



MEDIA RELEASE

GLOPEC INKED MOU TO MARKET MADE IN SABAH PRODUCTS TO THE UNITED KINGDOM AND OTHER EU MARKETS

Sabah SMEs Debut in the International Market

LONDON, UNITED KINGDOM, Thurs, 12th May 2022: - The Global Entrepreneur One Stop Centre (GLOPEC), today has signed a Memorandum of Understanding (MOU) to form collaborations with the United Kingdom and other EU markets in key areas of marketing Made in Sabah products to the United Kingdom and France.

GLOPEC was funded by the *Dana Pembangunan Usahawan Bumiputera* (DPUB) program and established through a strategic partnership between Yayasan Sabah Group Bumiputera Affirmative Action Unit under Prime Minister's Department (TERAJU) in 2020 as a platform to assist Sabah SMEs in growing their business operations and connecting them to larger markets such as regional and global suppliers, importers, and distributors.

Minister in the Prime Minister's Department, Datuk Dr Abd Latiff Ahmad who led the UK Promotion Mission said, "The government is committed to supporting the revival of businesses after the global economic disruptions caused by COVID-19. Through the MOU, the Ministry will work with TERAJU to facilitate and assist GLOPEC to continue their marketing and trading efforts and secure international business



opportunities as travel restrictions are being lifted and re-opening of international borders”.

The MOU was signed by Puan Zaiton Bakri from Kristal Handal Sdn Bhd, a subsidiary of Yayasan Sabah Group which oversees GLOPEC with several partners, namely: Uncle Lim's Kitchen, Premium Company Farm Food Ltd, Chuang Lee Supermarket, Oh Malaysia/Halal Street UK Ltd, Makan Bites, Malaysia Supermarket Ltd and KMF MalaysiaWe, France.

The signing ceremony is the pinnacle of the UK Promotion Mission, besides the *Taste of Sabah* promotional activities, in collaboration with eleven well-known Asian restaurants in London and B2B meetings with wholesalers, and distributors as well as online retailers.

The MOU signing ceremony was witnessed by the Minister in the Prime Minister's Department, YB Datuk Dr. Abd Latiff Ahmad. He also launched the Taste of Sabah Promotion with eleven well-known restaurants in and around London.

GLOPEC serves as the contact point that engages with all business-related agencies and governing bodies in the targeted markets as well as suppliers and buyers to disseminate verified information and business opportunities related to the participating Sabah SMEs. GLOPEC also provides training courses to SMEs to provide insights into the global business climate, marketing, promotion and publicity campaigns program and participation in promotion fairs.



"This is indeed a very significant milestone for GLOPEC in extending its international footprints. Yayasan Sabah Group is happy to witness the progress of hard work by GLOPEC and its strategic international business partners and we are excited about the opportunity to collaborate and leverage our partners' knowledge and experience to market *Made in Sabah* products in the UK, France, and other European markets" said Director of Yayasan Sabah and Executive Chairman of Innoprise Corporation Sdn Bhd (ICSB), YB Dato Sri Haji Ghulam Haidar@Yusof bin Khan Bahadar.

Other guests who attended the event included His Excellency High Commissioner of Malaysia to the United Kingdom of Great Britain and Northern Ireland, Ambassador Zakri Jaafar; Trade Commissioner to the Republic of Ireland, Gibraltar and the United Kingdom, Encik Megat Iskandar Ahmad Dassilah; CEO of TERAJU, Md Silmi Abd Rahman; Heads of Malaysia Government agencies, restauranteurs, wholesalers, and distributors as well as online retailers.

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ABOUT TERAJU

Bumiputera Affirmative Action Unit under Prime Minister's Department (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.

For further enquiries:

TERAJU Corporate Communications

siti.rozalina@teraju.gov.my | 6019 238 4262

nurulhidayah@teraju.gov.my | 6013 369 5159

nurulainaa@teraju.gov.my | 6010 239 6969