AgroSpectrum ASIA
Envisaging Future | Updating Present

Malaysia implements Entrepreneur development programs with digital tech ties in Agriculture

18 August 2023 | News

For new entrepreneurs to be born and be competitive in the field of agriculture, food industry: Dr Abdul Rahman; Implements programs in SarawakÂ State (northwestÂ BorneoÂ Island)

For new entrepreneurs to be born and be competitive in the field of agriculture, food industry: Dr Abdul Rahman; Implements programs in *Sarawak*Â State (northwestÂ *Borneo*Â Island)

Malaysia has implemented a number of entrepreneur development programs throughout the state to create new entrepreneurs who are competitive in agriculture and the food sector at the same time.

Dr. Abdul Rahman Junaidi, Deputy Minister of Utilities and Datuk Telecommunications, said the program designed to improve target group income, namely young people, incorporated digital marketing.

The course is organized by the Board Federal Agricultural Marketing (FAMA) State Sarawak attended by 186 CENTEXS trainees and held at Smart Auditorium, CENTEX Santubong Branch. There were 10,649 students trained in this program from 2021 to June 2023, resulting in a total of 685 entrepreneurs with a sales value of up to RM 15.6 million. The government operated program helps students or trainees to gain experience and generate income.

A ceremony was held to mark the opening of the Development Course New Breed Marketing Agent Marketing Entrepreneur Junior (NBME) Rank Sarawak State at the Centre Technical Excellence Sarawak (CENTEXS) Santubong Branch.

Dr. Abdul Rahman said â??evolution of digital marketing over time proves the effort of the government on focused results. What was introduced by Abang Johari in 2017 is, starting an initiative to move to the transformation of the digital economyâ?.

Member of the Legislative Assembly State (Assembly) Pantai The peace added, the government is also targeting as many as 10,000 entrepreneurs by 2025.