



**KEMENTERIAN PEMBANGUNAN  
USAHAWAN DAN KOPERASI**  
Ministry of Entrepreneur Development and Cooperatives

## **PRESS RELEASE**

### **MEDAC, VIA INSKEN, SUCCESSFULLY HELPED 8,000 ENTREPRENEURS GO DIGITAL SINCE 2020**

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Putrajaya, 28 May 2021 – The Ministry of Entrepreneur Development and Cooperatives (MEDAC), via its agency National Entrepreneurship Institute (INSKEN), has successfully assist almost **8,000** entrepreneurs in digitalising their businesses since January 2020 until the first quarter this year.

During the period under review, INSKEN helped train a total of **7,773** micro and informal businesses through various training and coaching programmes, including INSKEN Business Training, E-Board programme, INSKEN Masterclass and INSKEN Business Enhancement Programme (BEP).

MEDAC minister Dato Sri Dr Wan Junaidi Tuanku Jaafar said the programmes offered by INSKEN, which are conducted online, had received overwhelming response from business operators.

He said this indicates growing awareness among entrepreneurs on the importance of to establish an online presence, not only as a means of survival in today's post COVID-19 business environment, but also to cater to the increasingly tech savvy consumer market in Malaysia who now prefer to shop online.

A survey conducted by MEDAC revealed that **57.74 per cent** of the respondents admit to shop more online now after the government imposed the second round of Movement Control Order (MCO 2.0), earlier this year, from only **19.23 per cent** previously.

In addition, **62 per cent** of the respondents said they now prefer online transaction instead of cash transactions – a clear indication that the local consumers are becoming accustomed to e-commerce.

Dr Wan Junaidi pointed out as a training and coaching expert, INSKEN truly understands the type of assistance, training, coaching and guidance that are suitable for entrepreneurs, namely those in the micro and informal categories.

He said INSKEN training and coaching programmes have a more holistic approach. It provides both hand holding and end to end solution to not only to help entrepreneurs in digitalising their business but also to reap the full benefit of this move.

“It is not just about helping them to set up an online presence. These people also need to be trained with the ‘know how’ to operate a successful business online. This is where INSKEN come in

“To date, participants of INSKEN’s training programmes have enjoyed an average sales increase of more than 200 percent. People like what they are doing. It is hardly surprising why courses offered by INSKEN are taken up like ‘hot goreng pisang’,” he said.

Despite the overwhelming response, Dr Wan Junaidi said that limited funding is identified as among the major challenges faced by INSKEN to open its courses to more entrepreneurs.

In view of this, he said MEDAC is willing to collaborate with other ministries and organisations in developing a comprehensive entrepreneur development courses, which would subsequently contribute towards the development of the nation’s SME sector.

“Aside from INSKEN, we have other agencies that can assist in the overall development of the country’s SME sector such as TEKUN, SME Corp, Perbadanan Nasional Berhad, UDA Holdings, Bank Rakyat, SME Bank as well as the Co-operative Commission of Malaysia (SKM),” he added.

**MINISTRY OF ENTREPRENEUR DEVELOPMENT AND COOPERATIVES**