

Headline **Ministry setting up trade bazaars abroad**  
Date **19. Jan 2009** Language **ENGLISH**  
Media Title **New Straits Times** Page No **25**  
Section **Local News** Article Size **88** cm2  
Circulation **158042** Frequency **Daily**  
Readership **512000** Color **Full Color**  
AdValue **1257.18**



Datuk Noh Omar says move is to help Bumiputera producers

## Ministry setting up trade bazaars abroad

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

Minister Datuk Noh Omar said his ministry also planned to open similar bazaars in Qatar, Norway, Dubai, China and Egypt in stages to promote Bumiputera-produced food, beauty and health products under a common brand with standard packaging.

"The opening of these bazaars pose a challenge for Bumiputera entrepreneurs to ensure high-quality produce of international standards," he said after launching the Geral Usahawan programme for entrepreneurs here on Saturday night.

Noh said his ministry had allocated RM10 million for the promotion of Bumiputera products through the print and electronic media with the cooperation of the Standards and Industrial Research Institute of Malaysia, the Malaysian Agricultural Research Development Institute and the Forest Research Institute of Malaysia. — Bernama