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BUMIPUTERA ECONOMIC TRANSFORMATION ROADMAP 2.0

# STRENGTHENING BUMI COMMUNITY

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Government wants to improve their living standards, social mobility, says Najib

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**T**HE Bumiputera Economic Transformation Roadmap 2.0 (BETR - 2.0) will ensure comprehensive transformation for the Bumiputera community.

A project under the Bumiputera Agenda Steering Unit (Teraju), Prime Minister Datuk Seri Najib Razak said BETR 2.0 included new approaches to strengthen their social standing.

"In terms of social mobility, the government wants to improve living standards. The unskilled will be trained to become highly skilled, while those in the low-income group will move up.

"This encompasses education, working skills and wages. We want the living standards to be on a par with countries such as Canada, or even better than Sweden and Germany," he said.

Improvements, Najib said, could even see the descendants of a fisherman become professors, executives and ministers.



Prime Minister Datuk Seri Najib Razak looking at products made by Bumiputera businesses at the Kuala Lumpur Convention Centre yesterday. With him are his deputy, Datuk Seri Dr Ahmad Zahid Hamidi, Minister in the Prime Minister's Department Datuk Seri Abdul Rahman Dahlan (second from left) and Teraju chief executive officer Datuk Husni Salleh (left). BERNAMA PIC

He also touched on his recent efforts to promote the digital economy through the Digital Free Trade Zone (DFTZ) economic hub, which would serve as a platform to expose young entrepreneurs to business opportunities.

"I want Bumiputera en-

trepreneurs to understand that the DFTZ exists as a level playing field that includes them in the equation.

"The DFTZ allows Bumiputeras to penetrate a wider economic market.

"The Bumiputera should ex-

plore and delve into these kinds of opportunities as I only see them focusing on local markets," Najib said.

On the Bumiputera Wellbeing Transformation initiative, economic achievements by the Bumiputera will be measured by

corporate and household income, the number of professionals and those in managerial roles or have skilled jobs.

"BWT is not just a national agenda but will be used as a foundation for government policies and action plans in the future."