

# 'Think glocal, become billionaires'

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Datuk Seri Najib Razak says thinking 'glocal' means being local in mindset while thinking internationally.

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**KUALA LUMPUR:** Entrepreneurs who have gained some success must not rest easy but instead push themselves to become truly "glocal", Deputy Prime Minister Datuk Seri Najib Razak said yesterday.

He said being truly glocal — local in mindset but thinking internationally — meant Malay entrepreneurs should not lose their focus when they had made profits in their businesses and succumb to what he called the "4 Bs" — Bungalow, Boat, Benz and Beemer.

Some entrepreneurs, he said, "stepped on the brakes" when they had obtained these

status symbols or paid more attention to their wives even though they could go on to become the country's next billionaire.

"What I mean is entrepreneurs must not lose their way and stay focused for they can become more successful.

"If you are making a RM10 million profit, you should be trying to push it to RM100 million," he said after the launch of the Glocal Entrepreneurs Programme and exhibition at Putra World Trade Centre yesterday.

The programme, to spur and support entrepreneurial activity, was set up by the Entrepreneur and Co-operative Development Ministry.

At the event yesterday, sev-

eral memorandas of understanding were exchanged for three entrepreneurial-related projects under the ministry, namely Halmart, MalaysiaKitchen and Forest Secret.

The projects are aimed at promoting halal products (Halmart), food and culinary specialities (MalaysiaKitchen) and natural resources based cosmetic or pharmaceutical products (Forest Secret).

Najib said he was pleased that the projects were under way and would be promoted internationally to showcase what Malaysia had to offer.

"If we can have these outlets in other countries, the potential is huge. We need to understand what the global market wants and then we can adjust

to it, in terms of business strategies, branding, quality and standards."

Earlier, in his speech, Najib said Malaysia should look at countries such as South Korea, whose work ethic, culture and focus resulted in great success.

He cited an example of a South Korean CEO he met recently who arrived at work before 7am and left after 8.30pm, six days a week.

Also present at the event were Entrepreneur and Co-operative Development Minister Datuk Seri Mohamed Khaled Nordin, ministry secretary-general Datuk Mangsor Saad and Perbadanan Nasional Berhad chairman Datuk Shahrir Abdul Samad.