

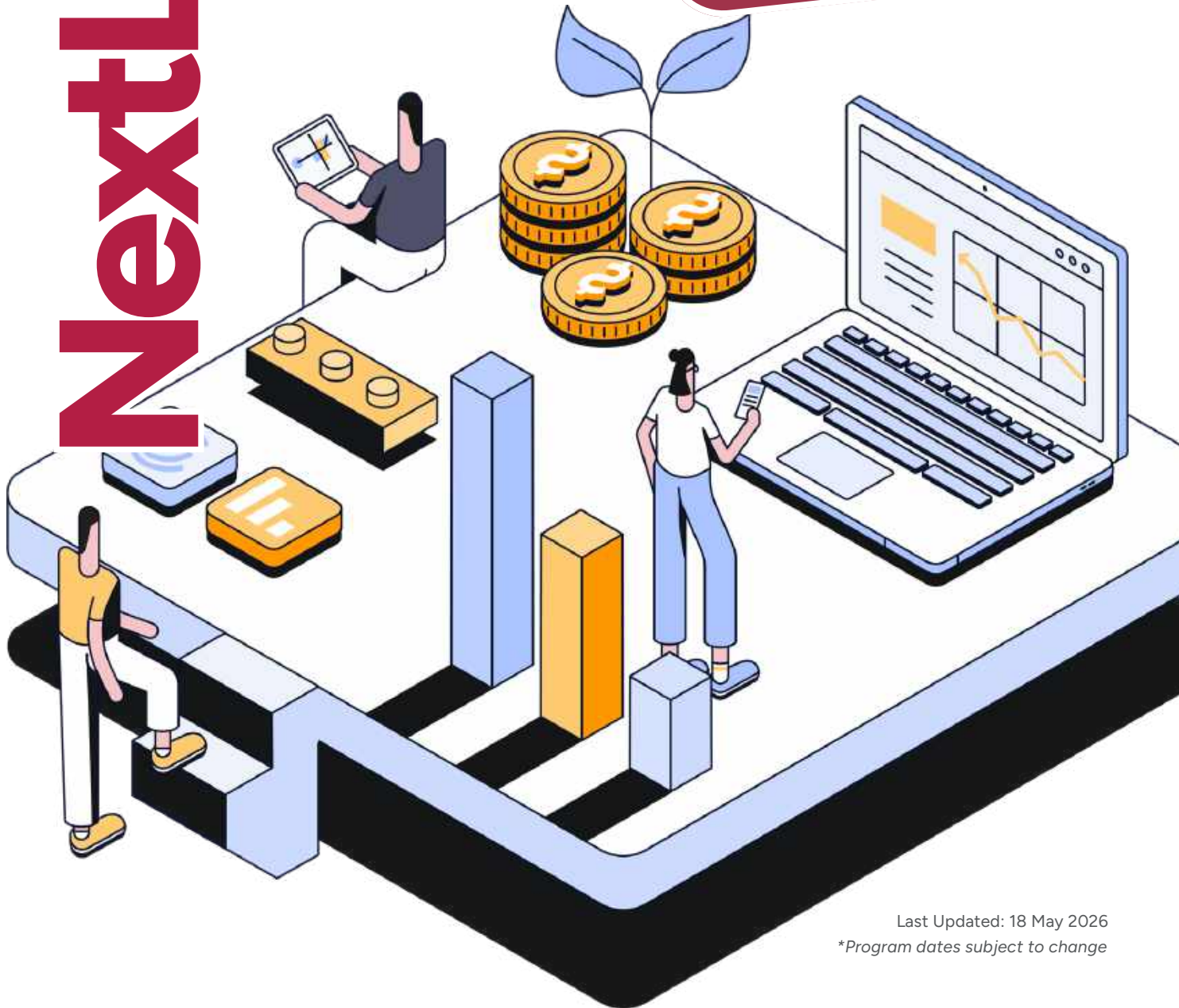
# NextLevel CEO

*Elevate Your Leadership.  
Scale Your Business.*

1 Jul - 30 Oct 2026\*



Calling Malaysia's  
Next Top MSME CEOs





# Calling Malaysia's Next Top MSME CEOs

NextLevel CEO is an intensive, 4-month leadership development programme designed to transform the way MSME founders and senior leaders think, strategise, and scale. Delivered by Asia School of Business in collaboration with SME Corp. Malaysia, the programme combines world-class executive education with hands-on business coaching.

