

Econsave joins line up to boost 'Buy Malaysian' drive

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BANGI: The national campaign to buy Malaysian products got a further boost with Econsave hypermarkets offering up to 20% Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail, who launched the Buy Malaysian off 1,000 types of local products.

Products campaign at Econsave Bangi yesterday, lauded the company for supporting the government's efforts to encourage Malaysians

ers, including Tesco, Giant, The Store, Mydin, Aeon, Lazada, Shoppee and AirAsia to sup-

Econsave joins several other major retail-

to buy Malaysian first.

port the government campaign. "Retail industry players supporting the national campaign to buy Malaysian products will create a positive impact for the national economy," Saifuddin said after the launch. He said the hypermarkets' support of the

ensure money does not "flow out" of the campaign will boost domestic trade as it will country.

goods at a low price," Saifuddin said, adding that 80% of products sold at Econsave were locally produced.

He also commended Econsave's effort to offer discounts for Malaysian goods, especially because the high cost of food was the top contributor to a rising cost of living.

Saifuddin added that the ministry was targeting to increase consumer awareness in

"The impact of Econsave's campaign is that buying Malaysian products to between 55% its 78 outlets will become a marketplace for to 60%. Malaysian products. He said this is benchmarked against a 2014 "The people can purchase Malaysian-made impact research findings that the level of buying local was at 42%.

According to Econsave general manager Mas Imran Adam, the campaign which start-ed in September will continue until the end of the year.

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"We are happy to support the ministry's programmes. In this campaign, we have reduced the prices of 1,000 products by 5% to 20%," he added.

JUMAAT 11/10/2019

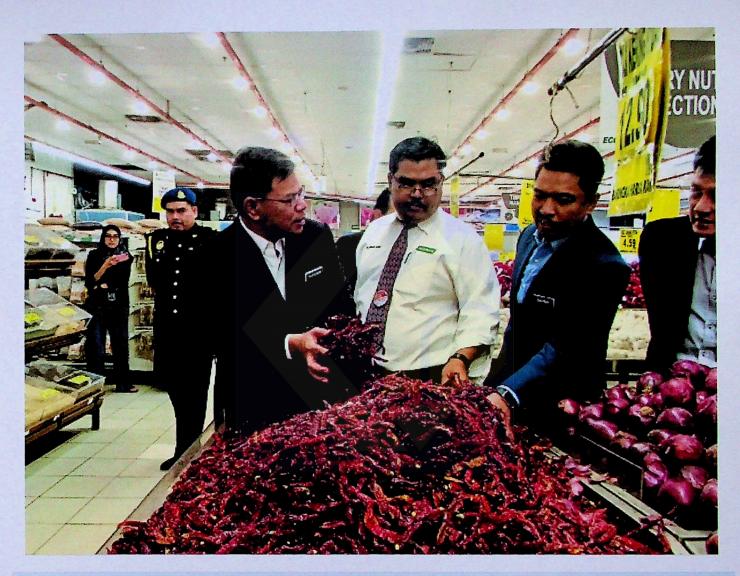
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NATION Friday, 11 Oct 2019

By MEI MEI CHU



Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail, his secretarygeneral Datuk Badrul Hisham Mohd, and Econsave general manager Mas Imran Adam inspecting some Malaysian goods in the store.

BANGI: The national campaign to buy Malaysian products got a further boost with Econsave hypermarkets offering up to 20% off 1,000 types of local products.

Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail, who launched the Buy Malaysian Products campaign at Econsave Bangi yesterday, lauded the company for supporting the government's efforts to encourage Malaysians to buy Malaysian first.

Econsave joins several other major retailers, including Tesco, Giant, The Store, Mydin, Aeon, Lazada, Shoppee and AirAsia to support the government campaign.

"Retail industry players supporting the national campaign to buy Malaysian products will create a positive impact for the national economy, " Saifuddin said after the launch.

"The impact of Econsave's campaign is that its 78 outlets will become a marketplace for Malaysian products.

"The people can purchase Malaysian-made goods at a low price, " Saifuddin said, adding that 80% of products sold at Econsave were locally produced.

He also commended Econsave's effort to offer discounts for Malaysian goods, especially because the high cost of food was the top contributor to a rising cost of living.

Saifuddin added that the ministry was targeting to increase consumer awareness in buying Malaysian products to between 55% to 60%.

He said this is benchmarked against a 2014 impact research findings that the level of buying local was at 42%.

According to Econsave general manager Mas Imran Adam, the campaign which started in September will continue until the end of the year.

"We are happy to support the ministry's programmes. In this campaign, we have reduced the prices of 1,000 products by 5% to 20%, " he added.

Read more at https://www.thestar.com.my/news/nation/2019/10/11/econsave-joins-line-up-to-boostbuy-malaysian-drive#4Tsy7PssW1WQWgCm.99

