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Tajuk : Shen Zhiqiang, head of the Enterprise Cooperation Department's Changming Sales Campaign: Up to 30% discounts on goods benefit grassroots employees.

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(Butterworth, 3rd) Minister of Entrepreneur Development and Cooperatives, Sim Tze Tzin, stated that the 2026 Entrepreneur and Cooperative Prosperous Sales Program (JMKU) aims to supply basic necessities at below-market prices to help alleviate the burden on the people, while also providing a direct sales platform for local SMEs and cooperatives to play an economic catalytic role.

He said that following the first stop in Bertam, the second stop in Sungai Puyu also received an enthusiastic response. About 700 chickens and various seafood and meats were provided on site, and with discounts of 20% to 30%, they were sold out in a short time.

The Department of Enterprise Development and Cooperatives (KUSKOP), in collaboration with the Sungai Puyu State Assemblyman's office, successfully launched the second stop of the "2026 Enterprise and Cooperative Prosperity Sales Campaign" (JMKU) in Penang today. The event attracted a large number of people to make purchases, creating a lively atmosphere, and many fresh produce and daily necessities quickly sold out.

Shen Zhiqiang revealed that during the "Happy Hour" period from 11:00 AM to 12:00 PM, the price of chicken dropped from about RM15 to RM10, triggering a buying frenzy and fully demonstrating the immediate effect of the event in alleviating the cost of living. The event covered more than 80 kinds of dry goods and fresh food, including daily necessities such as rice, cooking oil, sugar, soy sauce, milk and flour, with discounts of up to 20%; a further 30% discount was offered during designated periods.

In terms of fresh food, in addition to chicken, beef, tiger prawns, flower crabs and red tilapia are also offered at significant discounts, attracting a large number of people to line up early to buy, which boosted the on-site consumption atmosphere.

Shen Zhiqiang pointed out that JMKU has not set a fixed term, and the authorities will continue such activities as much as possible, depending on their financial capacity, so that more people can benefit.

The government and state legislators joined forces to promote

The event was officiated by Sim Chee Keong and Sungai Puyu State Assemblywoman Pang Sin Tze, who officiated at the tour and launch ceremony. This demonstrated the determination of the federal and state governments to work together to promote policies that benefit the people. Pang Sin Tze also presented certificates for the Social Security Scheme for housewives and sponsored RM8,000 in contributions, benefiting 70 housewives in the Sungai Puyu constituency and further strengthening the social security network.

Eleven government service counters were also set up on site to provide one-stop consultation and processing services for the public and entrepreneurs, including matters related to financing, social insurance, provident fund and taxation.

Participating organizations included the Cooperative Council of Malaysia, Seberang Perai City Council, Social Security Organization, Employees Provident Fund (EPF) and Inland Revenue Board, enhancing the practicality and convenience of the event.

Shen Zhiqiang emphasized that JMKU is an important initiative to implement the Ekonomi MADANI (Enlightened Economy) and will continue to be promoted with the "ABCD" approach, namely, improving productivity, simplifying bureaucratic procedures, improving access to funds, and strengthening market access.

He pointed out that his department will continue to promote similar initiatives to address global economic challenges while taking into account the well-being of the people and the sustainable development of local businesses, thereby further strengthening the overall Malaysian economy.