

Rosmah: Seek out new fields
New Straits Times
14 March 2012
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Women entrepreneurs should explore sectors like information technology and health

KOTA BARU: Women entrepreneurs need to change their attitude and thinking, identify new business potential and not give up hope easily, said the prime minister's wife, Datin Seri Rosmah Mansor.

She said having a positive attitude would ensure that their businesses flourished and expanded, which in turn would bring them wealth.

"I believe if women want to succeed in business, they should not limit them to the needs of women only. They should be brave to explore new ventures like information technology and health sectors.

"Entrepreneurs who want to remain in traditional businesses must find their niche areas to ensure their products continue to receive market support," Rosmah said at a high tea with Kelantan women entrepreneurs organised by the Malay Businessmen and Industrialists Association of Malaysia (Perdasama).

She also launched a book, *Setiap Anak Permata 1 Malaysia* by Perdasama and the Halal Industry Development Corporation and the Perdasama portal.

She said women entrepreneurs must overcome shortcomings like lack of innovation, technological skills and networking which could lead to their downfall in business.

She said the government realised the problems faced by the entrepreneurs and had laid out various programmes to help them succeed.

"The Small and Medium Enterprise Corporation, for example, works with several government agencies to help women entrepreneurs.

"These include Amanah Ikhtiar Malaysia and the Entrepreneurs Economic Fund," she said, adding that her observation showed that successful women entrepreneurs had both entrepreneurial skill and leadership qualities.

"Although they come from different backgrounds, successful women have the commitment, dedication, discipline and focus in developing their businesses."

"I call on all entrepreneurs to instill these values in themselves as motivation and to move forward for the sake of their families, race and country."

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Source: <http://www.nst.com.my/local/general/rosmah-look-out-new-fields-1.60234>