

Newsletter

Government Interventions in Kenaf (*Hibiscus cannabinus* L., Malvaceae) Industry in Malaysia

The Situation



- (ii) Approximately 5,000 tobacco farmers have to consider replacing tobacco with alternative crops



- (i) The price of tobacco produced in Malaysia dropped due to increasing competition from imported tobacco



- (iii) Some experts opine that kenaf could be a potential crop for this purpose

Research Objectives



- (i) To identify government interventions in the kenaf industry in Malaysia



- (ii) To discuss business policies to further improve its market position

Our Approaches



- (i) Secondary data collection (desktop research)
(ii) Qualitative analysis
(iii) Descriptive analysis

Some Interesting Findings

- ★ The Malaysian government is actively promoting the kenaf industry as the next major industrial crop for the nation
- ★ The kenaf crop is included as one of the potential crops to be developed under the East Coast Economic Region
- ★ The National Kenaf and Tobacco Board (NKTB) provides financial incentives:-
 - to attract farmers to plant kenaf
 - for the industry to use kenaf as a raw material
 - to carry out R&D activities on kenaf cultivation and utilisation
- ★ The governments in China, India, Indonesia, Vietnam, Myanmar, Bangladesh, and Thailand are expecting to expand the planting area for kenaf
- ★ Inadequate harvesting machinery is one of the obstacles holding back the development of the kenaf industry

Contact:

info@howardresearch.com.my

www.howardresearch.com.my

