SPPP;
- (m) Montage of the MoU signing ceremony between SSM and Bank Simpanan Nasional;
- (n) Video of the Minister's opening speech for SSMNC;
- (o) Various video Interviews with entrepreneurs;
- (p) Video documenting MoU signing ceremony between SSM and the Central Bank of Malaysia;
- (q) Video documenting SSM's Merdeka Celebration;
- (r) Videos documenting PUM Pahang and PUM Kuching, Sarawak;
- (s) Video of SSM Annual Dialogue Speech 2022;
- (t) Video documenting the celebration of Maulidur Rasul;
- (u) Video documenting Mini PUM Kapit & Song, Sarawak;
- (v) Videos documenting the launching of the Sarawak SSM Building inauguration;
- (w) Video documenting JPZCSR activities at Sultanah Maliha Hospital in Langkawi, Kedah; and
- (x) Video documenting SSM BizDay 2022.

These videos serve as valuable tools for communicating SSM's initiatives and engaging with the public and stakeholders.