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PROGRAM BIZFRANCAIS SARAWAK 2023 PROVIDES A PLATFORM TO SUPPORT ENTREPRENEURS THROUGH FRANCHISE BUSINESS

KUCHING, JULY 29, 2023 – Perbadanan Nasional Berhad (Pernas), an agency under the Ministry of Entrepreneur & Cooperatives Development (MEDC), in collaboration with the Ministry of Youth, Sports, and Entrepreneur Development Sarawak, is intensifying efforts to develop and enhance entrepreneurial opportunities in the state of Sarawak through the organization of the BizFrancais Sarawak 2023 Program. The program aims to provide potential financing opportunities of **RM5 million** in Sarawak for this year.

Held at the Borneo Convention Centre Kuching, Sarawak, this program is the second location for the BizFrancais Program series in 2023. The BizFrancais Program was introduced in 2019, and since then, Pernas has organized 16 series of BizFrancais programs. In the current year, the Program BizFrancais is held in six (6) locations, namely Penang, Perak, Pahang, Johor, Sabah, and Sarawak.

Since the introduction of the BizFrancais Program, Pernas has approved funding totaling **RM14.94 million**. For entrepreneurs in Sarawak, from 2010 until now, Pernas has provided funding of **RM 19 million**.

According to YBhg. Dato' Hazimah Zainuddin, Chairman of Pernas, the BizFrancais Program serves as a platform to raise awareness among the public about franchise business and promote Pernas as a government agency mandated to develop the country's franchising industry, which offers a wide range of products and services. Additionally, it provides opportunities for individuals to pursue entrepreneurship as a career choice.

For the BizFrancais Sarawak 2023 program, Pernas also targets 10 registrations for the Business In Transformation (BIT) program, which is a Pernas initiative that offers opportunities for small and medium-sized enterprises to become franchise businesses.

The event also includes a presentation of replica checks and certificates of appreciation to participants of Pernas' Xcelerator Program. The Xcelerator Program is designed to guide and develop potential entrepreneurs towards franchising and obtaining franchise licenses.

Pernas also conducted a donation drive of essential items to the less fortunate under the corporate social responsibility (CSR) program, Pernas Prihatin. This program benefited 200 asnaf recipients in Sarawak, in collaboration with Tabung Baitulmal Sarawak.

The BizFrancais Sarawak 2023 program was officiated by YB Dr. Ripin Lamat, Deputy Minister of Youth, Sports, and Entrepreneur Development Sarawak. Also present was YBhg. Dato' Abu Bakar As-Sidek Dato' Haji Mohd Sidek, Chairman of Executive Committee Pernas.

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PERBADANAN NASIONAL BERHAD (PERNAS)

Pernas is an investment holding company established in 29 November 1969, owned by the Minister of Finance Incorporated (MOF Inc.) with the mandate to lead the development of the Malaysia's franchise industry.

Since the beginning of 2004, Pernas aims to lead the growth of the franchise industry in Malaysia and to increase the numbers of franchise entrepreneurs through its expertise by offering quality services and products as follows:

1. Franchise Financing Support for franchise businesses and entrepreneurs consist of all franchise business requirements including capital expenditure and working capital requirements;
2. Equity Financing Support to help increase the number of Bumiputera Equity Ownership in strategic franchise sector; and
3. Advisory services that include support of Bumiputera Entrepreneurs and Franchise Businesses to develop competitiveness in the business environment.

Pernas also provides trainings and special schemes for franchisors and franchisees as well as welcoming franchise partners to Malaysia. In addition, Pernas also offers other services such as Training, Retail Space, Investment & Property Financing (related to Franchise) and Equity Investment.

Based at the Menara Pernas, Bangsar South City, Pernas also has five corridor offices which are Pernas Northern Corridor Office, Pernas East Cost Corridor Office, Pernas Southern Corridor Office, Pernas Sabah Corridor Office, and Pernas Sarawak Corridor Office that are ready to carry out their duties in producing more franchisors and franchisees of international level.