

## **TALKING POINTS FOR KEYNOTE ADDRESS BY YBTM MOSTI**

### **Salutations:**

**(a) MS. MANDY LEE ABDULLAH**

General Manager of ICS Malaysia, Organiser of Islamic Lifestyle Festival;  
and

**(b) MR. RIZA ISMAIL RAZALI**

Project Director of Lawalah Dotcom.

1. Introduction of profile and the roles of the Ministry of Science, Technology and Innovation.
2. Online platform is the best marketing platform to reach out to consumers especially to the international market. Lawalah as an online platform will be able to assist merchants to have a global presence.
3. How MOSTI and its agencies can assist the local fashion designers/ entrepreneurs for their products and services through available grants and funds.
4. The importance of innovation for fashion industry.
5. Now with Lawalah, shoppers will be able to shop for their fashions products from various platform (**online, offline and mobile store**). This is a unique platform, first of its kind in Malaysia. And I would like to applaud and congratulate Lawalah, to make it convenient for shoppers to browse and buy their fashion products from multiplatform access that was provided by Lawalah.
6. With Lawalah, Malaysian fashion products will have a global audience and presence, just by a click of a button only.
7. I was informed that Lawalah is in the midst of developing few unique features by implementing new technologies, first in Malaysia and the world in order to provide a new shopping experience to its online shoppers. I am looking forward for this new technology and innovation.
8. In closing, I would like to extend my deepest appreciation to:
  - Lawalah Dotcom;
  - Invited Guests;
  - Members of the Media; and
  - Participating Merchants of Lawalah.

On a final note, please take your time to visit Lawalah Online, Offline and their mobile store.