

# SPOTLIGHTS

## Agrobank Boosts Agro-Technology Adoption with Financial Support

Agrobank proudly announces the disbursement of funds under the Dana Program Pembiayaan Agroteknologi Madani (DPPAM) to seven deserving agro-entrepreneurs.

This significant financial support aims to promote modern agrotechnology, enhancing productivity and efficiency across Malaysia's agriculture sector, with a focus on ensuring national food security.

"Agrobank's commitment in providing competitive financing and its collaboration with technical agencies can drive the adoption of the latest technologies across Malaysia's agriculture landscape," said Agrobank's President/Chief Executive Officer Dato' Tengku Ahmad Badli Shah Raja Hussin.



## Agrobank and KPKM Honour Pioneers Behind Malaysia's Fresh Durian Exports to China

Agrobank and the Ministry of Agriculture and Food Security (KPKM) honoured the organisations that successfully enabled Malaysia's fresh durian exports to China with an appreciation ceremony at MAHA 2024.

The ceremony recognised and celebrated the organisations that played a role in marking a new milestone in the country's agricultural exports.

In addition to this, Agrobank also presented certificates of appreciation to customers who had the potential to explore the export market.



## In The News

TERKINI  
AGROBANK  
PERKENALKAN  
AGROPUTRA  
BANTU  
USAHAWAN  
KECIL

September 21, 2024 by  
PORTALPERMOHONAN

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AGROPUTRA BANTU USAHAWAN KECIL

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## Sembang Agro

with Datuk Rosyam Nor & Azizul Ammar

During today's Sembang Agro session, celebrity actor and film producer Datuk Rosyam Nor emphasized the importance of knowledge in entrepreneurship.

Drawing from his own failures in agriculture due to lack of expertise, he advised aspiring entrepreneurs to thoroughly educate themselves before starting their business ventures.

## Agro Sharing

with PU Riz

Haris Ismail (PU Riz) gave a short sharing session during today's Agro Sharing Session on spiritual journey.

He highlighted that today's youths should have a noble intention before venturing into entrepreneurship.



## AgroTED Talk

by ACE\*

### The Power of Digital Marketing

with Amirul Ashraf Ahmad Zaidi  
(Coach Ash), Executive Trainer, ACE\*

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Coach Ash enlightened over 70 students about digital marketing's potential during an engaging session. He emphasized how social media platforms enable entrepreneurs to target markets more effectively than traditional methods. Coach Ash also warned of common pitfalls, urging entrepreneurs to effectively utilise digital marketing for business promotion.

\*Agrobank Centre of Excellence

## Mega Million Campaign Round 3 Awards Car Prizes to Winners

Agrobank today organized the Mega Million Campaign Round 3 prize giving ceremony to celebrate the monthly winners (April, May, and June 2024) and the winners of the Cycle 3 Draw.

Kuala Lumpur/Negeri Sembilan, Sabah, Johor/Melaka, and Pahang regions led in Mega Million Round 3 participation, boosting Agrobank's product and service subscriptions.

The Mega Million Campaign Round 3 exhibited positive results: will writing increased by 99%, AgroCash-i personal financing reached 208% of target, and takaful products increased by 83%.



## Moments @ MAHA



### AgroMAHA 2024 Campaign

**Zaleha Binti Idris** (left) and **Noorzaleha Binti Mohamed Noor** are the winners for today's grand prizes



### Mega Million Campaign

Winners of Round 3 (April to June 2024)



## Colours of Agri-Run

Agrobank hosted a sports segment to give the public an opportunity to enjoy MAHA at night.



## Next Day Highlights:



**VR Games**



**Brochure Journey**



**AgroMAHA Campaign**



**Sembang Agro**  
Pn Intan Syazwani Isa, Head of Marketing and Communications



**Business Clinics**



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