

Sarawak's rural products have potential to penetrate international markets

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KUCHING: Rural communities in Sarawak have the potential to promote their local products and penetrate the market at the international level, says State Assistant Minister for Urban Planning, Land Administration and Environment Datuk Len Talif Salleh.

He said the Non-Timber Forest Product Carnival Sarawak held here was an avenue to assist rural communities to promote their businesses including that of local products involving handicraft, agriculture, farming and agro-tourism.

“This initiative taken by the Sarawak Forest Department is a great opportunity for rural communities to promote their products all the way to the international level,” Len Talif said at the closing of the carnival which involved 102 participants from 45 agencies and 57 local communities here yesterday.

He said the state government had established the Sarawak Pavilion in Kuala Lumpur and the Sarawak State Relation Secretariat in Singapore to help Sarawakians expand their business.

“Use these opportunities to expand your business. Our Chief Minister (Datuk Patinggi Abang Johari Tun Openg has also stressed on e-commerce as one of the strategies to widen business networks especially in rural areas,” Len Talif added.

He said the Sarawak government also established the Tegas Digital Innovation Hub in Kuching for young entrepreneurs to promote their products and boost their business using the Internet.

With the overwhelming response to the carnival, Len Talif also suggested that the carnival be included into the state's official tourism calendar annually. — Bernama

