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More **challenging** to deal with urbanites: PM

> Najib says in the past it was more of development politics

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KUALA LUMPUR: It's much more challenging to deal with urbanites today with the expansion of social media, said Prime Minister Datuk Seri Najib Abdul Razak.

Recalling how different the socio-political scenario was four decades ago, he said, it is definitely more challenging to be a politician now than when he started 40 years ago.

"Back then, it was more of development politics. People asked for basic necessities like electricity but today, especially in urban areas, people are more demanding because of the eco-system," he said during a question and answer session at the Wild Digital Conference 2016 here yesterday.

Urging young entrepreneurs to go global and get into e-commerce, Najib said, there were various schemes online that entrepreneurs could take advantage of.

He said with the current high speed broadband penetration, which has exceeded the government's target of 50% to 70%, the internet economy is growing rapidly in the country.

"During the recent Sarawak election, I visited a 'kek lapis' maker who posted pictures of her holiday overseas. She can do



Grove (left) presenting Najib with a customised hoodie with #DaBoss written on the back of it.

it by just selling 'kek lapis' and venturing into e-commerce. You could get that rich by just doing that," Najib said.

The session hosted by Catcha Group co-founder and chief executive officer Patrick Grove, saw the prime minister in a rare light and easy moment before some 400 participants.

Stating that he has bought songs from iTunes, Najib said he enjoys listening to 70s songs, Bruno Mars, Lionel Richie and his all time favourite Motown.

The event started with Grove persuading Najib into wearing a customised hoodie specially designed for him, with #DaBoss written at the back of it.

To the crowd's surprise, Najib obliged

and took off his coat and tie, to wear the hoodie throughout the session.

He also confirmed that he has a dugout seat used by Sir Alex Ferguson, the former Manchester United manager.

On a more serious note, Najib revealed how he had to expand his international network after the MH17 tragedy and how he managed to get the Russian rebel leader's contact number and dealt with him.

He recalled his conversation with Alexander Borodai to get the black box and headed the operation to send the Malaysian army into their territory for the search.

The session later ended with Najib taking a selfie with Grove and the audience who tweeted the picture onstage.