

SPOTLIGHTS



Agrobank boosts support for prospective pineapple producers

Prospective and existing pineapple farmers can now look forward to better access to funds with the signing of an MoU between Agrobank and FGV Integrated Farming Holdings Sdn Bhd (FGVIF) for the establishment of the FGV Agro Rangers Program.

The program enables eligible farmers under FGVIF's pineapple plantation scheme to receive financing of up to RM500,000 from Agrobank.

Beneficiaries:

30 farmers

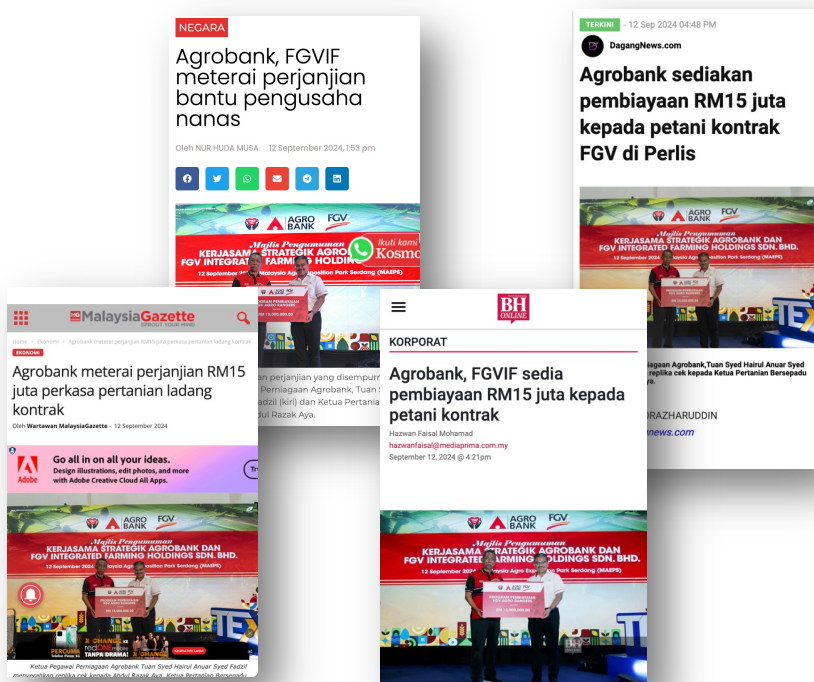
Financial funding worth:

RM **15mil**

"We aim to attract more agropreneurs into this sector, thereby driving the country's economic growth through increased pineapple exports," said President/Chief Executive Officer of Agrobank, Dato' Tengku Ahmad Badli Shah Raja Hussin.

The MoU is expected to benefit more than 30 FGVIF's pineapple farmers in the country.

In The News



Career opportunities at Agrobank

Join Agrobank and GROW your career with us.

Visit our career booth at Maha 2024, located at Hall D2, Malaysia Agro Exposition Park Serdang (MAEPS).

AgroTED Talk

By ACE

An effective database can help you understand your target audience, which helps you market more effectively and even generate potential leads!

Mohd Iduan bin Fauzi from ACE's Training and Development Division recommended several tips to convert their prospects into buyers, and eventually into customers.

To turn prospects into buyers, he suggested several methods, such as giveaways, testers and limited time offers.

Once they become buyers, retaining them is just as important. Among his various recommendations for this were continuous communication, promotions and creating loyalty cards.



AGRO YouTH

Database: How entrepreneurs think



Sembang Agro:

Agrobank X PayNet

Let's adopt efficient, safe, easy payment via QR Pay!!

Mohamed Fazly bin Mohamed Jamil from the Digital Banking Department of Agrobank and Nurshitra Firza binti Omar (right) from PayNet shared the initiative for cashless solutions to serve the rural community.

The speakers also emphasized that the collaboration aims to expand and educate cashless payment as well as to bridge the gap between urban and rural areas.





Moments @ MAHA



Next Day Highlights



Wind Chamber



VR Games



Business Clinics



MoU Signing
Agrobank x Borong



Agro TEDTalk
ZNS Green Agro Farm
(2.30pm)



Sembang Agro
Keldai Akaun. Jangan Jadi Mangsa!
Special Guest: DSP Ts. Mail Yussof (JSJK Bukit Aman)

