



TERAJU
PENERAJU BUMIPUTERA

news release

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TERAJU signs up GRA Communications for public relations and social media management

PETALING JAYA --- Unit Peneraju Agenda Bumiputera (TERAJU) has awarded public relations consulting firm GRA Communications Sdn Bhd the task of managing its public relations and social media engagement with immediate effect.

In a statement issued today, TERAJU said, “GRA had been chosen to provide strategy and execution for the TERAJU brand and we are excited at the prospect of taking our promise to greater heights.”

TERAJU was established on 8 February 2011 as a strategic unit under the Prime Minister’s Department with the express objective of spearheading progress through meaningful, resilient and sustainable Bumiputera economic participation.

Premised as a ‘Game Changer’, TERAJU is anchored on five key thrusts under the Bumiputera Economic Transformation Roadmap 2.0 – strengthening human capital, promoting higher value employment and income, increasing Bumiputera share and value of corporate equity, strengthening entrepreneurship, and increasing ownership of non-financial assets.

In addition to economic transformation, TERAJU has the role of ensuring that the ideals in education, health, social and culture, living environment, and Bumiputera stature are lifted to greater heights, and weaved into Malaysia’s plural social fabric through Transformasi Kesejahteraan Bumiputera (Bumiputera Wellbeing Transformation).

Today, TERAJU has recorded RM112 billion in total value created for Bumiputeras, generated more than 43,000 jobs, assisted with RM13.29 billion in private investments through its facilitation fund, and registered RM8.6 billion in market capitalisation from listing emerging Bumiputera companies on the Bursa Malaysia.

TERAJU's framework of success has been built through the collaborative effort of the Bumiputera Economic Empowerment Unit (UPEB) that reside in 24 ministries and the Prime Minister's Department. UPEB comes under the purview of the Majlis Ekonomi Bumiputera (MEB) led by the Prime Minister of Malaysia. Initiatives are carried out alongside with government agencies at various levels, economic corridors, GLCs/GLICs and the private sector.

NEWS RELEASE prepared and issued on behalf of **UNIT PENERAJU AGENDA BUMIPUTERA** by public relations consulting firm **GRA COMMUNICATIONS SDN BHD**. For more information, please contact **Ghazalie Abdullah** +6017 3361090 or **Yusuf Abd Alim** +6013 250 5504 or **Abd Azim Shakron** +6019 385 1095.