

Newspaper	NEW STRAITS TIMES
Date	05 DECEMBER 2016

## 'Adopt e-commerce to reach wider market'

NST- 5/12/2016

**KUALA LUMPUR:** Young entrepreneurs must adopt an online business platform to reach a wider market, said Prime Minister Datuk Seri Najib Razak.

However, he said, they must be equipped with the right skills, creativity and unique products to succeed.

He said aspiring online entrepreneurs must also have good-quality products which were different from others.

"Young entrepreneurs should brand their products to set themselves apart from others," he said during a 15-minute talk show at the

Online Networking Entrepreneurs Plus Carnival organised by the Companies Commission of Malaysia (SSM) here yesterday.

Najib said he also dabbled in e-commerce by buying songs, such as those by Bruno Mars, online.

During the event, Najib took a selfie with young entrepreneurs before visiting the carnival's exhibition hall.

SSM said effective Jan 1, students of public and private institutions of higher learning could register their businesses for free.

The commission said it would provide a RM1 million annual grant



*Prime Minister Datuk Seri Najib Razak at the Online Networking Entrepreneurs Plus Carnival in Kuala Lumpur yesterday. Pic by Azhar Ramli*

for the next 10 years.

It said students were eligible for a one-time business registration either under a sole proprietorship or partnership using a trade name for a

period of one year only.

"The addition of a branch of business is not included in this initiative. To enjoy this initiative, business registration must be made online at

[ezbiz.ssm.com.my](http://ezbiz.ssm.com.my)."

The initiative is intended to encourage youth, especially students, to register their businesses with SSM.