

**Alliance Bank Confident Of 15-17 Per Cent Growth In SME Business**  
**Bernama**  
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KUALA LUMPUR, March 8 (Bernama) -- Alliance Bank Malaysia is confident of a 15-17 per cent growth in the small and medium enterprise (SME) business for its financial year ending March 31, 2013.

The is the same growth percentage achieved for the previous financial year.

Its Head of SME Banking, Steve Miller said the growth would be driven by transaction banking such as trade and payment collections.

Alliance Bank today launched the "MyBusiness Platinum Card", which gives SME business owners, an additional platform for company branding by having it on a card face.

"The card includes an attractive cash back feature of up to 1.25 per cent on total monthly card expenditure," Miller said during the launch.

He said it also allows card members the option of either a longer interest-free repayment period or cash rebate on interest paid.

Meanwhile, Vice President and Senior Country Manager, Malaysia and Brunei, MasterCard Worldwide, Jim Cheah said at the launch, that the SME sector is an important segment of the economy, being the second largest employer in the country after the government.

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