

MEDIA RELEASE

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MOA & BIOECONOMY CORP TO EMPOWER AGRO & BIO ENTREPRENEURS

Kuala Lumpur, 13 March 2019 – For the first time, the Ministry of Agriculture & Agro-based Industry (MOA) and Malaysian Bioeconomy Development Corporation Sdn Bhd (Bioeconomy Corp) will be organising BioUsahawan 2019 on 15 and 16 March 2019 at Kuala Lumpur Convention Center to enhance entrepreneurship in Malaysia, especially in the bio and agro-based industries. Through this event, MOA and Bioeconomy Corp intends to empower local agro and bio entrepreneurs, in line with the *Hala Tuju Kementerian Pertanian dan Industri Asas Tani: Prioriti dan Strategi 2019-2020* by MOA.

According to the Minister of MOA, YB Dato' Salahuddin bin Ayub, BioUsahawan 2019 provides strategic platforms for local entrepreneurs, start-ups, small and medium enterprises (SMEs) and other companies to trade and promote their products and services.

"We want to create modern and competitive agropreneurs that can diversify their agricultural produce, generate high-value products and most importantly, increase their yearly income. In order to create advanced and competitive entrepreneurs in Malaysia, MOA has set an annual sales target of RM900 million by entrepreneurs in the agro-based industry in 2019. BioUsahawan is an important platform that can contribute to this target and entrepreneurial growth in Malaysia, as well as to create an advanced and sustainable agriculture sector," he said during a pre-press conference of BioUsahawan 2019 here.

According to Chief Executive Officer of Bioeconomy Corp, Dr. Shuhaizam Mohd Zain, BioUsahawan 2019 empowers entrepreneurs to create quality and value added bio and agro-based products and services, increase private investment in agriculture commercially, create job opportunities especially for young entrepreneurs and create larger markets for local agro and bio industries to thrive.

Apart from exhibitions and businesses, BioUsahawan 2019 will feature document exchanges, product launches, business matching, presentation of business ideas and financing opportunities as well as panel sessions, including talks by the Secretary-General of MOA, Dato' Mohd Sallehuddin bin Hassan titled "Malaysia's Current Challenges in Food Safety and Food Technology". MOA agencies, companies under Majlis Amanah Rakyat (MARA), other financial institutions and other development agencies are among the exhibitors who will also take part in BioUsahawan 2019.

BioUsahawan 2019 also offers programmes that can develop and improve entrepreneurial skills, including Halal Boost, a guidance programme for obtaining halal certificates for bio / biotechnology products, the Recognition Program to ensure the safety of cosmetics and personal care products, and BioPitch for the commercialization of products or innovations from universities and research institutes.

Among the sponsors that will participate in BioUsahawan 2019 include Selangor Bio Bay (bronze sponsor), Leave A Nest and MedKad (sponsors), MARA (strategic partner), Orizon Screens (Digital Out-Of-Home partner) , eFM and Biohaus Asia (media partner) as well as ibis Kuala Lumpur City Center (official hotel). Japan, Taiwan, Belgium, Korea and Timor Leste are among the international countries to be involved in this event



About Bioeconomy Corp

Malaysian Bioeconomy Development Corporation Sdn Bhd (Bioeconomy Corp) is the leading economic development agency for the bio-based industry in Malaysia. Bioeconomy Corp is owned by the Minister of Finance Incorporated and Federal Lands Commissioner and is under the purview of the Ministry of Agriculture and Agro-based Industry (MOA) since November 2018.

Bioeconomy Corp provides support, facilitation and advisory services for bio-based and life sciences companies in Malaysia. For further details, visit www.bioeconomycorporation.my

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