

MARKETING

PM: WORK HARD TO BE ON PAR WITH URBAN ENTREPRENEURS

Leverage technology, Dr M advises rural entrepreneurs

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PRIME Minister Tun Dr Mahathir Mohamad has called upon rural entrepreneurs to work hard, so that they could stand tall and be on a par with urban entrepreneurs.

He said it was the government's intention for rural entrepreneurs to be on equal footing with their fellow entrepreneurs from the cities.

"(But) if rural entrepreneurs are not willing to work hard, they will gain nothing," he said this after a walkabout at the Rural Entrepreneur Carnival (REC) carnival here yesterday evening.

Dr Mahathir said rural entrepreneurs should leverage the latest technological advancement by utilising machines and automation in their businesses.

"Many products here were produced using machines.

"If we want to expand our business, we can use the help of machines," he said, adding that the machines were affordable.

Meanwhile, grey skies and heavy rain did not stop the 94-year-old from visiting booths, spending about two hours at the



Prime Minister Tun Dr Mahathir Mohantad visiting a booth at the Rural Entrepreneur Carnival in Putrajaya yesterday. With him is Rural Development Minister Datuk Seri Rina Harun (third from right).

PIC BY MOHD FADLI HAMZAH

carnival.

REC is a marketing programme under the Rural Development Ministry, aimed at promoting products and services by rural entrepreneurs.

It is held every two years and this year, REC kicked off in Penang (March 29 to April 1), followed by Terengganu (April 25 to 27) and Sabah (Aug 22 to 25).

The REC here is being held

from Oct 17 to 21, and sees the participation of 1,000 people and entrepreneurs from various business and economic segments.

The carnival is targeting an estimated sales of RM40 million.