

Mr. Wayne Lim
MSME NEWS NETWORK
MALAYSIA

Wayne Lim, the CEO of the MALAYSIA SME® business newspaper, has been actively involved with the SME community for over 10 years. His involvement with the SME community began when he was attached to a Singapore PLC. There he started the SMI Business Directory with the SMI Association of Malaysia in 2001 and ever since, he has been deeply involved in the business of SMEs.

He founded the MSME™ media group in 2005 and subsequently conceptualised the MALAYSIA SME® media brand. Within 3 years, he propelled the group from being the publisher of a single SME directory to becoming the largest SME corporation in Malaysia.

The group currently publishes the nation's first and only SME business newspaper with a fortnightly audited circulation of 50,000 copies. In addition to the first SME business newspaper and business directory, Wayne was also the first to launch many media products and services specifically for SMEs.

The MSME™ media group is the publisher of the world's first SME global news portal and manages the MALAYSIA SME® Community membership. The group also hosts the largest annual SME networking event, MALAYSIA SME® Congresses well as MALAYSIA SME® Business Networking and Seminars.

A great believer in innovation, he has recently successfully produced a multi-million dollar SME business sitcom TV series that is currently airing on a national television network reaching out to millions of Malaysian viewers.

In honouring SMEs and celebrating the spirit of entrepreneurship, he was the very person behind the creation of the world's first SME Day that was celebrated on July 4, 2012 in Malaysia. This day will be celebrated on every 1st Wednesday of July each year worldwide.

SME Day is dedicated to all SMEs who in fact represent the backbone of every country's economy and are undeniably the prime drivers of growth. Not only does this day act as a tremendous platform to promote SMEs around the world, but more importantly, it creates greater awareness on the immense contribution of SMEs, no matter how small large it is to their respective nations.

In the course of his business endeavours, he has always kept abreast and connected to the SME community; along which, he acquired in-depth understanding of their trends and challenges. He expresses his opinion on the SME industry through his column 'SMEminism™' in which he regularly champions for SMEs to be recognised and assisted on a level playing field. with large corporations. When he is not thinking and 'breathing' SMEs, he is passionately engrossed in the game of football; Wayne is an avid football fan and a FAM certified football coach.