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Invest in kenaf industry, Kok urges

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KOTA BARU: Investing in the kenaf industry promises good returns as it is anticipated to generate RM350mil in revenue in the local market, says Teresa Kok.

The Primary Industries Minister said the global market demand for the high potential commodity is also expected to increase to RM3.5bil by 2025.

“Local and foreign investors should tap on the highly competitive kenaf industry, which provides an alternative raw material source for bio-composite, furniture, construction and automotive-based industries.

“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 after visiting the National Kenaf and Tobacco Board headquarters here with its director-general Samsudin Noor and Deputy Minister Shamsul Iskandar Mohd Akin.

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

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