

Muhyiddin Urges More Industrial Linkage Programmes For Youth
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KUALA LUMPUR, Oct 20 (Bernama) -- Deputy Prime Minister Tan Sri Muhyiddin Yassin has called for more industrial linkage programmes to be organised as platforms for youth to acquire, develop and master necessary skills.

The deputy prime minister said youth were filled with tremendous potential, idealism and ambition and, as such, it was important to provide them with avenues to enable them to channel their energy productively.

Muhyiddin said one way of optimizing their talent and energy was to mould them through a proper nurturing ambience from their early years.

"I'm glad that among the entrepreneurs and designers participating in Intrade Malaysia 2014 and the inaugural Malaysia Fashion Week (MFW) are a number of youth. I want them to fully utilise this event as a springboard towards international success," he said when launching the events here tonight.

Intrade, or International Trade Malaysia, is the annual international trade and export exhibition to enhance networking, business matching, exchange of ideas and knowledge among the business communities from different countries, especially those seeking to venture into the global market.

Intrade 2014, in its eighth edition, focuses on the highly versatile lifestyle sector in line with the objective of promoting Malaysia's soft exports. Malaysia Fashion Week takes place in conjunction with Intrade.

In the speech, Muhyiddin spoke about the government's Economic Transformation Programme which called for the country to be more productive, innovative and competitive.

"Integral to this is our outreach activities to companies and countries around the globe in the marketing of our products and in convincing our customers that we're business-friendly," the deputy prime minister said.

Muhyiddin also alluded to Malaysia's chairmanship of Asean in 2015, describing it as critical in ensuring that priority measures and initiatives for the Asean Economic Community (AEC) were in place and the integration process would seamlessly continue beyond 2015.

"I need to stress that the AEC is an on-going process and 2015 should not be taken as the end date but rather the completion of the first step of measures towards the ultimate goal

of a fully integrated economic community," he said.

Organised by the Malaysia External Trade Development Corporation (Matrade), Intrade 2014 runs until Oct 22.

The MFW, from Oct 17 to 22, includes a trade exhibition (FACIT@INTRADE) and two trade fashion shows - the Malaysia Fashion Showcase and the Mercedes-Benz Stylo Asia Fashion Week.

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