

KENYATAAN MEDIA



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THE OFFICIAL WORKING VISIT OF DEPUTY MINISTER OF DOMESTIC TRADE AND CONSUMER AFFAIRS (KPDNHEP) AND MALAYSIA FRANCHISE TRADE MISSION TO JEDDAH, SAUDI ARABIA

“MALAYSIAN PRODUCTS AND BRANDS ARE EXPANDING THEIR REACH IN MIDDLE EAST MARKET”

JEDDAH, SAUDI ARABIA, 9 MAY 2022 - Deputy Minister, Ministry of Domestic Trade and Consumer Affairs (KPDNHEP), YB Dato' Rasol bin Wahid led the Malaysian delegation on a Working Visit and Malaysia Franchise Trade Mission to Jeddah, Saudi Arabia from 7th to 9th May 2022.

The delegation comprises officials from the Ministry of Domestic Trade and Consumer Affairs (MDTCA), Malaysian Franchise Association (MFA), and five (5) Malaysia's Top brands, that are CheeseU, CIC Where Leaders Are Born, Genius Aulad, US Pizza and Siti Khadijah.

This trade mission is part of the Enhanced Franchise Development Programme (EFDP) that was approved by Franchise Export Council (FRANEX) committee in 2021.

YB Dato' Rasol said that the trade mission was intended to encourage and motivate the Malaysian brands' expansion to Middle East market especially Saudi Arabia and connecting and partnering with the right foreign potential investors through the business matching programme.

The Franchise Malaysia brand has grown as a reputable force in Southeast Asia with more than 68 brands in 74 countries and expect to grow further post Covid-19 era.

"The ministry has been working closely with the Malaysia External Trade Development Corporation (MATRADE), the Malaysian Franchise Association (MFA), and industry players to achieve the target and revitalize the momentum," he said in the Opening Ceremony of Franchise Malaysia Business Matching Program, Jeddah on 8 May 2022.

In the year 2021, the franchise industry in Malaysia has recorded a total sale of RM13 billion, which was a 16.4% increase compared to 2018, with a total recorded sale of RM11.16 billion.

Apart from this programme, a visit to Lulu Hypermarket Marwah in Jeddah was also initiated, mainly for the purpose of strengthening collaboration between Malaysia Government and Lulu International Group in retail sector and at the same time to expand the reach and the development of Malaysia's products in the Middle East market through Lulu Hypermarket in Saudi Arabia.

This is definitely a win-win approach where we welcome foreign reputable retail and wholesale operators to operate their businesses in Malaysia and at the same time carry Malaysian products and brands in their operation overseas.

YB Dato' Rasol Wahid

Deputy Minister of Domestic Trade and Consumer Affairs

Jeddah, 9 May 2022

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LATAR BELAKANG

Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) telah ditubuhkan pada 27 Oktober 1990. Matlamat penubuhan Kementerian adalah untuk menggalakkan pembangunan perdagangan dalam negeri yang berdaya maju, berdaya saing, dan berdaya mampan, khususnya di dalam sektor perdagangan pengedaran.

Sektor perdagangan pengedaran adalah antara penyumbang utama KDNK negara dan ia bertindak sebagai benteng kestabilan ekonomi, terutama semasa situasi ekonomi luaran berada di dalam keadaan ketidaktentuan. Perdagangan pengedaran perlu kukuh bagi menampunkan sebarang ketidakstabilan dalam ekonomi negara.

Dalam masa yang sama, Kementerian juga komited dalam melindungi kepentingan dan hak-hak pengguna. Ini termasuk membangunkan ekosistem pengguna dan peniaga yang bersifat melengkap dan ke arah *self-regulated*, seiring dengan aspirasi ke arah masyarakat negara maju. Ia diharapkan akan melahirkan pengguna dan peniaga yang matang dan beretika dalam berurusanniaga, dan hasilnya adalah negara yang seimbang dari segi ekonomi dan sosial.

Agensi di bawah KPDNHEP :

