

**Ms. Vicky Ganason**  
**Editor and Head of Digital Media**  
**MSME News Network**  
**Malaysia**

Vicky Gannason is the Editor of Malaysia SME, a bi-weekly SME news publication in Malaysia and (MSME) News Network, a global online SME news portal. When she witnessed the global economic landscape making an unexpected turn from a sturdy direction, she aspired to be one of the few rare advocates to convince the world of the belief they hold dear to their core.

As a frenzied search for solution continues around the globe, these few have realized that the answers lie right at home - within the small and medium-sized businesses of a country. Their thriving power becomes the nation's cushion of hope and an instrument of growth for the global economy.

An LLB (Hons) graduate from the University of Northumbria, United Kingdom; Vicky went on to further strengthen her work foundation in legal publication, intellectual property and international environmental NGO in area of editorial operations and corporate relations.

She found her way to journalism and believes that media is the Fourth Estate of Justice, and set forth to be a part of the movement to communicate the huge potential that the SME sectors carry in the global economic scene in overcoming challenges—by creating job opportunities, equal access, governance and accountability, and through the providence of a fair and competitive domain.

Today, Vicky heads the online media of Malaysia SME, as the Head of Digital Media, and manages the secretariat of the Global SME News Network Alliance (GSNNA) in its Headquarter in Kuala Lumpur. Aside from that, she also manages the international relations for the company.

Evidently, Vicky Gannason herself, is the product of the nurturing environment of an SME; taking up multiple portfolios for the organisation. She embodies the affirmation of her belief that when opportunities are given to deserving individuals, it always never fails to result in allowing their fullest entrepreneurial potentials to be achieved.

## **Malaysia SME**

The MALAYSIA SME® media group, established in 2005, is the country's first and only, all-encompassing media organization focusing specifically on SMEs, both within Malaysia and across all regions.

With its staple of business newspaper, digital directory, business events, business sitcom and online news portal, GSSN Alliance, Malaysia SME is visibly the leading media corporation serving close to 140 million SMEs worldwide.

The MALAYSIA SME® business newspaper, a fortnightly publication, boasts an audited circulation of 50,000 copies and the MSME® Community Digital Directory (which previously was a print publication with an audited circulation of 130,000 copies annually) will be available digitally on May 2014 in Android and Apple version. These are the two most reputable publication recognised by the SME community in Malaysia and is an innovative media that recognizes itself as being the leader of the movement that upholds the future of business news.

## **The Global SME News Network Alliance (GSNNA)**

The GSNN Alliance is the convergence of 30 established and reputable publishers / media owners of different sizes, focus and expertise with a common vision of contributing to the general welfare of global SMEs as part of their support, giving back programme and corporate responsibility.

The GSNN Alliance brand represents the promise and collaborative effort of publishers / media owners to champion the cause of global SMEs through a global online news portal - MSME (Micro, Small & Medium Enterprises) News Network.

The first global alliance of its kind, the alliance serves as a platform for alliance members to share ideas, connect with people and create business opportunities worldwide.

## **The MSME News Network**

This global online news portal publishes SME-related news and information that showcases the SME market movement of the world economy. It leads the movement that upholds the future of business news, SME News. The contents are timely, informative and focused even as they are sourced, aggregated and published in the news portal by SME media representations from the GSNN Alliance.

The MSME News Network seeks to ensure that global SMEs stay informed, connected and continually empowered by the news and updates delivered by credible and trustworthy SME media companies of the world.