

**Government Committed To Assisting Women Succeed In Entrepreneurship - Najib  
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KUALA LUMPUR, May 31 (Bernama) -- The government will continue to assist and guide women to succeed in entrepreneurship, said Prime Minister Datuk Seri Najib Tun Razak.

He said the government's commitment had been translated in various policies for national development like in Budget 2015 and the 11th Malaysia Plan tabled on May 21.

He said among the targets to empower women in the economy were ensuring women's involvement in decision making in the corporate world reaches 30 per cent.

Najib noted that in the public sector, women at the Jusa C (Superscale) Grade had exceeded 35 per cent.

"We will continue to assist women because women are important for the future of our country," he said when opening Pasarnita (Women's Market) at a popular shopping mall here Sunday.

Also present were his wife Datin Seri Rosmah Mansor, Federal Territories Minister Datuk Seri Tengku Adnan Tengku Mansor and advisor for Women's Entrepreneurship and Skills Development in the Prime Minister's Department, Datuk Seri Shahrizat Abdul Jalil.

Najib described women entrepreneurs as diligent and trustworthy, and for that, guidance and encouragement should be extended to propel them to greater heights.

He also urged women entrepreneurs to optimise the sophisticated information technology facilities available to develop their businesses, and to penetrate foreign markets.

He highlighted a seaweed woman entrepreneur in Semporna, Sabah as an example, who previously raked in a few hundred dollars a month, but was now able to earn RM30,000 monthly after marketing her product on-line.

At the event, Najib also announced a permanent site for Pasarnita entrepreneurs which will be located at the car park of Bukit Nenas in Jalan Ampang. It will provide a platform for them to display and market their products and do business networking.

"It will be the first Pasarnita site and many more will come, like at foodcourts so that women have a conducive place to do business.

"In fact, I foresee that when the Mass Rapid Transit (MRT) stations are ready, we will provide such places. The High Speed Rail network later must also have corners for women to do business.

"This is my hope so that we can help women succeed," he said.

Najib also witnessed the signing of a memorandum of understanding (MoU) between Pasarnita and the ASEAN Retail Franchise Federation (ARFF), with Pasarnita represented by its chairman Datin Paduka Datuk Nor Hayati Tan Sri Onn and the federation by its representative Prof Datuk Dr Jayles Yeoh.

Other representatives of Pasarnita also signed MoUs with Global Network Sdn Bhd, CNL Global Network Sdn Bhd and the Malaysia South Asia Chamber of Commerce.

Pasarnita is an initiative of the Women's Entrepreneurship and Skills Development Unit in the Prime Minister's Department, and was formed last year to provide a platform to help create more women entrepreneurs.

Initially, Pasarnita used the car-boot sale concept where entrepreneurs only needed to use their vehicles as booths to display their products.

After getting encouraging response, the organisers decided to use popular shopping malls as temporary retail sites.

Among the products which are often sold are beauty products, clothes, decorative items, and food items such as desserts.

The Pasarnita at the mall was held for three days, ending today.

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