

## **Najib Launches PUsH Initiative To Create Sustainable Bumiputera ICT Entrepreneurs**

**Bernama**

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KUALA LUMPUR, Nov 7 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak today launched the PUsH Initiative that will help enhance the performance of entrepreneurs in the Information Technology and Multimedia and the Creative Sector, with the aim of creating three giant global companies by 2015.

He said the PUsH Initiative that is carried out by the New Entrepreneurs' Foundation in collaboration with the Malaysian Association of Bumiputera ICT Industry and Entrepreneurs and various agencies, will also help to elevate the current standing of small and medium-sized entrepreneurs, especially those who have been under-performing.

He said the PUsH Initiative was unique as it would be fully managed by the ICT and Creative Industry through the foundation and the association, with full support from the government and its ministries as well as relevant agencies.

"The PUsH Initiative will bridge the gap that is existence in the implementation process of increasing the number of ICT and Creative entrepreneurs in the country.

"Through this process, our main aim is to merge selected Bumiputera entrepreneurs into three major giant ICT and Creative Bumiputera companies that are successful and globally competitive," he said

"In addition, the PUsH Initiative will also focus towards developing 40 per cent ICT Bumiputera companies, which have recorded low performance to be more competitive, said Najib at the launch.

The PUsH Initiative initially involved the implementation of 14 training programmes as well as mergers and acquisition strategies in collaboration with government agencies such as Multimedia Development Corporation (MDeC), Bumiputera Agenda Steering Unit (TERAJU), Malaysia Venture Capital Management Bhd, Malaysia Innovation Agency (AIM) and the Malaysia Communications and Multimedia Commission (MCMC).

Najib said that for the success of these programmes, a provision of RM50 million has been allocated as an initial fund under the 2013 Budget.

He said the Malaysia Venture Capital would set aside RM30 million for the merger of small and medium-sized ICT and creative companies under the PUsH Initiative.

"I am confident that the collaboration between the government agencies and the industry, led by the New Entrepreneurs Foundation and the Malaysian Association of Bumiputera ICT Industry and Entrepreneurs will meet its noble objective.

"I urge all other government agencies to join the PUsH Initiative aimed at strengthening the Bumiputera equity in the country's economic structure," said Najib, who is also Finance Minister.

Earlier, New Entrepreneurs Foundation Chairman Ashran Ghazi said the inception of the PUsH Initiative was the result of inputs and feedback gathered at the dialogue session

organised by MSC Malaysia and the association with Najib on June 21.

Through this initiative, he said, the foundation and the association would be the "bridge" that linked ICT and creative Bumiputera entrepreneurs and the training and mentoring programmes carried out by the various government agencies.

"Entrepreneurs should no longer be in the dark as help and support will be provided through this PUsH Initiative.

"To kick start, the initiative will offer 14 programmes including NEF Academy, ICT NEF-Awani Awards, Creative Content Marketing Network, mergers and acquisitions programme, among others.

"The Prime Minister has heard the grievances and is now taking action. The ICT industry in this country now is privileged to work together to bring about the necessary changes in preparing the nation for the future," he added.

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