MDEC to train 350,000 e-entrepreneurs by year-end

SEREMBAN: The Malaysia Digital Economy Corporation (MDEC) is targeting to train 350,000 e-entrepreneurs by the end of the year.

Its chief executive officer, Datuk Yasmin Mahmood, said programmes launched under its YouCanDuit digital campaign benefited young entrepreneurs.

"The programmes, which have been ongoing since 2016, are showing increasing momentum and growth. "We are will actively continue to spread information about the programmes as what has been entrusted to us by Prime Minister Datuk Seri Najib Razak," she said at Gegaria Fest 2018 KitaOK at Dataran Centrio here.

Yasmin was optimistic that the sixth edition of Gegaria Fest would see more e-entrepreneurs being recruited.

"Through the programmes, we want to continue educating the public, especially youth, on the importance of technology, apart from using it to access social media. "Under the YouCanDuit campaign, programmes like eRezeki and eUsahawan will guide them to market their products not only digitally, but also globally.

"The target is to turn them into job creators, who in turn will transform the lives of other people," she said.

The YouCanDuit booth, set up by MDEC here, featured director and actress Erma Fatima and teen singer Aiman Tino, who also appeared in the previous editions of Gegaria Fest.

Visitors, especially those interested in becoming entrepreneurs, were given the opportunity to register with the digital campaign at the YouCanDuit booth.