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'E-commerce is the way forward'

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'LEARN FROM CHINA': PM urges Malaysians to break out of their shells, take part in fast-moving world

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NOW is the right time for Malaysians to break out of their shells and be part of the new and fast-moving world, said Prime Minister Datuk Seri Najib Razak.

This, he said, could be achieved without sacrificing the country's traditional roots.

Citing China's fast-growing economy, Najib urged the people to observe and learn about e-commerce from the world's most populous nation.

"In China, people don't carry a wallet or cash. Instead, they carry their mobile phones

and use them for just about anything, including shopping.

"There, if we order things online, it will arrive in three to six hours. It's a whole new world," he said at the closing ceremony of Wanita Kreatif Fest 2016 at Putra World Trade Centre here yesterday.

Present were Najib's wife, Datin Seri Rosmah Mansor, and women entrepreneurship and professional development adviser at the Prime Minister's Department, Tan Sri Shahrizat Abdul Jalil.

Najib said Malaysian entrepreneurs, especially women, should embrace e-commerce for better reach.

Describing e-commerce as "the way forward", Najib said taking part in it would ensure that Malaysian products were marketed and known internationally.

"We need to bring tradition into the modern world through new platforms, or we risk being left behind. E-commerce is the way forward."

The festival, held from Friday to yesterday, featured dialogue sessions, career exhibitions, a local products bazaar and a charity auction.