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MEDIA RELEASE

TERAJU AND UNIVERSITI SAINS MALAYSIA PROPELLED SARAWAK FOOD PRODUCTS INTO SAUDI ARABIA

JEDDAH x April 2022- TERAJU and its strategic partner, Universiti Sains Malaysia (USM) today paved the way for Sarawakian food products to be marketed in Saudi Arabia via 'Sarawak Week' promotion in *Kedai Asia* owned by Husam Waksa Foodmarket Sdn Bhd, a Malaysian-based Asian specialty food store located in Jeddah. Husam Waksa possessed a network with several major supermarket chains around Saudi Arabia such as Bindawood, Manual, and the Danube.

This week-long promotion serves to introduce and entice Saudi taste buds to sample the unique Sarawakian delicacies consisting of rare *kelulut* honey, pepper, palm sugar, and one of the highly prized Sarawakian fare, the preserved *terubuk* fish and roe. Besides local consumption, these products are expected to be a hit with tourists, and expatriates residing in the country for a taste closer to home.

Present to launch the Sarawak Week is the Minister at the Prime Ministers' Department (Special Functions), Datuk Dr. Abd Latiff Ahmad. Also present is Malaysia's Consul General in Jeddah, 'Alaudin Mohd Nor, MATRADE Trade Commissioner, Faizalkhan Jaafar, TERAJU CEO, Md Silmi Abd Rahman, Vice-Chancellor of Research and Innovation, USM, Prof Dato' Ir Dr. Abdul Rahman Mohamed and other invited officials.

TERAJU, a Bumiputera affirmative action unit under the Prime Minister's Office formed a strategic alliance with USM through Community and Industry linkages to undertake a Sustainable Marketing for Community (SMART Community) programme, under TERAJU's community-building flagship initiative, Dana Pembangunan Usahawan Bumiputera (DPUB).

The DPUB Sarawak programme was initiated in 2020 with the main objective to empower and build capacity within B40 communities and it is part of the 11th Malaysia Plan and Third Rolling Plan (RP3) aimed at inclusive and prosperity



development of the nation. The Quadruple Helix alliance between TERAJU and partners hinges on a

model, involving a government agency, an institution of higher learning, industry partners, and public participation.

Minister Datuk Dr. Latiff Ahmad said, “through an injection of RM7 million in working capital, TERAJU appointed USM to champion the SMART Community programme to elevate the livelihood of the B40 community as well as the micro, small and medium producers in Sarawak. The statistic shows that more than 300 Malaysian micro and SMEs export their products into Saudi Arabia via Asian shops and there is a healthy demand for them due to the unique and exotic taste, pure quality, and the increasing popularity of Asian delicacies.

This initiative is aligned with the Tindakan Pembangunan Bumiputera 2030 (TPB2030) a 10-year Bumiputera strategic action plan, developed by TERAJU and the National Entrepreneurship Policy 2030, that targets entrepreneurship as one of the affirmative actions in the elevation of livelihood, thus, enriching the entrepreneurship ecosystem created by the Government of Malaysia”.

According to Syed Yusof Syed Kechik, who is also the Head of the SMART Community program “*Kedai Asia* developed by Husam Waksa Sdn Bhd has been selected as a strategic partner in Jeddah, Saudi Arabia with the task of organizing and launching of Sarawak Week, *Kedai Asia* is the first Malaysian business entity to successfully set-up a retail space at the Abraj Al-Bait Clock Tower in Mecca. The selection of this strategic partner was made based on the outstanding achievements of *Kedai Asia* a recipient of the Export Award from the Minister of International Trade and Industry Malaysia in 2017 and the Social Enterprise award by the sixth Prime Minister of Malaysia. *Kedai Asia* is the first Malaysian-owned retail store with both physical and online stores in Saudi Arabia and the Gulf States. As far as demand goes, the sales margin of Sarawak products placed in *Kedai Asia* has increased by 68.1 per cent, contributing to the overall current income stream of Husam Waksa Sdn Bhd”.

About TERAJU



Unit Peneraju Agenda Bumiputera (TERAJU) was established in 2011 under the Prime Minister's Department as a strategic Bumiputera affirmative action unit to lead, drive and coordinate Bumiputera participation in the national economy.

TERAJU's function has been expanded as the main coordinator of the high trajectory Bumiputera socio-economic agenda, through strategic interventions, initiatives and programs based on priority areas in the Tindakan Pembangunan Bumiputera 2030 (TPB2030) in line with the Wawasan Kemakmuran Bersama 2030 (WKB 2030) and the Rancangan Malaysia ke-12. (RMK12). TERAJU's role is to encourage and increase Bumiputera participation in high-impact strategic industries towards producing a sustainable Bumiputera development ecosystem, with a fair, equitable and inclusive economic distribution.

TERAJU is also responsible for driving aspects of well -being such as education, health, social security and sustainability to produce a comfortable and dynamic environment, as well as elevate the dignity of Bumiputera.

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