

PM: Strive to promote local products when abroad

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PUTRAJAYA: With better advertising and promotion, Malaysian-made products which are as good as foreign brands can reach international status, says Datuk Seri Anwar Ibrahim.

The Prime Minister said he will do his part to promote local products abroad.

Anwar, who will be leaving for Tokyo today in conjunction with the 50th Year of Asean-Japan Friendship and Cooperation, said he would wear Malaysian batik during one of the dinners there.

"The leaders were told that the dress code is either lounge suit or the official attire (of one's country). I have made a note that I will be wearing Malaysian batik, despite the weather being cold.

I feel responsible for helping to promote our goods and by wearing batik, I can do my part to promote our batik," he said at the launching of Malaysian Goods Carnival here yesterday.

While attesting to the quality of



Made in Malaysia
Anwar visiting a booth at the Malaysian Goods Carnival in Putrajaya.
- Bernama

local products, the Prime Minister observed that promotions were lacking, especially among small and medium enterprises.

He said realising this, the government had allocated RM20mil in Budget 2024 to help local companies with their advertising and promotion efforts.

The Prime Minister said that

because of aggressive advertising involving foreign products, people were lured into buying foreign goods, and this could affect one's income.

"There are instances where despite only earning RM2,000, a person will purchase a shirt costing RM400 because of strong advertising influence," he said.

Anwar said while the government would do its part in promoting Malaysian goods, the best form of advertising was from consumers.

"That is why it is important for us to also buy local. Go eat at a local restaurant and drink local coffee. We are the unofficial ambassadors of our goods."