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RODA & GINCU FESTIVAL IN CONJUNCTION WITH MINGGU KEUSAHAWANAN DAN PKS WILAYAH SELATAN 2019 TARGETS 20,000 VISITORS WITH INVOLVEMENT OF 120 LOCAL ENTREPRENEURS

TANGKAK, AUG 2 – A total of 20,000 visitors are expected to attend the *Roda & Gincu* Festival with the participation of 120 local entrepreneurs. The Festival will be held at Dataran Tangkak from 1st till 4th August 2019. The festival is held in conjunction with *Minggu Keusahawanan dan PKS Wilayah Selatan 2019* and it is being organised by Johor State Government through a subsidiary of Permodalan Darul Ta'zim Group (PDT), Perbadanan Usahawan Johor Sdn Bhd (PUJB) in collaboration with SME Corp. Malaysia, an agency under the Ministry of Entrepreneur Development (MED).

Johor Menteri Besar, Dato' Dr Sahrudin Jamal said that 36 programmes will be held throughout the festival. "The Johor State Government aims at achieving RM100,000 in sales revenue and another RM3 million in potential sales through the 30 business matching sessions. We are confident that the target is achievable based on the number of entrepreneurs participating in this festival," he said at the *Roda & Gincu* Festival official launch.

When asked about the name of the festival, he said that the name *roda* refers to all types of businesses using wheels such as food truck, mechanics and workshops. While *gincu* is symbolising femininity and the involvement of women in business is of no exception.

Also present at the launching ceremony of Festival *Roda & Gincu* 2019 were Entrepreneur Development Minister Datuk Seri Mohd Redzuan Yusof, Johor Youth, Sports, Cooperatives and Entrepreneurship Development Committee chairman in Johor, Sheikh Umar Bagharib Ali, Negeri Sembilan State Investment, Industrial, Entrepreneurship, Education and Human Capital Committee chairman, Dr Mohamad Rafie Ab Malek and Malacca Agriculture, Agro-Based, Entrepreneur Development and Cooperatives Committee chairman Norhizam Hassan Baktee.

Among the attractions of the festival are Product Showcase, Entrepreneurial Information Counter, Career Carnival, Youth Entrepreneurs Tour, Agricultural Product Sales, Pocket Talk, Business Matching and many more.

Business matching sessions that are held in the Southern region comprises the states of Johor, Negeri Sembilan and Malacca are expected to enhance business networking and the income of small and medium entrepreneurs. Among the anchor companies involved in the business matching session are Kapitan Mart, Pasaraya Songmart, Koperasi Peserta-Peserta Rancangan Felcra Gugusan Bayai Jempol Berhad, Koperasi Iskandar Malaysia Berhad (IMCoop), Koperasi dan Mydin.

In 2017, SMEs have contributed 37.1 percent to the country's GDP, 66 percent in employment and 17.3 percent in exports. The growth in SME contribution to the country's economy is expected to be more significant not just as a catalyst but a key driver of country's economic growth.

In addition, Jejak PKS which is a series of tours with the media, will also be held on 3rd August 2019 in Malacca. Through this programme, a visit will be arranged to promote products and services as well as the best business practices of the SMEs.

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About Perbadanan Usahawan Johor Sdn Bhd (PUJB)

Established in 2001, Perbadanan Usahawan Johor Sdn Bhd (PUJB) is a subsidiary of Permodalan Darul Ta'zim Group (PDT) which responsible for being the one-stop centre and the sources of reference for entrepreneurs to obtain information from the entrepreneurship agencies from both Federal and State government. PUJB is also responsible to enhance the ability of Bumiputera SMEs to compete globally and act as coordinator in monitoring the entrepreneurial development programs within the State of Johor.

About SME Corp. Malaysia

SME Corp. Malaysia is the Central Coordinating Agency under the Ministry of Entrepreneur Development (MED) that coordinates the implementation of SME Development Programmes across all related Ministries and Agencies. It acts as the central point of reference for research and data dissemination on SMEs, as well as, provides advisory services for SMEs in Malaysia. SME Corp. Malaysia also assumes the role of the Secretariat to the National Entrepreneur and SME Development Council (NESDC) which is chaired by YAB Prime Minister of Malaysia.

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