

SPOTLIGHTS



Malaysia's biggest Agriculture Expo is back!

Malaysia's premier agro fair, the Malaysia Agriculture, Horticulture and Agrotourism Show (MAHA 2024) is back. This biennial show, which promotes agriculture and agro-based industries, is being held at the Malaysia Agriculture Exposition Park (MAEPS) from 11th to 22nd September.

This 12-days fair is expected to attract approximately 2000 exhibitors from various components within the industry and more than 3 million visitors this year.

Once again, Agrobank is proud to be the main sponsor for the show and is making its presence felt with a 180 sq. m. pavilion at the fair. There will also be a booth in the main hall and arrival area, as well as mobile banking vehicle bank in Zone 1.

The well-designed and imposing pavilion makes the bank's presence highly visible and underscores its determination to foster closer relationships with its community and stakeholders.

Ready to help budding agropreneurs and aspiring youths

Agrobank is ready to assist agropreneurs and youths alike with the financial assistance they need to set up and operate their plantations.

To this end, Agrobank is allocating up to RM600 million in funding for up to 4000 applicants who qualify.

At the Agrobank's Youth Cluster located at Hall D2, top local entrepreneurs and industry thought leaders share their journey with visitors, while



business clinics are set up to provide advice to visitors on their entrepreneurial and financial concerns.

To help visitors enjoy their time visiting Agrobank's pavilion, it has also provided a variety of fun and engaging activities such as lucky draws, the wind chamber, and even VR games!

The Agrobank pavilion, as well as the Agro Youth Cluster was officially launched by President/Chief Executive Officer of Agrobank YM Dato' Tengku Ahmad Badli Shah Raja Hussin.

Strengthening Malaysia's food security through strategic partnership

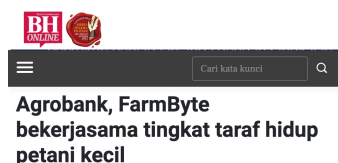
Smallholder farmers in Malaysia are now empowered with financial support and market access, paving the way for a more sustainable and profitable future in agriculture. This follows the signing of a Memorandum of Understanding (MOU) at the first day of MAHA 2024 between Agrobank and FarmByte Sdn Bhd, a digital-first agrofood company.

"We are thrilled to partner with FarmByte in this groundbreaking initiative," said Tengku Ahmad Badli Shah Raja Hussin, President/Chief Executive Officer (CEO) of Agrobank. "We are not only improving the livelihoods of farmers but also contributing to Malaysia's food security. This collaboration represents a critical step towards building a more resilient agricultural sector."

Under the MOU, Agrobank will allocate close to RM12 million in funding to support FarmByte's contract farming programs. In return, FarmByte will commit to purchasing all harvested crops from participating farmers, providing farmers with a secure and stable market.



Central to this collaboration is FarmByte's leverage in advanced technology to enhance farming practices. Through FarmByte, farmers will gain access to real-time data on crop demand, supply trends, and pricing forecasts. This data-driven approach, combined with Agrobank's financial backing, is expected to significantly improve yield outcomes and market stability for smallholder farmers.



Agro Tedtalk by ACE

To succeed in their ventures, new, recovering and expanding entrepreneurs need to understand and ensure the sustainability of their planned business.

Nurul Izdihar, Team Leader of Business Excellence and Upward Migration Section Agrobank Centre of Excellence (ACE), highlighted that the most vital step is to know your audience. This would let you understand and meet market demand.

Following this, entrepreneurs have to identify their unique selling points to differentiate themselves from their competitors.

She emphasized on the other parts of the Business Model Canvas, which include marketing channels, customer services and source of income.

Follow us for more TEDtalks brought to you exclusively by Agrobank, at Hall D2, MAEPS Serdang.



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Business Model Canvas (BMC)

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Win motorcycles daily with the AgroMAHA campaign

In conjunction with MAHA 2024, Agrobank launched the 'AgroMAHA Menang Motosikal Setiap Hari' Campaign as well as a special Takaful Kasih Plus (TKP) Card.

The campaign offers over 50 prizes to be won including the opportunity to win motorcycles.

Interested participants will only need to apply to selected financial services offered by Agrobank.

These include AgroPrimaS and FRIA-i / FRIA-i 45 Plus, Takaful Kasih Plus, Agro Nurani, Agro Madani, Agro Takaful Flexi, Agro Takaful Aspirasi and AgroCash- / Personal Financing.

President/Chief Executive Officer Tengku Ahmad Badli Shah said the exclusive campaign aims to encourage customers to save in order to build financial stability and ensure a better future.

He added that the launch of the MAHA 2024 Edition Takaful Kasih Plus Card provides additional protection to customers.

"This plan offers additional protection that meets personal health and safety needs, starting from as low as RM54," he said.

Agrobank is also offering a special cash reward worth RM20,000 for customers who use Agrobank's DuitNow QR facility when making any payment at MAHA with minimum spend of RM20.

He explained that this would encourage visitors to use Agrobank's DuitNow QR as the main form of transactions.



Moments @ MAHA



Next Day Highlights



Lucky Draws
(AgroMAHA Campaign)



VR Games



Business Clinics



Document Signing
Agrobank x FGVIF



Agro Podcast
Enhancing modern agriculture with digital payments (11.00am)



Sembang Agro
Building customer database (12.00pm)