

Econsave joins line up to boost 'Buy Malaysian' drive

By MEI MEI CHU
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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.

He said the hypermarkets' support of the campaign will boost domestic trade as it will ensure money does not "flow out" of the country.

"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.

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

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Read more at <https://www.thestar.com.my/news/nation/2019/10/11/eonsave-joins-line-up-to-boost-buy-malaysian-drive#4Tsy7PssW1WQWgCm.99>

