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APDC-CONFERENCE

APDC EXPECTS 300 TO PARTICIPATE AT SME CONFERENCE

KUALA LUMPUR, Feb 15 (Bernama) -- Some 300 participants and 100 small and medium enterprise (SME) product exhibitors from 15 countries are expected to participate in a conference that will be hosted by the Asian and Pacific Development Centre (APDC).

The conference on "Globalisation and SME Development" which will be held in July this year, said APDC's director Dr Mohd Noor Harun.

However, the actual date for the three-day conference in Langkawi has yet to be fixed.

The conference is jointly organised by the Langkawi Development Authority (LADA) and the Inter-American Development Bank (IADB).

The main focus of the conference is to provide a venue for the interface between small and medium-scale enterprises (SME) and the providers of strategic resources, such as venture capital, market outlets, technology, market intelligence and expertise, said Mohd Noor at an executive briefing on the conference here today.

It will also examine constraints and offer solutions in connection with the development of SMEs of Asia and Latin America, he added.

At the same time the conference would also enlighten SMEs on how to link their local network with similar SME networks in Latin America and other Asian countries, he said.

Mohd Noor said: "With the participation of noted experts from 18 countries, we expect a lively dialogue and discussion during the conference as well as the diversified product exhibition".

Participants will have a good platform to network and exchange experience as well as an opportunity to promote their products and services, he added.

The conference will be inaugurated by the Prime Minister Datuk Seri Mahathir Mohamad. -- BERNAMA

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