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Bright future in e-trading



Smile for the camera: Najib posing for 'selfies' with eUsahawan programme participants after the launch at PWTC.

Najib urges more young M'sians to become technopreneurs

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KUALA LUMPUR: Young Malaysians should not be afraid to pursue e-entrepreneurship over conventional careers, said Prime Minister Datuk Seri Najib Tun Razak.

Najib, who launched the Government's eUsahawan programme yesterday, said he wanted to see new technopreneurs emerge among the younger generation "who can stand on their own two feet".

"My goal is to increase the income of Malaysians and to make them competent and skilled in using the latest technology," he said during the launch of the programme organised by the Multimedia Development Corporation Sdn Bhd.

The Government, he said, was committed to this purpose and RM100mil had been allocated under Budget 2016.

He said they wanted to bring about a change in mindset among youths who usually opt to join the

private sector or the Government.

Najib said eUsahawan would give youths opportunities and new avenues to market products and make their own living.

"If they succeed, the sky is the limit," he said.


Participants of the eUsahawan programme will be exposed to e-commerce via learning labs, experts and mentors.

Najib said since July, 147 campuses from four technical, vocational educational and training institutes

had been involved in eUsahawan.

He said 423 lecturers had been selected as counsellors and 2,148 students had been taught the subject.

Many students had started to generate income from e-commerce, he said, adding that e-commerce was expected to increase to RM88bil in 2016 compared to RM72bil projected this year and RM53bil last year.

Watch the video
thestar.com.my/Videos/ 

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