



**KERATAN AKHBAR
DAN MEDIA ONLINE
UNTUK MAKLUMAN :**

**Y.B. MENTERI
Y.B. TIMBALAN MENTERI
Y.BHG. KSU
Y.BHG. TKSU (PDN)
Y.BHG. TKSU (PUP)
SETIAUSAHA AKHBAR**

22 JULAI 2020 (RABU)



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN HAL EHRAL PENGGUNA

**KERATAN AKHBAR
DAN MEDIA ONLINE
(KPDNHEP)**

22 JULAI 2020 (RABU)

Targeting 30pc rise in revenue from sale of local goods

THE government is targeting a 30 per cent increase in revenue derived from sales of local products this year under the Buy Malaysian Products campaign, compared with the RM513 million revenue recorded last year.

Domestic Trade and Consumer Affairs Minister Datuk Alexander Nanta Linggi said among the commercial outlets participating in the campaign were hypermarkets like Tesco, Aeon, Aeon Big, Giant, Mydin, Econsave and Lu-Lu.

Also participating were Petronas petrol stations as well as e-commerce platforms like Shopee and Lazada.

"This year, the ministry is targeting a 30 per cent increase in revenue compared with last year

through the initiatives. A 23.34 per cent increase was recorded last year compared with the RM416 million revenue recorded in 2018.

"This involves sales between July and December, although the Movement Control Order ran from the first half of the year.

"This could be achieved through increasing the number of participating hypermarkets, supermarket, superstores, convenience shops, petrol stations and online market places that are strategic partners to the ministry for the campaign, apart

from engagement sessions throughout the campaign and promotional plans," he said.



Datuk Alexander Nanta Linggi

Alexander was replying to a supplementary question by Lukanisman Awang Sauni (GPS-Sibuti) during the Ministerial Question Time yesterday.

Alexander earlier said the strategies carried out under the campaigns were aimed at revitalising the domestic economy, enhancing public awareness on the quality of local products and services, and nurturing patriotism in supporting local entrepreneurs.

"In complementing the Buy Malaysian Products campaign, the ministry is organising the Malaysia Sales Carnival 2020 as a holistic initiative to revitalise the retail sector in the country.

"It is a national-level programme carried out between July and December. The sales campaign focuses on different themes and product segments for every month. The concept will allow consumers to plan their buying, while increasing sales for retailers that were affected during the MCO," he said.

Alexander said the Buy Malaysian Products and Malaysia Sales Carnival would be conducted simultaneously and inclusively according to the "new normal".