

Centre to boost product design

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Help for small businesses that want to market goods abroad

KUALA LUMPUR: The Government will set up a Design Development Centre to help small- and medium-scale entrepreneurs enhance the design quality of their products before marketing them internationally.

Deputy Prime Minister Datuk Seri Najib Tun Razak said the initial implementation cost for the centre would be RM75mil.

He said construction work for the centre, which would be managed by Mara, would begin this year.

"Local entrepreneurs must be more progressive and competitive. Therefore, to ensure the development of our entrepreneurs, the Government has decided on the set-

ting-up of the centre," he said in his speech before opening Enterprise Asia, a trade exhibition at the Putra World Trade Centre here yesterday.

Present were Entrepreneur and Cooperative Development Minister Datuk Seri Mohamed Khaled Nordin, his deputy Datuk Khamsiyah Yeop, secretary-general Musa Muhamad and Malay Chamber of Commerce Malaysia (MCCM) president Datuk Seri Abdul Rahman Maidin.

The three-day event themed "Business Networking for Global Outreach" is jointly organised by the Entrepreneur and Cooperative Development Ministry and MCCM.

Besides the National Trade exhibition, an Asean Young Entrepreneurs

Symposium (A-YES) and Entrepreneurs Showcase were also held.

Najib said entrepreneurs needed to have a good business strategy to ensure survival in the regional and global markets.

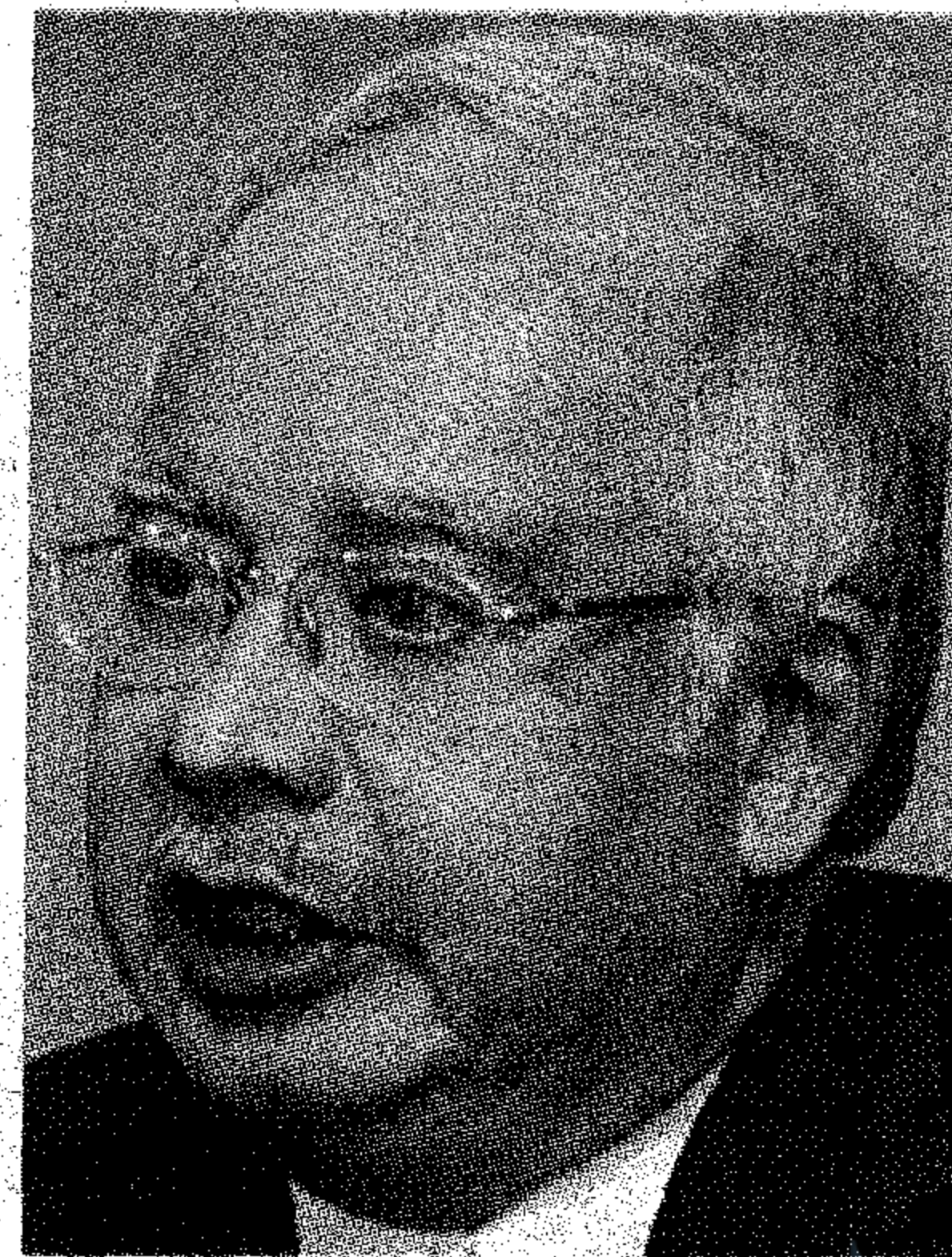
"Therefore, product enhancement plays an important role to improve the quality of a product, be it in the form of packaging, labelling, competitive pricing or the usage of technology," he said.

"The quality of a product is an essential factor that can lead to success in the global scene, and, therefore, the matter should not be considered petty, as quality should be maintained consistently in order to reach zero defect.

"We must always remember that the consumers are the kings and that their demands are increasing regularly," he said, adding that challenges came with opportunities.

On the event, Najib said that with the participation of young entrepreneurs from Asean countries it was a good opportunity to create a network to allow cooperation between local entrepreneurs and their counterparts from the member countries.

After the opening ceremony, Najib also witnessed the signing of memorandums of understanding by MCCM with various trade organisations from China and Indonesia for business opportunities.



Najib: 'The quality of a product is an essential factor that can lead to success in the global scene'