



MINISTRY OF DOMESTIC TRADE AND COST OF LIVING

## **Opening SPEECH**

**BY**

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**MINISTER**

**MINISTRY OF DOMESTIC TRADE AND COST OF LIVING**

**OFFICIAL CEREMONY**

**MRCA'S 6TH ANNUAL FRANCHISE EXPO MALAYSIA  
INTERNATIONAL RETAIL AND FRANCHISE (FE MIRF)**

**7 JULY 2023 | FRIDAY | 10.00 AM**

**KUALA LUMPUR CONVENTION CENTRE (KLCC),  
KUALA LUMPUR**

Prepared on: July 5th, 2023

Prepared by: The Press Secretary Team (Team SUA YBM)

Salam Malaysia MADANI

1. Good morning esteemed members of the Retailers & Franchisors community of MRCA.
2. It is with immense delight that I address you on the occasion of MRCA's 6th Annual Franchise Expo Malaysia International Retail and Franchise (FE MIRF) exhibition today.
3. Allow me to extend my heartfelt congratulations to the organising committee. I have been apprised of the fact that last year's MIRF 2022 witnessed a commendable display of 370 booths and kiosks spread across 3 halls. This year, however, the number has risen to an impressive 420 booths spanning 4 halls.

4. I firmly believe that FE MIRF 2023 is an exceptional platform for local entrepreneurs harbouring aspirations to transcend our national boundaries. Concurrently, Malaysia stands to gain significant advantages by attracting foreign enterprises through this esteemed event.
5. Moreover, I would like to seize this opportunity to extend a warm welcome to our esteemed foreign delegates. Malaysia has emerged as the preeminent gateway to the Southeast Asian region, acting as the first port of call for investors.
6. Given Malaysia's strategic position within ASEAN, this country possesses a distinct advantage in expanding our presence throughout this region and beyond.
7. I hold steadfast faith in our abundant resources and expertise. Let us collaborate harmoniously to propel our economy and foster prosperity.

8. In line with the Ministry's vision to drive a progressive and sustainable domestic trade; emphasis will be given to strengthen the efficiency and effectiveness of Distributive Trade Sectors through:

- (i) value creation and digitalization;
- (ii) adaptation of modern technologies; and
- (iii) empowerment of consumers.

9. Once again, I extend my heartfelt congratulations to the MRCA Council Team, the organising committee, our valued partners, exhibitors, media personnel, and all other stakeholders involved in making this grand event a resounding success.

Thank you, and I wish you all a splendid day ahead.