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Ministry to launch trade bazaar to promote Bumiputera products in London

TELUK INTAN: The Entrepreneur and Cooperative Development Ministry is launching a trade bazaar in London on Jan 30 to promote Malaysian-made Bumiputera products in international markets.

Its minister Datuk Noh Omar said the ministry also had plans to open a similar bazaar in Qatar, Norway,

Dubai, China and Egypt, to be carried out in stages to promote Bumiputera-produced food, beauty and health products, with standard packaging and branding.

"The opening of the bazaar is a challenge for Bumiputera entrepreneurs to produce high-quality Malaysian made products and of similar standard with international goods," he told

reporters after launching a programme for entrepreneurs, the 'Gerak Usahawan' here on Saturday night.

Noh said the ministry had allocated RM10 million for promotion of Bumiputera products through the print and electronic media with the cooperation of the Standards and Industrial Research Institute of

Malaysia (Sirim), the Malaysian Agricultural Research Development Institute (Mardi) and the Forest Research Institute of Malaysia (FRIM).

On the 'Gerak Usahawan', he said 40 programmes had been set up and the number would be increased from time to time to produce more competitive entrepreneurs. — Bernama