MDeC to train 200,000 digital entrepreneurs this year

KUALA LUMPUR: Malaysia Digital Economy Corporation (MDeC) is targeting to train 200,000 e-entrepreneurs by the end of the year.

MDeC brand communications head Noreen Sabrina Mohd Noor said its search for digital entrepreneurs, which had been ongoing since 2016, was showing momentum and growth.

"The focus is to propel these digital entrepreneurs to the next phase via the Barangan Luar Bina Eksklusif E-usahawan (Blere) initiative to bolster their competitiveness.

"Blere products and services will be marketed through digital channels, including MyBazar. MDeC is looking at three more similar platforms by the year-end.

"As such, these e-entrepreneurs will be given a boost through these four platforms," she said at the #YouCanDuit booth, in conjunction with the GegaRia 2018 Festival, at the Malaysia External Trade Development Corporation (Matrade) Exhibition and Convention Centre here yesterday.

Noreen said MDeC was optimistic that the sixth GegaRia, in Seremban on April 7, would see more e-entrepreneurs recruited.

She said MDeC would have celebrity and singer Aiman Tino draw visitors to the #YouCanDuit booth.

"Seremban is one of the locations that we anticipate to see more micro e-entrepreneurs. As such, we are confident that the target of 30,000 visitors for the Seremban leg of the GegaRia Fest 2018 is the best stage to highlight and identify e-entrepreneurs."