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KUALA LUMPUR: The government is committed to increasing the participation of women in the workforce as it is crucial to the development of the country.

Prime Minister Datuk Seri Najib Abdul Razak said both the public and private sectors play an important role in achieving the target of having 30% of women in decision-making levels.

"I can see that the public sector has outperformed the target of increasing women's participation."

Najib noted that in the public sector, women at the Jusa C (Superscale) Grade had exceeded 35%.

"I am happy with the achievement and hope the private sector will follow (suit)," he said when opening Pasamita (Women's Market) at Berjaya Times Square here yesterday.

Also present were Najib's wife Datin Seri Rosmah Mansor, Federal Territories

Minister Datuk Seri Tengku Adnan Tengku Mansor, adviser on women entrepreneurship and professional development in the Prime Minister's Department Datuk Seri Shahrizat Abdul Jalil as well as Berjaya Corporation Berhad executive director Datuk Zurainah Musa.

Najib said Budget 2015 and the nth Malaysia Plan have emphasised the development of women in the workforce.

"International studies have shown companies that are well diversified, including those which have the necessary percentage of women participation, tend to outperform," he said.

"We hope to see more women such as Zurainah be given responsibilities in managing important tasks in companies," he added.

At the event, Najib also announced the establishment of Pasarnita's permanent site in Bukit Nenas as an initiative to produce more women entrepreneurs.

He said the establishment would assist women to embark on businesses as well as improve their standard of living.

"We will continue to assist women groups as they play an important role for the future of our country," he added.