



"INSPIRE INCLUSION" this #IWD2024 Join the movement for women empowerment

We #InspireInclusion when we inspire others to understand and value women's inclusion to create a more equitable world.

On an individual level, we recognise the economic, innovation and leadership potential women bring to the table and actively seek out inclusion opportunities for them, while also encouraging others to do the same.

On an organisational or group level, we can promote the inclusion of women by ensuring their needs, interests and aspirations are met. These actions include forging women's economic empowerment, recruitment and fostering female talent, supporting women and girls in leadership positions, ensuring equitable access to education and training, and other initiatives supporting the advancement of women and girls.

Let's unite to empower and uplift our women and girls.

AFFIN BANK/ AFFIN ISLAMIC wishes our AFFINGEM members a Happy International Women's Day!

Source: <https://www.internationalwomensday.com/Theme>

THE ROADMAP TO SUCCESS IN 2024

2024 heralds a new era for women in entrepreneurship. Despite economic uncertainties, women business owners are poised for substantial growth. The journey however, is lined with challenges particularly in accessing capital. Addressing these barriers is crucial for fostering a more equitable business landscape.

5 KEY STRATEGIES for Growth and Empowerment

- 1 Tailored Grants**
Explore specialised grants aiding women-owned businesses.
- 2 Crowdfunding Connections**
Utilise platforms for fundraising.
- 3 Angel Investment Opportunities**
Engage with investors prioritising female-led companies.
- 4 Government Programmes**
Take advantage of programmes designed to support women entrepreneurs.
- 5 Traditional Bank Financing**
Find the best fit bank loans/financing to finance your business expansion.

Source: <https://www.forbes.com/sites/melissahouston/2023/10/06/women-entrepreneurs-poised-for-growth-in-2024/?sh=4bc9dc8951c0>

10 BIGGEST BUSINESS TRENDS FOR 2024

Navigating the Tech-Driven Landscape

- 1 Generative AI Revolution**
Businesses need a strong generative AI strategy for intelligent automation of customer experiences and internal operations.
- 2 Soft Skills Ascendancy**
An increasing emphasis in nurturing soft skills (e.g. interpersonal problem solving, high-level strategy, and thought leadership etc.)
- 3 Skills-Focused Solution**
Focused hiring based on specific skills and experience as well as upskilling especially in AI-related areas.
- 4 Green Transition**
Customer-driven demand for sustainable practises leads to bottom-line growth and authentic environmental commitments.
- 5 Customisation Era**
Personalised products and services that are driven by customer demand, reshaping go-to-market strategies.
- 6 Data-Driven Business**
Monetisation of strategic data assets to open new business avenues.
- 7 Customer Experience Overhaul**
A holistic personalised approach to customer satisfaction as the key focus of business models.
- 8 Continuation of Remote Work**
The norm of the flexible globally-distributed workforce persists post-pandemic.
- 9 Diversity & Inclusion Imperative**
Critical focus on diverse workforces to prevent biases in AI-driven decision-making.
- 10 Resilience as Priority**
Preparation to deal with various threats, from cyberattacks to global events, to ensure business continuity.

Source: <https://www.forbes.com/sites/bernardmarr/2023/09/25/the-10-biggest-business-trends-for-2024-everyone-must-be-ready-for-now/?sh=130ee19559ab>

8 GAME-CHANGING STRATEGIES to Elevate Your Business in 2024

2024 is knocking on our door, and it is time for businesses to gear up for the thrilling innovations that lie ahead. In this cutting-edge guide, we unveil 8 innovative ideas that will not only keep you ahead of the competition but also help you maximise your precious time and resources.

