

841 local brands on sale in foreign hypermarkets — Saifuddin

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PETALING JAYA (July 18): A total of 841 small and medium local enterprises (SME) brands have been listed in six foreign hypermarkets in the country.

Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail said the success of these local brands was the result of product development activities implemented by the Ministry for the purpose of promoting local products.

"We are proud of their achievement and some of them have earned sales values reaching millions of ringgit.

"This achievement will encourage other SME entrepreneurs to improve the quality and products to continue to compete healthily," he said after launching the Malaysian Flavours Programme (Program Citarasa Malaysia — PCM) at Tesco Extra, Mutiara Damansara.

Saifuddin said the PCM which started today until Sunday, which uses a food sampling approach to consumers, will be able to create awareness on local brands.

Through these programmes, the Ministry will identify potential products which could be marketed into a larger market.

As of June 31, a total of 1,745 local SME entrepreneurs with various products and brands have been registered with the Ministry.