

Women entrepreneurs urged to be innovative to survive

KUCHING: Women entrepreneurs in the state must work on new innovations and creative marketing to help expand and promote their products.

Minister in the Chief Minister's Department Datin Fatimah Abdullah on Saturday said in order to survive in the competitive business environment, women must be prepared to innovate their products and work on strong branding strategies.

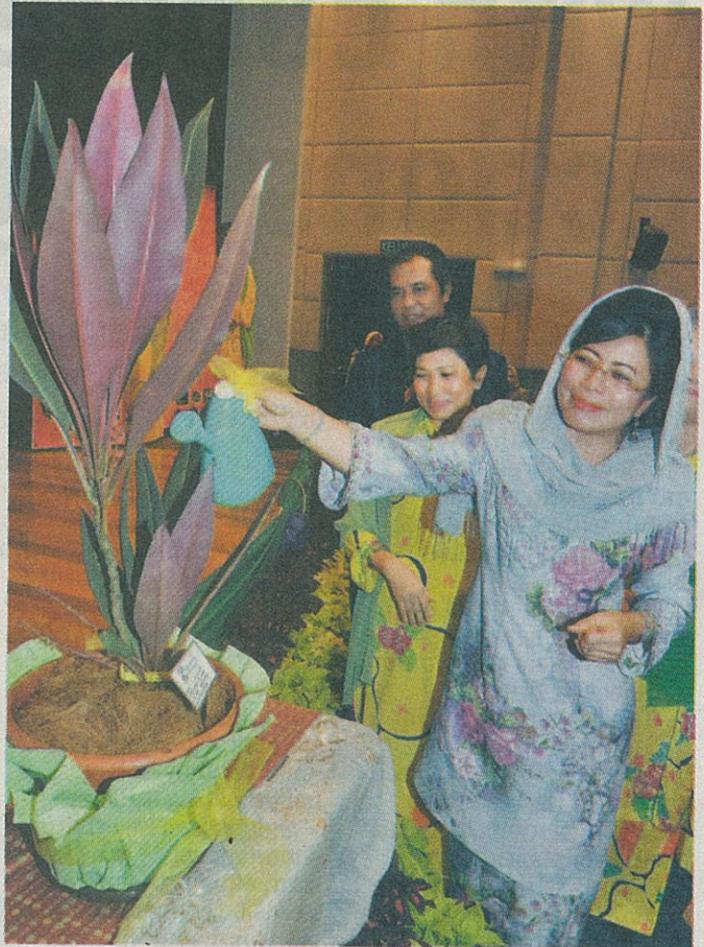
"We must realise that the business world is very competitive, to remain successful we must be creative and innovative.

"Creativity and innovation do not stop at producing a wide range of products but also in developing quality," she said in her opening speech during Sarawak Federation of Women's Institute (PPWS) Seminar at Yayasan Sarawak Auditorium.

Therefore, she added, female entrepreneurs must be smart in branding their products and find creative ways to market them.

"We must be prepared to seize new business opportunities be it in the local or international market. We must identify our niche area and through continuous research and development, continue to strengthen our niche," she added.

"What's important is that we must come out from the old mindset. We must all be more creative



LAUNCHED: Fatimah watering a 'Kacip Fatimah' plant to symbolically open the Sarawak Federation of Women's Institute (PPWS) Seminar at Yayasan Sarawak Auditorium while Nancy (left) looks on. — Photo by Jeffery Mostapa

and innovative and stay united in our contributions towards our country's development," she said.

In her speech, Fatimah also urged more women to be involved in various associations in politics, cultural, social and business.

"Perhaps, these women

will add a touch of their motherly instincts in taking care of other members in the organisation," she said.

The two-day seminar was held in an effort to spark entrepreneurial interests among women on herbal-based products.

Also present is PPWS chairperson Nancy Shukri.

PPWS holds two-day herbal exhibition

KUCHING: Sarawak Federation of Women's Institute (PPWS) held a two-day Sarawak Foundation Herbal Exhibition and Seminar at the Sarawak Foundation Education Development Centre, in Jalan Sultan Tengah here last weekend.

The exhibition introduced a variety of natural herbal treatments such as Sarawak Women's

Heritage traditional spa massage and beautician therapy session by Abang Kiprawi Abang Rosli.

There were also herbal related quiz session, 'Bumbu Bubur Pedas' session, demonstrations as well as children's colouring competition.

The exhibition was opened yesterday by the Head of State's wife Toh Puan Datuk Patinggi Norkiah.

Fishermen's association praised for having own building

KUCHING: Fishermen's Association (PNK) of Sri Muara has set a good example by having its own building for its members to hold official activities.

According to state Fisheries Development Board director Razaili Gapor, the positive step taken by PNK Sri Muara is