

PM: 2 high-impact sales drives to be continued

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KUALA LUMPUR: The government, through the Domestic Trade and Consumer Affairs Ministry, will continue its high-impact campaigns, such as the Buy Malaysian Products Campaign (BMPC) and Mega Sales Programme (MSP).

BMPC and MSP would be intensified next year, said Prime Minister Datuk Seri Ismail Sabri Yaakob, adding that the former had a positive impact on the economy, while MSP had met its sales targets.

“Sales of Malaysian-made goods under BMPC for 2020

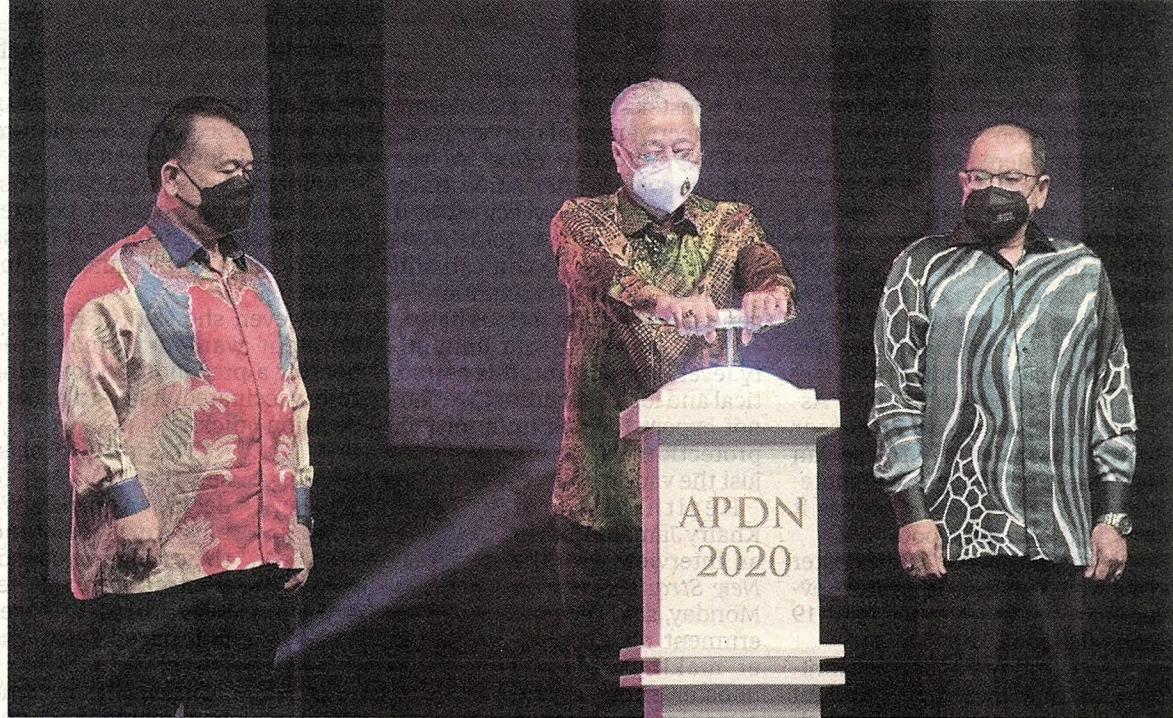
reached RM3.3 billion compared with RM2.87 billion in 2019.”

He said MSP had met its RM100 million sales value target for the fourth quarter of 2020 as it achieved RM135.9 million.

He said this at the Domestic Trade Awards 2020 at the Kuala Lumpur Convention Centre here on Tuesday.

Present were Domestic Trade and Consumer Affairs Minister Datuk Seri Alexander Nanta Linggi and Federal Territories Minister Datuk Seri Shahidan Kassim.

Ismail Sabri said the govern-



Prime Minister Datuk Seri Ismail Sabri Yaakob launching the Domestic Trade Awards 2020 in Kuala Lumpur on Tuesday. With him are Domestic Trade and Consumer Affairs Minister Datuk Seri Alexander Nanta Linggi (left) and secretary-general Datuk Seri Hasnol Zam Zam Ahmad. BERNAMA PIC

ment, through the Domestic Trade and Consumer Affairs Ministry, had been mobilising the economic recovery machinery through high-impact initiatives to boost the trade distribution sector.

“Among the measures taken to support the recovery and re-empowerment of the domestic trade sector is the government allocation of RM33 million under the 2022 Budget to revitalise the trade distribution sector.”

He said that through the Retail Industry Vaccination programme, almost 56,000 workers in the retail sector had been fully vaccinated against Covid-19 via

public and private partnerships.

“It has provided protection to workers in the sector and helped boost economic recovery.

“The government believes this is the result of the good cooperation enjoyed among all parties. It is this form of synergy that I want to apply to all parties under the Keluarga Malaysia concept.”

Ismail Sabri said daily monitoring was a part of the ministry’s commitment to ensure sufficient food supply and necessities.

“Enforcement agencies need to conduct more aggressive monitoring and operations to ensure that traders do not increase

prices of their goods to the point of angering consumers,” he said.

He digitalisation was the main agenda, which would also be the focus of the government in the coming years.

“We need to be brave and reboot, and implement the best practices. Among them is to accelerate the digitalisation agenda.

“The omnichannel business concept and focus on the low-touch economy must be emphasised.

“Both of these agendas require industry players to adopt technology and digitalisation more widely,” he said. **Bernama**

	SUBUH (am)	SYURUK	ZUHUR	ASAR (pm)	MAGHRIB	ISYAK
Melaka	5:46	6:59	1:01	4:23	6:59	8:13
Penang	5:58	7:09	1:08	4:30	7:02	8:16
K. Lumpur	5:51	7:01	1:03	4:25	7:00	8:14
Johor Baru	5:39	6:51	12:54	4:17	6:54	8:08
Kuantan	5:44	6:56	12:57	4:20	6:55	8:09
Ipoh	5:55	7:04	1:06	4:28	7:01	8:15