

## **PRESS RELEASE**

### **Pernec's e-commerce contents to promote SMI/SME growth**

In an effort to catalyse e-commerce growth particularly among Muslim traders, Pernec Corporation Bhd is stepping up promotion of its [www.HalalSquare.com.my](http://www.HalalSquare.com.my) and [www.eBekal.com.my](http://www.eBekal.com.my) business portals which also represent part of its contribution towards enhancing contents in the local ICT landscape.

The business portals are now ready for full commercialization, said Pernec managing director Abdul Karim Abdul Sallam. HalalSquare.com is part of the products and services being showcased by the diversified ICT and telecommunications group at the ongoing Minggu Amanah Saham Malaysia (MSAM) held in Kuching, Sarawak from April 20 to April 26.

HalalSquare.com is a business portal meant for every trader of Halal products to market them online. This also serves as an e-commerce platform for Muslims to promote the Halal concept and understanding as well as create product awareness to the world, to meet the growing demand for Halal products globally.

The HalalSquare.com portal, through its various modules that are in the pipeline, will serve the global community as a source of information and knowledge on Halal related topics. One of the modules that are already operational is the HalalSquare h-shop, which not only offers Halal food items but also Haj and Umrah packages as well as entertainment products.

“Similarly, eBekal is also a portal for small and medium enterprises (SMEs) and small and medium industries (SMIs) to market their products online albeit on a larger scale as it can also be participated by non-Muslim traders and is our way of supporting the growth of these important segments of the economy.

“Normally, these SMEs have the funds to manufacture but lack the awareness to expand their market reach beyond our shores. The HalalSquare and eBekal portals will enable them to bring their products to the world through our innovative marketing tools,” said Abdul Karim.

These portals can also be used by the rural business community to market their agro products. Since its initial launch, the business portals have shown some degree of success. Riding on the encouraging response, Pernec decided to promote the portals at MSAM 2010.

“We also believe that it is not ideal to promote these portals on their own. That’s why we are looking at bundling them with connectivity through our HalalSquare portal.

“Essentially, we are looking at developing a complete e-commerce ecosystem with these portals and connectivity and create a powerful tool for the SMEs to enhance and sustain their growth. We may also approach relevant banks as well as relevant government bodies to assist us in realizing these goals,” Abdul Karim said.

“This initiative should ideally be a collaboration between us and the government as it cannot be done individually and it also needs to be localized as well to suit the conditions of any particular area,” he added.

Ends.

### **About Pernec Corporation Bhd**

Pernec Corporation Bhd was established in 1973 and is a joint venture between Amanah Raya Bhd (Skim Amanah Saham Bumiputera), Permodalan Nasional Bhd and NEC Corporation (Japan). Under its wings, there are seven subsidiaries focusing on different areas of information and communications technology such as telecommunications infrastructure, manufacturing and services, IT infrastructure and solutions, e-Business, Islamic financial solutions and payphones operations.

Since its inception, Pernec has charted a steady growth in its operations and today is recognized as one of the key players in the ICT field, providing various solutions and products to a wide range of customers locally and abroad, particularly in the telecommunications sector.

In line with its renewed business strategy, the group has identified a number of new initiatives such as the eRas system, green energy and the Halalsquare and eBekal business portals as potential income streams to remain in the forefront in the competitive ICT business.

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#### **Corporate Communications Department**

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