



MARA-CHINA COLLABORATION VIA CECCM OPENS MARKET ACCESS FOR ENTREPRENEURS, TRAINS 2,000 HIGH-TECH TALENTS

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Kuala Lumpur, 7 April 2026 – The collaboration between Majlis Amanah Rakyat (MARA) and China, through the MARA-China Enterprises Chamber of Commerce in Malaysia (CECCM) Business Strategic Networking Session, is expected to expand market access for Malaysian entrepreneurs, particularly Bumiputera, while supporting the development of up to 2,000 high-tech talents through high-impact initiatives such as the establishment of the Malaysia-China Institute (MCI).

This was reflected through the organisation of the programme held in Kuala Lumpur today, underscoring MARA's ongoing commitment to expanding its international network and strengthening the development of local entrepreneurs.

The programme is in line with the strengthening Malaysia-China bilateral relations, opening up new opportunities in entrepreneurship, investment, industrial development and market expansion.

Approximately 150 participants attended the session, comprising MARA management, CECCM leadership, MARA entrepreneurs and CECCM business members, with the aim of exploring collaboration opportunities and building long-term business relationships.

MARA Chairman, Datuk Wira Dr. Asyraf Wajdi Dusuki, said a global network-driven approach is essential to ensure local entrepreneurs remain competitive.

“International engagement is no longer an option, but a necessity. Platforms like this provide opportunities for MARA entrepreneurs to expand their businesses and penetrate global markets more effectively,” he said.

He further emphasised that the strategic collaboration places strong focus on expanding entrepreneurs' access to international markets, particularly in penetrating the vast potential of the China market.

“This includes strengthening business networks and enhancing entrepreneurs' capabilities to compete at the global level,” he added.

In line with its internationalisation agenda, MARA continues to intensify its Gate to Global (GTG) initiative to enable local entrepreneurs to participate in international trade platforms.

In March 2026, nine Bumiputera entrepreneurs from the food and beverage sector participated in The 114th China Food & Drinks Fair (CFDF) in Chengdu, China, recording total sales transactions amounting to RM222 million throughout the exhibition.

The participation also resulted in three Memoranda of Understanding (MoUs) worth RM20 million with international business partners, creating new market opportunities for local products.

MARA also continues to expand strategic collaborations with industry partners from China, including in technology and capacity development, to support the growth of the local entrepreneurship ecosystem.

The programme also featured presentations, entrepreneur sharing sessions and strategic networking activities focused on business matching and potential collaborations.

Through the organisation of this programme, MARA remains committed to expanding global market access for local entrepreneurs while strengthening their capacity to penetrate international markets and compete sustainably.

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