

THE OUTSTANDING CHIEF EXECUTIVE OFFICER



RIZAL NAINY **CHIEF EXECUTIVE OFFICER** **SME CORPORATION MALAYSIA**

Rizal is currently the Chief Executive Officer for SME Corporation Malaysia, a Government Agency that is mandated to spearhead the development of small and medium enterprises, implement and monitor strategic SME programmes for Ministries and Agencies as well as being the Central point of reference for research and data dissemination on SMEs and entrepreneurs. SME Corp. Malaysia also provides business advisory services for SMEs throughout the country.

Rizal graduated from Imperial College, University of London in Mechanical Engineering with First Class Honours and then obtained the Master Degree in Business Administration (MBA) from Charles Sturt University, Australia.

One of his primary responsibilities is to plan, value-add and implement strategic SME development programmes aligning with the 12th Malaysian Plan, National Entrepreneurship Policy 2030 and SME Corp. Business Strategic Plan 2022-2030, which will ultimately increase Malaysia's GDP, exports and job creation. Collaborating with Ministries, Agencies and strategic partners is one of his key tasks, especially in the area of facilitating and developing SMEs. By reviewing and evaluating value-added initiatives, he will make sure more innovative and high growth SMEs will be formed especially under key programmes such as Business Accelerator Programme (BAP), Bumiputera Enterprise, Enhancement Programme (BEEP), Programme for Enhancement of Strategic Industry and High Growth Enterprise (PRESTIGE), SME Go Global, Galakan Eksport Bumiputera (GEB), Inclusive Innovation, Innocert and National Mark of Malaysian Brand Certification programmes. Rizal has

vast experience in business development, entrepreneurship, business advisory, economics and policy, international cooperation, coordination of SME programmes, 4th Industry Revolution, SME digitalisation and e-Commerce.

Prior to joining SME Corporation Malaysia, Rizal has six years of strategic transformation experience under the Prime Minister's Department to strategise and drive the National as well as State Government and Economic transformation programmes. He was assigned to several high profile projects such as Electrical & Electronics key economic area (particularly in LED, Semiconductor, Solar and Industrial Electronics), Innovation, Nanotechnology, Electric Vehicles, Rail, Smart Grid as well as carrying out Programmes Management and Business Re-engineering. He helped to catalyse the transformation of Malaysia's economy especially Electrical & Electronics being the leading export sub-sector by working closely with relevant stakeholders, developing the SMEs and setting precedents for economic efficiencies.

SMALL & MEDIUM ENTERPRISES (SME) ACCELERATOR



He has also 16 years of varied experience with Shell Company locally and globally, and held various positions in Strategy & Portfolio, Business Development, Sales & Operations, Network Planning, Project Management, Engineering, HSSE and Internal Audit within Shell Malaysia as well as Shell Asia Pacific. His professional expertise includes Oil & Gas Downstream Retail Business.



He has built strong professional networking with Ministries and Agencies, MNCs, GLCs, business associations as well as NGOs in assisting and developing SMEs especially in the areas of Industry Revolution 4.0 and Digitalisation of SMEs in charting and aligning them towards the Megatrends.

Specialties:

Government Relations, Transformation & Business Re-Engineering, Electrical & Electronics, Innovation (developing high growth and innovative SMEs), Strategic Planning, Business Development, Strategy & Portfolio of Oil & Gas Retail Business, Sales & Operations of Oil & Gas Retail Business, Programme Management, Performance Management, Project Management and Audit Management.

