

## 9-12 March 2018

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**Embracing** the impact of disruptive innovation

SME News page 16





### What's Inside:



iPayy88 says biggest jumps were in transport, personal care, and delivery



Love blossoms Sometime for Nicole Wong and Stan Chooi Striking page 30

Mercedes-Benz Malavsia commercial vehicles records 2,469 units sold last year

# DESIGN BRAND MARKETING What's in a brand A misconception among SMEs is that branding is only for the big boys, is extremely costly, and notworth the investment. On the contrary, with Cover Story page 06-10

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fitalisation, it's more important than

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