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National Kraftangan M`sia sets RM1.8 mln sales goal for WWA 2021 promo

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Page 1 of 2

National

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KUALA LUMPUR: The Malaysian Handicraft Development Corporation (Kraftangan Malaysia) hopes to achieve RM1.8 million in sales through the 'Warna-Warni Hari Raya Aidilfitri' (WWA) 2021 promotion, currently taking place at Kompleks Kraf Kuala Lumpur until this May 2.

Kraftangan Malaysia director-general Ibrahim Ismail said he was confident that the shopping festival, themed 'Kraf Di Hati, Hari Raya Aidilfitri Di Nanti', and with the participation of 120 entrepreneurs, would be a success.

"This is our first opportunity to hold a physical event after the Movement Control Order (MCO) was imposed because of Covid-19," he said, while adding that the timing was right for handicraft entrepreneurs to conduct physical business.

He said Kraftangan Malaysia aimed to promote handicrafts for festival use – like Hari Raya – and not just as souvenirs; hence, the products included batik clothes, as well as wood and rattan home accessories.

WWA 2021 is being held simultaneously in East Coast Mall (Pahang), Kuala Terengganu City



Ibrahim (front, left) stops by at one of the booths at the WWA 2021 exhibition, taking place in Kompleks Kraf Kuala Lumpur. — Bernama photo

Centre Mall (Terengganu), Aeon Mall Kuching (Sarawak), Aeon Mall Kinta City (Perak), Aeon Mall Nilai (Negeri Sembilan), Mydin Mall Bertam (Penang) and Freeport A'Famosa Outlet

(Melaka) — and it includes contests and demonstrations like the 'Most Creative Hari Raya Card' contest, sampin-tying and tanjak-making.

Ismail said the event would

adhere to the standard operating procedures (SOP) such as requiring a MySejahtera check-in, physical distancing, taking temperature and providing hand sanitisers. — Bernama