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'Buy Malaysian Products' Campaign to boost economic recovery - PPIPBM



KUALA LUMPUR, July 19 -- The 'Buy Malaysian Products' Campaign (KBBM) launched yesterday will speed-up the country's economic recovery with the support of all Malaysians.

Bumiputera Manufacturers and Services Industry Association of Malaysia (PPIPBM) president Datuk Azman Yusoff said in a statement today the campaign was also part of the government's efforts to establish a Bumiputera Prosperity Council to encourage Bumiputera manufacturers to increase productivity.

"For this, Bumiputera manufacturers and entrepreneurs must come up with high quality products with attractive packaging to entice consumers and be on par with imported goods," he said in the statement.

He also called for more opportunities for local products to be sold at five-star shopping locations.

Yesterday, Prime Minister Tan Sri Muhyiddin Yassin launched the national-level Mega Sales Programme and 'Buy Malaysian Products' Campaign at Suria KLCC as part of the effort to revive and maintain Malaysia's economic competitiveness post COVID-19.

Hosted by the Domestic Trade and Consumer Affairs Ministry, the campaign is a nationwide consumer awareness initiative, to be held until the end of the year.

(Source: <https://www.bernama.com/en/general/news.php?id=1862043>)