

SPOTLIGHTS

Transforming Farmers' Markets: Go Cashless with Agrobank!

Agrobank has teamed up with the Federal Agricultural Marketing Authority (FAMA) to launch the Exclusive Cashless Farmers' Market Entrepreneur Package.

This groundbreaking initiative empowers farmers' market entrepreneurs to shift from cash-based transactions to cashless solutions, enhancing efficiency and security.

Open to all Agrobank customers registered with FAMA, this package covers a variety of vendors—from fresh produce to traditional medicines. We're starting with 500 entrepreneurs in the Klang Valley, with plans to expand across Peninsular Malaysia, backed by RM25 million in micro-financing.

Participants will receive essential tools, including a folding canopy, Agrobank debit card, personal accident protection, and a QR code standee everything needed to launch and grow their businesses.

Join us in embracing innovation and transforming the future of farmers' markets. With Agrobank, your success is just a transaction away!



Sembang Agro

with Hazeman Huzir
& Azizul Ammar

Today's live session featured two social media influencers, **Hazeman Huzir** and **Azizul Ammar**. The discussion emphasized the importance of having good image branding that give values to our followers especially on social media. They also encouraged having strategy and high digital intelligence quotient to stay in the game.



Choosing the right social media platform is essential for maximizing business potential.



AgroTED Talk

with Coach Shawn Mohd
Senior Manager,
Agrobank Center Of Excellence (ACE)

Four Key Principles for Entrepreneurial Success. Unlock your entrepreneurial potential with these four essential principles:

- ✓ **Future Vision:** Anticipate trends and spot opportunities to meet customer needs.
- ✓ **Flexibility:** Adapt quickly to changes in the business environment.
- ✓ **Smart Decision-Making:** Stay dynamic and make informed choices that drive innovation.
- ✓ **Innovative Solutions:** Create new products or services that can transform the market.



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Moments@MAHA



Tengku Mahkota Kelantan, Tengku Muhammad Fakhry Petra Almarhum Sultan Ismail Petra pay royals visit to MAHA 2024.



Puan Rizleen Mokhtar, Board of Director visited MAHA today.



Join Agrobank for the AgroMAHA Menang Motosikal Setiap Hari Campaign. With over 50 prizes up for grabs, including amazing gadgets like tablets, smartwatches, and wireless headphones, you could win every day throughout the event!



AgroMAHA campaign winner

Nurul Nadia bt. Md Fadzil won a Yamaha Y15ZR in today's draw. You could be next!



Edifier Wireless Headphone



Jam Pintar Garmin Vivoactive 5

Telefon Pintar Huawei Nova 12i



Guess it Right with Erry Putra!

Erry Putra actively engaged with the public during the promotional activities for the AgroMAHA Campaign. As part of his interaction, he hosted a lively and interactive quiz session with the audience, fostering camaraderie and boosting awareness about the campaign's goals.



Next Day Highlights



Wind Chamber



Sembang Agro Broku
(11:00am)



VR Games



AgroTED Talk
The PROBEST
Chillies Journey
(5:00pm)



Business Clinics



MoU Agrobank X MBI.



CBO Live on
Selamat Pagi Malaysia (SPM)

Launching PROBEST 2.0