

FOR IMMEDIATE RELEASE

SCMP signs strategic MOUs with SEAFIC, Star Media Group Berhad and MAYCHAM in Malaysia to advance regional collaboration



Kuala Lumpur, Malaysia (August 11, 2026) – The **South China Morning Post (SCMP)**, Hong Kong's premier English-language news platform, has signed three strategic Memorandum of Understanding (MOUs) agreements in Kuala Lumpur with the **Southeast Asian Futures Initiative Centre (SEAFIC)**, **Star Media Group Berhad (SMGB)**, publisher of Malaysia's leading English daily *The Star*, as well as **The Malaysian Chamber of Commerce (Hong Kong & Macau) Limited (MAYCHAM)**. These landmark partnerships aim to amplify regional perspectives, enhance mutual understanding between the two sides and elevate forward-looking economic thought leadership across Asia.

Highlighting the strategic value of these partnerships, **Tammy Tam, Publisher, South China Morning Post**, said: "Signing these memorandum of understanding with important partners in Malaysia marks a significant step forward in deepening regional cooperation and serving as a vital bridge between Hong Kong, Malaysia and the wider Asean region. By combining SEAFIC's expertise and forward-looking research capabilities, Star Media Group's trusted multi-channel ecosystem, MAYCHAM's extensive network, as well as SCMP's global editorial reach and growing influence as an expert voice of China and the region, we are creating a dynamic platform that unites demand-driven policy insights with credible journalism. Through our combined professional networks, this collaboration enables us to expand SCMP's footprint across Southeast Asia while delivering high-impact content and activities that drive informed decision-making, trade and economic development."

Pioneering Regional Futures and Thought Leadership with SEAFIC

Through a strategic partnership signed in Kuala Lumpur, SCMP and SEAFIC – a pioneering think tank dedicated to Asean economic development, trade, and investment – will merge research-driven insights with global editorial reach to further enhance SEAFIC as a premier, future-focused think tank. Together, the partners will launch an Asia-focused economic dialogue and co-hosting meaningful events on long-term growth scenarios, advancing thought leadership and building an influential cross-border network across government, finance, academia and industry.



Emphasising the impact on regional cooperation, **Tengku Datuk Seri Utama Zafrul Aziz, Chairman, Southeast Asia Futures Initiative Centre (SEAFIC)**, said, “Asean’s competitiveness will be defined by how boldly we prepare for the economic, technological and geopolitical shifts already reshaping our tomorrow. This partnership with the South China Morning Post is our invitation to the region: let’s start designing solutions to equip ourselves for a more resilient future. Through the ASEAN Futurist Conference, we aim to build a leading platform where policymakers, business leaders and thinkers come together not just to imagine Asean’s next decade, but to shape it – with strategies that are both collaborative and actionable.”

Expanding Editorial, Business and Educational Synergies with Star Media Group Berhad

Building on the existing relationship, SCMP and SMGB will broaden regional collaboration across content, executive events and youth education. Under the strategic agreement, the media groups will expand content exchanges to include mutually interested sustainability coverage, co-host economic summits and link their youth platforms for joint educational initiatives.



Commenting on the expanded collaboration between the two media leaders, **Chan Seng Fatt, Group Chief Executive Officer, Star Media Group Berhad**, said: “This MOU marks an important step in strengthening cross-border collaboration and reflects our shared aspiration to explore the opportunities that can be created by bringing together the strengths of Hong Kong and Malaysia. As the most trusted and established media house in Malaysia, SMGB looks forward to playing a leadership role in boosting cross-border partnerships through narrative-building and knowledge-sharing. We will work closely with our ecosystem partners to deliver greater value to our readers through the collective journalism expertise from both Hong Kong and Malaysia.”

Strengthening Business and Gateway Connectivity with MAYCHAM

Under the agreement with The Malaysian Chamber of Commerce (Hong Kong & Macau) Limited (MAYCHAM), SCMP and MAYCHAM will collaborate to enhance trade, investment and cultural exchanges between Malaysia and Hong Kong. The initiative aims to position Hong Kong as a strategic gateway for Malaysian enterprises into Greater China, while supporting Hong Kong businesses seeking access to Malaysia and the wider Asean region.



Helena Phua, Deputy Chair, MAYCHAM, said, “We are delighted to partner with the South China Morning Post through this new MOU. This collaboration is a wonderful opportunity to bring greater value to our business community. By combining MAYCHAM’s strong network with SCMP’s trusted insights and exceptional regional coverage, we aim to unlock exciting new opportunities for growth. I look forward to a successful partnership that drives meaningful connections that support our members across the region.”

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For press enquiries or more information, please email: pr@scmp.com

About South China Morning Post South China Morning Post

The SCMP is the premier English-language news platform rooted in Hong Kong, reaching a global audience with authoritative and comprehensive insights about Greater China, including Hong Kong’s development. With more than 122 years of publishing excellence, SCMP has been providing insights into key news topics in Asia and global dynamics impacting this region, through the lens and perspectives of Asia, while hosting high-calibre events and conferences engaging key decision-makers, top government officials, business leaders and experts. Read more with SCMP: www.scmp.com

About SEAFIC

Headquartered in Malaysia, the Southeast Asian Futures Initiative Centre (SEAFIC) is a pioneering think tank dedicated to advancing economic development, international trade and investment, as well as international cooperation in the ASEAN region. With a futurist outlook, Southeast Asian Futures Initiative Centre (SEAFIC) provides high quality, demand-driven research to address contemporary and emerging regional challenges. The Southeast Asian Futures Initiative Centre (SEAFIC) also acts as a catalyst for informed decision-making, policy formulation, and business strategy development. SEAFIC: seafic.org

About Star Media Group Berhad

With a legacy spanning over five decades, SMG upholds journalistic excellence through award-winning work that reflects our commitment to credibility, depth, and public trust. As the media landscape evolves, SMG continues to embrace transformation in an increasingly digital and data-driven environment. Its portfolio today spans print, digital, radio, events, and content marketing, enabling us to engage audiences across multiple touchpoints. Star Media Group Berhad: www.starmediagroup.my

About The Malaysian Chamber of Commerce (Hong Kong & Macau) Limited

The Malaysian Chamber of Commerce (Hong Kong & Macau) Limited (MAYCHAM or MCCHKM), established on 20 January 2014 by Malaysian business leaders in Hong Kong and Macau, aims to promote and represent Malaysian business interests, facilitate networking and information sharing, support trade and investment initiatives, and connect members with both Malaysian and local authorities; the chamber also participates actively in the International Business Committee and InterCham to foster dialogue and collaboration within the region. MAYCHAM: www.mcchk.com