## What the programme covers:

### 01 Executive modules



In-person and online sessions spanning corporate governance, strategic leadership, digital transformation, ESG, global trade, and advanced business strategy

### 02 Capstone Strategy Project



Develop a robust 5-year business plan with expert guidance

### 03 Business Coaching Sessions



Dedicated business coaching sessions with industry mentors

### 04 Business Performance Rating



SCORE business performance rating by SME Corp. Malaysia

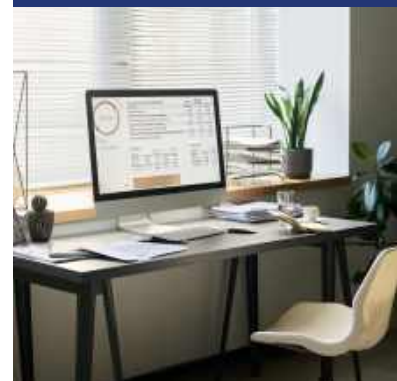
### 05 Post-programme Monitoring



Six-month post-programme impact monitoring

### 06 Graduation

Graduation ceremony and certification (November 2026)



**Programme Period: 1 Jul - 30 Oct 2026\***

*\*Program dates subject to change.*

## Why Join?

Through the NextLevel CEO programme, you will gain:

### STRATEGIC CLARITY

Walk away with a fully developed 5-year business plan built through structured coaching and the Capstone Strategy Project.

### PERFORMANCE BENCHMARKING

Identify operational gaps and unlock growth through the nationally recognised SCORE rating assessment.

### ECOSYSTEM ACCESS

Gain eligibility for SME Corp Malaysia's exclusive events, upscaling programmes, and HGHV strategic initiatives.

### LEADERSHIP EDGE

Sharpen strategic thinking through modules delivered by seasoned faculty and industry practitioners.

### STRATEGIC NETWORKING



Connect with visionary peers, mentors, and industry leaders across high-growth sectors.

### 80% FUNDING SUPPORT

Pay only 20% of the total programme cost. The remaining 80% is funded by SME Corp. Malaysia.

## Eligibility & Participant Criteria

Open to Malaysian leaders of all sizes of MSMEs, including micro and start-ups, under HGHV & strategic sector. A business qualifies if it meets either one of these criteria (whichever is lower):

	\$\$ Sales Turnover	Full-Time Employees
 <b>Manufacturing</b>	Not exceeding RM50 million	Not exceeding 200 workers
 <b>Services &amp; Other Sectors</b>	Not exceeding RM20 million	Not exceeding 75 workers

Priority is given to businesses with annual sales of at least RM5 million from HGHV sectors and strategic sectors under the New Industrial Master Plan 2030 (NIMP 2030). Participants co-fund 20% of training and participation costs.

### Additional conditions:

- Registered with SSM under the relevant Acts, or with a recognised professional body
- At least 60% Malaysian equity ownership
- Not a public-listed company on the main board, GLC, MNC, or state-owned enterprise
- Annual revenue of at least RM5 million (latest audited financial statements)
- Valid business premise with a local authority business licence
- Sound financial position and positive cash flow

*Note: No maximum revenue ceiling, but all applicants must fulfil the MSME status definition.*

**Women entrepreneurs & Sabah/Sarawak-based MSMEs are strongly encouraged to apply!**

## Target Sectors: High Growth, High Value

NextLevel CEO prioritises MSMEs within HGHV sectors and strategic industries under **NIMP 2030**:

### HGHV & NIMP 2030 Priority Sectors

- Electrical & Electronics (E&E)
- Drone & Aerospace
- Oil & Gas
- Medical Devices
- Biotechnology
- Halal Technology & Smart Agriculture
- Mobility
- Green Economy

### Additional Growth Sectors

- Advanced Materials
- Electric Vehicles (EV)
- Renewable Energy (RE)
- Carbon Capture (CCUS)
- Digital & ICT
- E&E Equipment



# Investment & Sponsorship

NextLevel CEO is heavily subsidised under the PRESTIGE 2.0 initiative, making world-class executive development accessible to qualifying MSMEs.

## YOUR INVESTMENT

**80%** funded by SME Corp. Malaysia

**20%** self-funded by participant (HRDC-Claimable)

*Total Programme Value: RM9,833.00 \**

*Total Programme Fees Payable: RM1,966.60 \**

*Programme fee is 100% HRD Corp claimable. T&C applies*

### What your investment includes:

- All training modules and learning materials
- Business coaching and mentoring with industry experts
- Capstone Strategy Project facilitation and feedback
- Post-programme impact monitoring and reporting
- Graduation ceremony and certification
- Food and beverage for all in-person sessions

**Programme Period: 1 Jul - 30 Oct 2026\*\***

*\*Programme fee before SST*

*\*\*Program dates subject to change*

**REGISTER NOW**

# READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

- Sign up at [exec.asb.edu.my](https://exec.asb.edu.my)
- For more information, email:  
[NextLevelCEO@asb.edu.my](mailto:NextLevelCEO@asb.edu.my)



NextLevel CEO  
Programme



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