

NCER Entrepreneurs Eye RM5 Million Sales at Upcoming International Trade Expos

Penang, 24 July 2024 – Entrepreneurs under the empowerNCER programme of the Northern Corridor Implementation Authority (NCIA) are expected to generate potential sales amounting to RM5 million through three trade expos: Malaysia Fest Singapore, Malaysian Horticulture and Agritourism Exhibition (MAHA), and Malaysian International Halal Exhibition (MIHAS).

A total of 31 micro, small, and medium enterprises (PMKS) will participate in these three expos, which will take place in July and September 2024 under the Northern Corridor Economic Region (NCER) Pavilion.

Chief Executive of the Northern Corridor Implementation Authority (NCIA), Mohamad Haris Kader Sultan, said the NCER Pavilion is the best platform for PMKS to explore the export market and increase competitiveness, seizing the opportunity to become suppliers to large companies internationally.

"From 2019 until December 2023, NCIA has helped 102 PMKS participate in various trade expos, thus recording a total export value through memorandum of agreements (MoA) worth RM5.61 million, besides generating cumulative sales of RM1.17 million.

"NCIA has equipped every PMKS with the right business skills and strategies to facilitate their participation in business matching sessions with potential customers, providing space for them to establish relationships with various related parties in the targeted industry," he said.

Expo Malaysia Fest Singapore will be held from July 25 to 28, while MAHA starts from September 11 to 22, followed by MIHAS from September 17 to 20.

Mohamad Haris said NCIA is always committed to strengthening the business ecosystem in NCER through programmes in accordance with the NCER Strategic Development Plan 2021-2025.

"Providing a robust business ecosystem is very important to ensure that every economic sector can adapt and evolve along with the rapid development of local and international economies.



"This can indirectly boost business expansion to underdeveloped areas and further drive ecosystem development, making it a more comprehensive business not only in NCER but for the whole country," explains Mohamad Haris.

For more information about NCER, please visit the NCER homepage at www.ncer.com.my.

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INFORMATIONS FOR EDITOR:

About NCIA

The Northern Corridor Implementation Authority (NCIA) is a regional development authority responsible for establishing directions, devising policies and strategies related to the socioeconomic development of the Northern Corridor Economic Region (NCER). Incorporated in June 2008 under the Northern Corridor Implementation Authority Act 2008 (Act 687), NCER encompasses the four northern states of Kedah, Penang, Perak and Perlis in Peninsular Malaysia. NCIA's Chief Executive is Mohamad Haris Kader Sultan. NCIA drives the growth of NCER towards becoming an excellent economic region while catalysing and implementing high value-added development programmes in six (6) economic clusters: Manufacturing, Agribusiness, Petrochemical, Mining, Green Economy and Services (Inc. Tourism; Logistics and Connectivity; and Digital Economy)

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