

# 99 Speedmart launches Made in Malaysia Campaign in conjunction with 35th anniversary



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KUALA LUMPUR, Dec 13 (Bernama) – One-stop convenience chain store 99 Speedmart yesterday launched a Buy Malaysian Goods Campaign in conjunction with its 35th anniversary during a dinner held at the Sunway Resort Hotel, yesterday.

In a statement, 99 Speedmart said the campaign will start selling 50 selected local products from Dec 13 to Dec 31, 2022.

This is in line with the company's philosophy to empower and develop enterprises and society.

'Made in Malaysia' products.

He also said a never seen before (experience) change in the global business landscape due to COVID-19 emphasised the need for resilience to the supply chain and localisation of larger goods sold by 99 Speedmart.

"We are fully committed to promoting 'Made in Malaysia' products to the next level, targeting to reach RM5 billion sales target in the 2023 fiscal year. With support from local suppliers, we will achieve the target," he said in a statement.



The statement said commitment and basic philosophy has seen 99 Speedmart win the 'NielsenIQ: No.1' award in Malaysia for FMGG Retail Sales' for the year 2021 and 2022 which was given away by Vertical Lead Retail director, NielsenIQ Intelligence Tisha Tay to 99 Speedmart managing director Lee Thiam Wah.

At the same function, 99 Speedmart also introduced its second initiative in an effort to conserve the environment through the installation of solar panels at all its distribution centres in a move to achieve GreenRE building status and a goods cooling system that uses between 40 and 45 per cent less energy.

Ng also said the effort is to support Malaysia's target to achieve zero carbon emissions by 2050.

The statement also said 99 Speedmart will continue to play its role in providing a positive impact to the nation through various initiatives, among them contributing RM1 million to Universiti Tunku Abdul Rahman (UTAR) and RM500,000 to the IJN Foundation.

The organisation also has donated RM500,000 to Forest Research Institute Malaysia (FRIM) for the planting of trees and research work.

Also present at the launch were Domestic Trade and Cost of Living Minister Datuk Seri Salahuddin Ayub and his wife Datin Seri Fatimah Taha.

According to Salahuddin, 99 Speedmart has become the benchmark in the retail sector following its success in reducing overall operating costs, the opening of new branches and offering goods at fair prices in line with the motto 'Near and Cheap'.

"99 Speedmart is the only mini market that employs 100 per cent local labour at its branches. This achievement should be applauded and 99 Speedmart is now the benchmark for other retailers to follow in employing local workers," he said amidst congratulating 99 Speedmart.

The dinner was also aimed at paying tribute to dedicated 99 Speedmart staff, stakeholders and strategic partners for their resilience, dedication and exceptional efforts in weathering the challenging pandemic years.

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