

## **WEBINAR SERIES:** **SME Governance: A guide for family-owned business**

**28 June 2024, Friday**

9.00am - 1.00pm

Speaker: PROF DR ZUBAIDAH ZAINAL  
ABIDIN FCIS (CS) (CGP)

Virtual

Course code: CG280624W1

**Closing date: 26 June 2024**

**4 CPD  
HOURS**

## Introduction

According to SME Corporation Malaysia, 98.5% of business establishments in Malaysia are SMEs that cut across all sizes and sectors. There are 907,065 establishments of SMEs in Malaysia which contributes 36.6% of Malaysia's GDP in 2016.

According to David Risser, a director and partner of corporate governance consultants Nestor Advisors, SMEs view corporate governance with skepticism and consider it to be only relevant to large companies. He added that SMEs around the globe are not aware of the huge benefits the implementation of strong corporate governance systems can give companies. Development institutions have found that two-thirds of SMEs non-performing portfolios are due to weak governance. Many developed and developing countries as well as international organisations have come out with the guidelines for good corporate governance practices. However, most guidelines focus on the public listed companies, not on SMEs.

Cheryl Khor, Deloitte Malaysia's partner for enterprise risk services, said that the adoption of corporate governance practices definitely adds value to SMEs, even if they are not looking to get listed. SMEs that apply corporate governance practices do not need to report to the Securities Commission, but they will see the value of these practices in their businesses. The companies will be driven in a better, more sustainable direction.

## Course objectives

To understand the importance for SMEs to adopt and practice good corporate governance in supporting the organisation's sustainability on the long-term and establishes responsibility and accountability.

## Who should attend

Company secretaries, directors, corporate advisors, corporate governance professionals, lawyers, auditors, accounting professionals risk management professionals and compliance officers.

## Course outline

### SME Corp

- SME landscape of Malaysia
- SMEs statistics and performance
- Failed businesses in Malaysia
- Governance for SMEs

### Essential principles of corporate governance for SMEs

- Different types of SMEs
- Family governance mechanism
- Board of directors
- Corporate governance champion

### Benefits of corporate governance for SMEs

- Improves a company's ability to obtain external funding
- More effective management
- Improves the management of risks
- Major selling point and improves company reputation
- Enhance long-term value

### Corporate governance framework for SMEs

- Separate ownership from management duties
- Create a balanced board
- Introduce Code of Business Conduct
- Raise corporate culture with a focus on benefits of corporate governance
- Develop senior management's administrative and technical skills
- Create clear organization charts
- Establish independent internal audit function
- Create job descriptions which establish clear responsibilities and reporting lines
- Introduce succession plans and rules for conflicts of interest

### Challenges of corporate governance for SMEs

- Skepticism on the value of corporate governance
- Inculcating good corporate governance habits
- Costly exercise
- Transparency
- Compliance of formal rules and regulations

### Corporate governance codes for SMEs

- Dubai SME: The Corporate Governance Code for SMEs

## About the trainer: Prof Dr Zubaidah Zainal Abidin FCIS (CS) (CGP)

**Dr Zubaidah Zainal Abidin** is currently engaged as an Academic Fellow with the Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM). She retired as a Professor from Universiti Teknologi MARA (UiTM) in 2015 where she had served for more than 25 years, holding various senior academic positions, among others as the Dean of the Institute of Graduate Studies. From 2015 to 2018, she was with Kolej Universiti Poly-Tech MARA (KUPTM) initially as the Dean for the Institute of Graduate Studies and later appointed as Deputy Vice Chancellor (Academic and Internationalisation). In 2019, she accepted an invitation by UNITAR as an Associate Research Fellow for a year. She was then offered an appointment as a Professor with Putra Business School for the year 2020-2021. Prior to joining academia in 1986, she worked as a company secretary for private companies and public listed companies spanning over a period of more than 13 years (1973-1986). Dr Zubaidah has a diverse academic qualification with professional ICSA UK, Masters in Accounting and Management Science from University of Southampton, UK, and her PhD from Curtin University of Technology, Australia. Dr Zubaidah has authored five books on company secretarial practice which are being used nationwide by students in both public and private universities. She is an ardent researcher in corporate governance, board diversity, boardroom dynamics, and corporate social responsibility, the research findings of which had been presented at national and international conferences and published in refereed journals.

