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ENTREPRENEUR DEVT FOR THOSE WITHOUT INHERENT TALENTS AS WELL

KUALA LUMPUR, Jan 6 (Bernama) -- Efforts by the entrepreneur development ministry to develop "cultured entrepreneurs" are not concentrated on those with inherent talents alone but also those who did not have those talents, said its minister, Datuk Mustapha Mohamed.

He said the responsibility to develop entrepreneurs was a complex one in terms of the question of whether such people were self-developed or could be developed.

"Without wanting to debate further on which is true, I am confident that efforts to increase the number of entrepreneurs would be easily implemented if the target group had people who possessed talents," he said.

"The concept of developing entrepreneurs would arise if the target group comprised people who did not have inherent talents," he said in his policy speech at the entrepreneurship and economic development conference here.

His speech was read by the deputy secretary general of the ministry, Datuk Khalid Hussein.

The two-day conference is organised by the Malaysian Institute of Economic Research (MIER).

Mustapha said the responsibility of creating entrepreneurs was not limited to only extending expertise, knowledge, support, financial support and giving business opportunities.

It also involved changes in terms of mental development to prepare oneself to take up challenges in the business field as well as a change in work attitude and lifestyle which were needed to become a successful entrepreneur.

Mustapha said the ministry's development programme was not only meant to create millionaires but to create cultured entrepreneurs' millionaires and it was in this context that business ethics should be absorbed in the programme.

He said in line with the aspiration of Prime Minister Datuk Seri Dr Mahathir Mohamad to see Malaysians achieve excellent level in the international arena, efforts must be enhanced to expand entrepreneur development policy and strategy so that Malaysia could produce intellectual entrepreneurs who were mentally and spritually strong, he said.

Regarding moves towards liberalisation, Mustapha said there was a need to emphasise on the aspect of competitiveness as in the long run only "firms and entrepreneurs who are competitive who will succeed in facing global competition." -- BERNAMA

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