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Agribazaar portal a big success

KUALA LUMPUR: The Agribazaar web portal launched in 2004 has proven to be big success, said Agriculture and Agro-based Industry Ministry Datuk Mustapa Mohamed.

He said the business-matching web portal had to date recorded a trade volume of RM285 million.

"Its tentacles have spread far and wide attracting agriculture and agro-based industry businessmen from Middle East countries as well as from Singapore and Brunei," he said at the launch of the National AgriBazaar E-Marketing

Convention 2008 and AgriBazaar's Portrait of Success book, here yesterday.

Mustapa said so far, 40,652 agro-producers and suppliers were registered as members in the web portal which offers 763 catalogues on local agro-products.

"The portal holds tremendous potential for both the local and international market as it can be said it is still in its infancy," Mustapa said.

Meanwhile, Mustapa said the convention, the first in its series, was aimed

at gathering details on the top 500 members of the portal, especially pertaining to their success and challenges.

The information would then be used to expand the use of the AgriBazaar portal in the market, he said.

The portal was first developed by the Agriculture Department with the cooperation of MIMOS Berhad in 2003 and was officially launched by Prime Minister Datuk Seri Abdullah Ahmad Badawi in June 2004. — Bernama