



KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN HAL EHWAL PENGGUNA

KERATAN AKHBAR DAN MEDIA ONLINE UNTUK MAKLUMAN :

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4 SEPTEMBER 2021 (SABTU)



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SUPPORT MALAYSIAN PRODUCTS

Let us all do our part to help the nation's economic recovery

PUTRAJAYA: Every ringgit spent to buy from local businesses contributes to the country's post-Covid-19 economic recovery, says Domestic Trade and Consumer Affairs Ministry secretary-general Datuk Seri Hasnol Zam Zam Ahmad.

Following the success in the past years, the Buy Malaysian Product campaign returns as one of the ministry's significant initiatives to help economic recovery and revitalise the local retail sector while boosting the confidence of the owners and employees.

"Through this campaign, not only will consumers enjoy special price offers for locally manufactured goods but it will also help boost the sales of local businesses, putting the nation on track towards economic recovery," he said at the virtual launch of the Buy Malaysian Product 2020 campaign.

Aside from promotional efforts across various media platforms including print, electronic media and social media, this year's campaign includes the participation of strategic partners from the retail sector.

Among them are Aeon Big, Aeon Co, Giant, Mydin, 99 Speedmart, The Store, Hero Supermarket, KK Supermart, Eco-shop, Lotus Store, Econsave, Lulu Group, TF Value-Mart, Bataras, Petronas and Shell while the ecommerce platform partners are Shopee, Lazada and PGMall.

Hasnol said such an initiative had been implemented before in 1984.

"The rebranding campaign aims at promoting domestic spending by encouraging consumers to buy Malaysia-manufactured products.

"It is also to educate and raise public awareness of the quality of goods and services offered in Malaysia which are on par with



"Now it is the economic sector frontliners' turn to help restore the economy," said Hasnol.

international standards.

"This campaign is held continuously and enhanced from time to time that it has become one of the trademarks of the Domestic Trade and Consumer Affairs Ministry.

"Nevertheless, consumers should be reminded to consistently prioritise Malaysian products. We need to continue to advocate and promote until Malaysian products become the number one choice in every purchasing decision," he said, adding that this year's promotional efforts include a collaboration with the *Upin dan Ipin* animation series



The Buy Malaysian Product campaign returns to help economic recovery and revitalise the local retail sector.

as well.

He also shared that the total sales value of Malaysia-manufactured products in 2020 has seen a significant increase compared to 2019.

"In 2019, the Buy Malaysian Product campaign recorded a total sales value of RM2.87bil with 279,000 stock keeping units (SKU) for the retail sector while RM6.84mil was generated through

ecommerce platforms.

"In 2020, the campaign recorded an increase of RM3.3bil in sales value with over 326,000 SKUs.

"Compared to 2019, the ecommerce platforms saw a significant increase of RM145mil due to the implementation of the movement control order whereby consumers tend to purchase online," he said.

Hasnol said that medical frontlin-

ers have been doing their part to keep the rakyat safe, "now, it is the economic sector frontliners' turn to help restore the economy.

"I hereby urge everyone to support and buy Malaysian products. I hope that through this campaign, the Government, industry players and the rakyat join hands to help revive the economy post Covid-19," he said.

117 kes pelbagai kesalahan dikesan KPDNHEP

SUNGAI PETANI - Sebanyak 117 kes dikesan Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) membabitkan pelbagai kesalahan di Kuala Muda dan Sik sehingga Ogos lalu.

Ketua Cawangan KPDNHEP Sungai Petani, Azmi Dan berkata, keseluruhan pemeriksaan yang dibuat adalah sebanyak 9,159 premis sepanjang tempoh Januari hingga Ogos 2021.

Menurutnya, pemeriksaan membabitkan 7,547 di kawasan bandar manakala 1,612 premis terletak di kawasan luar bandar di kedua-dua daerah.

"Daripada pemeriksaan tersebut, sebanyak 117 tindakan kes telah diambil melibatkan nilai rampasan berjumlah RM2,075," katanya melalui satu kenyataan pada Khamis.

Beliau berkata, daripada jumlah terbabit, sebanyak 106 kes telahpun dikenakan kompaun dengan nilai keseluruhan berjumlah RM11,400.

Azmi memberitahu, pemantauan dan pemeriksaan bekalan barangan keperluan dilakukan dari semasa ke semasa.

"Hasil pemeriksaan mendapati barang keperluan seperti gula, minyak masak dan tepung gandum mencukupi," jelasnya.

Orang ramai yang mempunyai sebarang maklumat mengenai kegiatan mencurigakan agar melaporkan melalui portal e-aduan atau aplikasi WhatsApp 019-2794317 atau talian hotline 1-800-886-800.

		Senarai Harga Barang Keperluan	
• Ayam	RM6.59	• Telur Gred A	RM12.60
• Daging Lembu Tempatan	RM35	• Ikan Kembung	RM15.90
• Daging Lembu Import	RM30.90	• Minyak Masak	RM6.70
• Gula Pasir	RM2.85	• Bawang Besar Holland	RM2.99
• Bawang Putih	RM5.80	• Tepung Gandum	RM2.25
• Cili Merah	RM10.90	• Kubis Bulat Tempatan	RM3.99
*Harga (RM/kg) Sumber: KPDNHEP			