She is frequently invited as speaker by professional and regulatory bodies including Companies Commission of Malaysia (CCM), MAICSA, Malaysian Association of Company Secretaries (MACS) and Institute of Approved Company Secretaries (IACS) to share her thoughts on matters pertaining to governance, board leadership, and sustainability

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MAICSA Member's staff***	400	400	400

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Attention: Ms Vicky

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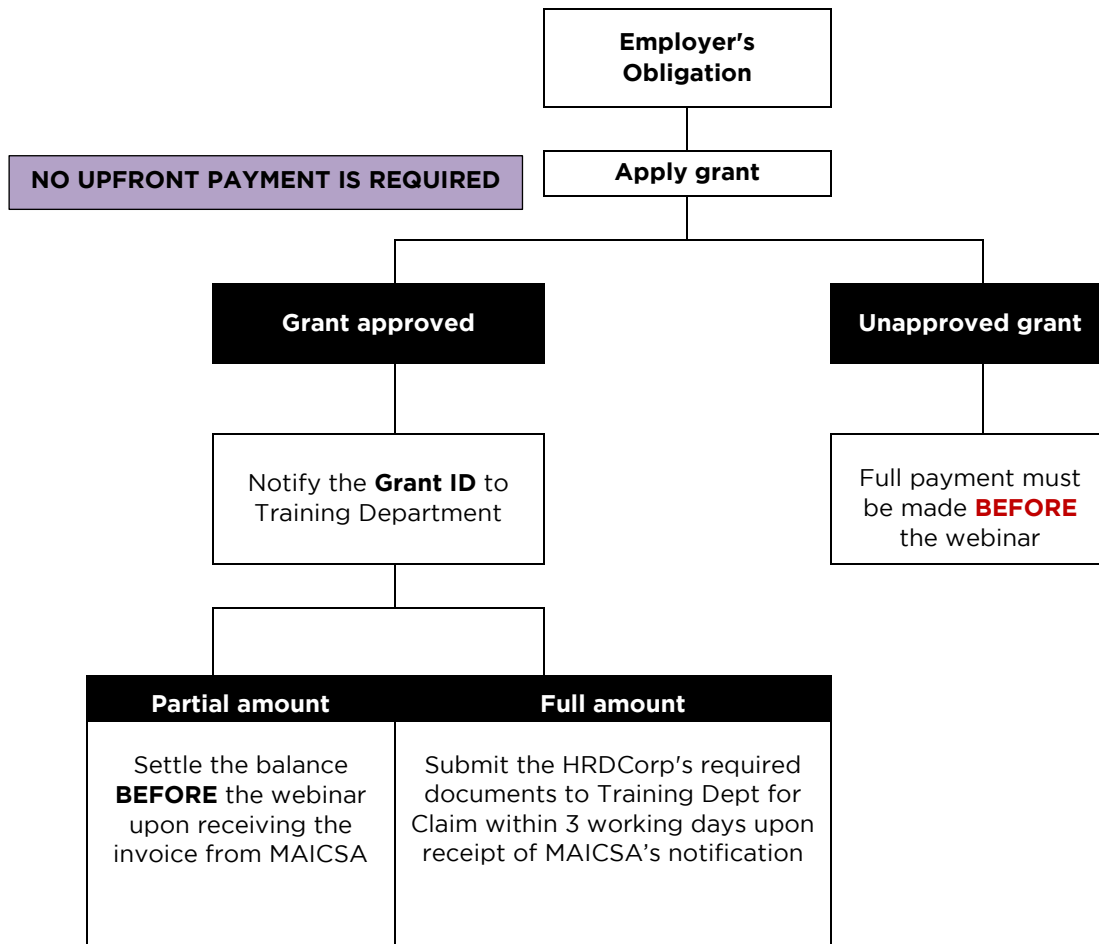
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