

1. Record Nr.	UNINA9910824979003321
Autore	Tham Siew Yean
Titolo	Accidental and intentional exporters : comparing Indonesian and Malaysian MSMEs // Tham Siew Yean and Tulus Tambunan [[electronic resource]]
Pubbl/distr/stampa	Singapore : , : ISEAS-Yusof Ishak Institute, , 2019
ISBN	981-4818-32-1
Descrizione fisica	1 online resource (34 pages) : digital, PDF file(s)
Collana	Trends in Southeast Asia ; ; 2018 no. 5
Disciplina	338.6/4209598
Soggetti	Small business - Government policy - Indonesia Small business - Government policy - Malaysia Export marketing - Indonesia Export marketing - Malaysia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 20 Feb 2019).
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Frontmatter -- FOREWORD -- Accidental and Intentional Exporters: Comparing Indonesian and Malaysian MSMEs / Yean, Tham Siew / Tambunan, Tulus -- OVERVIEW OF MSMEs IN INDONESIA AND MALAYSIA -- DISCUSSIONS OF FINDINGS
Sommario/riassunto	Regardless of the size of the domestic economy, there are ample reasons for firms to extend their markets beyond home shores. These include increasing sales, improving profits, diversifying risks, reaping economies of scale, matching the moves of competitors, enhancing competitiveness or accessing government incentives. Both Indonesia and Malaysia seek to enhance the competitiveness of their micro, small and medium enterprises (MSMEs) by including internationalization goals in their respective national development plans for these enterprises. Findings from fourteen case studies in the two countries indicate that exporting may be a serendipitous discovery, as few of these cases were born global in intent. Shifting to intentional exporting will require entrepreneurs to tap into government and/or private networks and thus connect with international buyers. Indonesian MSMEs are more inclined to depend more on government than private networks as they perceive the former to be more credible. Malaysian

cases indicate some firms prefer private to government networks. This is attributed to the differences in the political economy of the two countries. Going forward, both countries need to consolidate their government-run programmes and reduce the fiscal burden. MSMEs should tap more into private networks to bridge the information gap that hinders their access to external markets. ASEAN can facilitate the entry of MSMEs into the ASEAN market by implementing resolutely current plans to reduce technical barriers to trade.

---