- Embrace Digital Marketing**
Connect with your customers where they spend most of their time - the Internet. From social media and email campaigns to online ads, harness the power of digital marketing to boost your online presence and drive leads.
- The Power of Personalisation**
In the era of personalisation, customers expect tailored online experiences. Utilise data analysis, machine learning, and customer insights to create targeted campaigns and content that resonate, ensuring repeat engagement.
- Partner with a Marketing Agency**
Leave your marketing in the capable hands of a marketing agency so that you can focus on your core business operations. They will create tailored strategies that engage your audience, attract customers, and put your business in the spotlight.
- Mobile Optimisation is Key**
Mobile-friendly website is essential when over half of website traffic comes from mobile devices. Ensure a responsive, user-friendly website for seamless access and content enjoyment, boosting visitor conversion into loyal customers.
- Welcome Chatbots to the Conversation**
Implement automated chatbots and experience revolutionary customer interactions. Integrate them on your website and social media to provide instant support, engage potential clients, and quickly address FAQs, all while saving valuable time and resources.
- Capitalise on Social Media Advertising**
Invest in targeted advertising on platforms like Facebook, Instagram, and LinkedIn to showcase your offerings to a vast and engaged audience. Partner with a marketing agency for a custom strategy.
- Invest in Video Content**
Video content is effective when it comes to brand communication - whether it is a product explainer, a behind-the-scenes peek, or a glimpse into your company culture, videos captivate. Collaborate with experts to streamline creation and make your content shine.
- Customer Experience is King**
Poor customer experience can hinder your business even with exceptional marketing and advanced technology in place. Invest in exceptional service and prioritise customer-centric products and services.

Source: <https://www.linkedin.com/pulse/8-brilliant-ideas-get-your-business-prepared-8sxqc/>

Malaysia 2024: NAVIGATING ESG TRENDS IN A TRANSFORMATIVE LANDSCAPE

In a world spotlighting Environmental, Social and Governance (ESG) considerations, Malaysia is no exception. With this framework adoption focusing on environmental sustainability, social responsibility, and corporate governance, Malaysia is set on a transformation journey to reshape business strategies, enhance corporate transparency that contributes. Here are six anticipated developments to watch out for:

- ESG as a Growth Catalyst**
With the shift from regulatory compliance to material growth driver, ESG is emerging as a catalyst for long-term value creations that fosters positive stakeholder relationships. Robust sustainable practices can enhance operational efficiency, mitigate risks and create opportunities.
- Biodiversity Focus**
Biodiversity conservation gains ESG prominence, with Malaysia's "megadiverse" status attracting attention. Efforts to protect Malaysia's rich wildlife will be crucial.
- ESG in Supply Chains**
The EU's Corporate Sustainability Due Diligence Directive (CSDDD) will dominate in 2024, placing stricter obligations on European procurers. Malaysian companies will need to ensure that due diligence is applied across their operations to meet these stringent CSDDD conditions.
- ESG Integration in Finance**
Sustainability will become a financial foundation with increasing consideration of climate change impact on financial outcome and stability, highlighting the interconnectedness of sustainability and financial stability. Malaysia must align with international ESG standards to continue attracting foreign investment.
- Sustainability Reporting Expansion**
SMEs will embrace sustainability reporting, like Bursa's Simplified ESG Disclosure Guide (SEDG) to stay competitive as part of the global supply chain.
- Rise in ESG-Related Disputes**
ESG's role in contracts may lead to more disputes. Malaysian companies must adapt to international dispute resolution methods like arbitration and mediation.

ESG represents not just the future, but a current reality. Malaysian businesses should view ESG as an opportunity for growth, not merely compliance. As we progress into 2024, ESG evolves into a central component of corporate strategies, presenting Malaysian companies with a wealth of opportunities to capitalise on.

Source: <https://www.skrine.com/insights/alerts/january-2024/six-global-trends-in-esg-to-watch-out-for-in-malay>

AFFINBiz CNY Prosperity Campaign

1 January 2024 until 31 March 2024

Breathe fire into your CNY celebration with our limited-edition gold-plated dragon figurines!

New-to-Bank Category

Requirement 1
Open a new current account and deposit a minimum of **RM88,888** within 30 days from the account opening date

Requirement 2
Sign up for Bancassurance with a minimum total aggregated premium of **RM188**

Existing-to-Bank Category

Requirement 1
Deposit into your business current account and grow a minimum of **RM88,888** in month-end balance by 31 March 2024

Requirement 2
Sign up for Bancassurance with a minimum total aggregated premium of **RM188**

Terms & conditions apply.
This campaign is applicable for Affin Bank Berhad products and services only. Deposit products are protected by PIDM up to RM250,000 for each depositor.
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