

KERATAN AKHBAR

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'Economic development policy for bumi enterprises needed'

EMPOWERMENT EFFORTS

'ECONOMIC DEVELOPMENT POLICY FOR BUMI ENTERPRISES NEEDED'

DPM: This will help drive businesses to greater levels, ensure dominance.

PUTRAJAYA

DEPUTY Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi has proposed an economic development policy to empower and drive Bumiputera-owned enterprises holistically.

He said there was a need to propel Bumiputera-owned enterprises to greater levels to ensure their dominance, and so that these entrepreneurs benefit on a larger scale.

"Since the first Bumiputera Economic Congress (KEB), many traders have benefited from government efforts encouraging Bumiputeras to engage in business.

"No doubt many successful and outstanding entrepreneurs have been born since KEB 1965," he said in conjunction with KEB 2024, which runs from today till Saturday.

The first KEB, held on June 7, 1965, was opened by then Prime Minister Tunku Abdul Rahman Putra al-Haj.

It led to the establishment of the Majlis Amanah Rakyat, which went on to become a special entity tasked with mapping the direction and progress of Malays and Bumiputeras in all fields.

Zahid said as of January this year, 29.8 per cent or 357,863 of

registered micro, small and medium-sized enterprises were owned by Bumiputera.

He stressed the need for the development of a dashboard for Bumiputera entrepreneurs to identify structured and targeted programmes to enhance the capabilities of their companies.

The dashboard would also ensure that a company does not receive the same assistance from various agencies, he said.

On a separate issue, Zahid said a proposal to mandate the purchase of 70 per cent halal and Bumiputera products for official government programmes would be presented at KEB 2024 as a resolution to empower the halal industry.

Another resolution to be presented was to implement the Halal Business Transformation Pro-

gramme through availability assessment activities and business guidance.

Additionally, he said, the proposed implementation of the Home-Grown Halal Champion Programme, involving vendor development activities and business coaching in collaboration with multinationals, would be presented as well.

"This programme includes expanding the policy of 30 per cent inclusion of Bumiputera entrepreneurs' products in the modern retail sector, involving large supermarkets, mini markets and local supermarkets.

"This initiative encompasses the guidance and development of 10 new Halal Championships for selected stock keeping units products in categories such as biscuits, instant noodles, canned



Datuk Seri Dr Ahmad Zahid Hamidi

food, coconut milk and bakery," the deputy prime minister added.

The main objective of KEB 2024 is to empower the Bumiputera agenda in 10 national economic groups.

It is one of the Madani government's most important agendas to revamp and boost the socioeconomic development of the Bumiputeras holistically.

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