



AmBank Group

MEDIA RELEASE

21 September 2023

AmBank launched AmBank SME Amplify at KLFW Fashion Connect Point 23 Fashion Symposium

In a bold move to empower local SMEs in their journey towards growth and success, AmBank has launched AmBank SME Amplify, which encapsulates a holistic suite of financing and digital solutions catering to the unique needs of SMEs.

Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group said "With SMEs as the backbone of the economy, we will continue to expand and invest heavily in this segment by reimagining how micro, small and medium enterprises could be better served in the markets. We stand by our community, implementing comprehensive initiatives and financing options, tailored to fuel their growth and bolster their competitive edge. The AmBank SME Amplify addresses the pain points that SMEs face by providing easier access to financing."

The innovative suite of solutions under AmBank SME Amplify is a direct response to this understanding. Business owners will have access to working capital loans with no lock-in period and collateral-free financing up to RM2 million to pursue their growth ambitions without the traditional constraints. AmBank SME Amplify offers SMEs an interest-bearing Business Current Account that delivers attractive high returns on deposited funds

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group
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which can be conveniently managed via AmAccess Biz. Additionally, customers can enjoy unlimited cashback on their business expenses when they apply for an AmBank Visa Infinite Business Card with no annual fees and up to 58 days interest free repayment. AmBank also provides various government assisted financing facilities in collaboration with Bank Negara, Credit Guarantee Corporation Malaysia Berhad (CGC) and Syarikat Jaminan Pembiayaan Perniagaan Berhad (SJPP) in all economic sectors to empower and maximise the full potential of our SME customers.


AmBank SME Amplify also offers a one-stop Merchant Business Solution with same-day settlement. SMEs will be able to accept all cashless transactions from all digital payment methods including DuitNow QR for all online and retails transactions via our terminals, mPOS and Quick Response (QR) codes. Plus, with Pay-As-You-Grow (PayG), Malaysia 1st Term Loan linked to the Point of Sale (POS) transaction and Deposit account, SMEs will get a faster and more accessible way to access upfront cash for their business needs. More information regarding AmBank SME Amplify can be obtained at ambank.com.my/SMEAmplify

The launch of AmBank SME Amplify took place at InterContinental Kuala Lumpur during KLFW Fashion Connect Point 23, a symposium for local fashion designers, entrepreneurs, and retailers. This event is an avenue to meet industry experts whilst addressing the latest trends and challenges faced by entrepreneurs today. Some topics that were discussed includes Sustainability in Fashion, Understanding of Inflation & Supply Chain

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Security, and Employing Disruptive Strategy through Digital Transformation & Immersive Customer Experiences.

Aaron Loo, Managing Director, Retail Banking, AmBank said “We are pleased to continue to collaborate with KL Fashion Week in engaging the fashion industry eco-system. Malaysia’s rich heritage has created many successful homegrown brands that are becoming increasingly more visible in the global stage and AmBank will be in a good position to support their growth with SME Amplify. Our aim is to support the entire fashion industry value chain from textiles, manufacturing, retailing and design amongst others with not just financing but with sharing of information and knowledge that will help them succeed in an increasingly competitive environment.”

The KLFW Fashion Connect Point 23, which is in its second year running, brings together established and emerging entrepreneurs within the retail and SME realm which consist of merchants, traders, and innovators primarily from the apparels and textiles industries with a specially curated agenda comprising presentations and panel discussions featuring stewards of SMEs and subject matter experts.

It is a platform to educate, network and elevate the fashion industry’s supply chain with the aim of creating a sustainable ecosystem and a progressive industry.

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