

Teresa Kok urges investments in eco-friendly kenaf industry

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By Sira Habibu



KOTA BARU: Local and foreign investors should tap into the potentially lucrative kenaf industry which is anticipated to generate RM350mil of revenue in the local market, said Primary Industries Minister Teresa Kok (*pic*)

Kenaf is a plant that produces fibres similar to jute, and was traditionally used for rope and sacks. But today, it's an eco-friendly material for "wood" furniture, construction, automobiles, seeded grass mats to control erosion and other industrial uses.

Kok said that global market demand for Kenaf is set to balloon to RM3.5bil by 2025.

"We welcome investors to observe how the kenaf-based products are developed for the export market, as the material is suitable for usage in both cold and hot climates," she said Sunday (July 15).

She said this after visiting the National Kenaf and Tobacco Board (LKTN) headquarters here together, with its director-general Samsuddin Noor and deputy minister Shamsul Iskandar Mohd Akin.

Kenaf is a source of new economic growth for the nation, as its fibres and core could be used to produce eco-friendly products.

"Investors should tap into the high-potential and highly competitive kenaf industry," she said.

Under the Kenaf Industry Master Plan, LKTN has allocated 2,000ha of land for smallholders to cultivate kenaf, apart from depending on the private sector for additional cultivation.

On another matter, Kok assured the 200 contract workers at LKTN, Malaysia Palm Oil Board, and Malaysia Rubber Board that their jobs were secure as long as they were not political appointees.