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## World News



### Phygital Accelerator Program & Brandpreneur Network C

KUALA LUMPUR, Malaysia, April 28, 2020 /PRNewswire/ -- Malaysia FIRST EVER Entrepreneurs Ecosystem is no ecosystem better known as Phygital Accelerator Program is the initiative under Quill City Mall KL in collaboration. Selected brands will gain immediate mileage through product shelves listing by JDX Presto, online marketplace facilitation and Public Relations solutions rendered by Brand 21 Asia. Phygital Accelerator Program is the Six Months that all selected brands will be entitled for product shelves listing, online marketplace across ASEAN market, business news release as well as live pitching session.



The Pre-Introductory Sessions started from 6th April till 15th April 2020. Several aspiring female entrepreneurs have joined the Program; to name a few such as AIME, Chrysalis Image Grooming, CrisVLab, Kew, Mr Fish Noodle, Muka & Co, 2 selected based on their credentials which their aspiring brand stories and value aligned with the ecosystem objective.

community consists of 6 million registered users and supporting stakeholders covering loyalty customer base a generate promising results for long term business sustainability.



Under the current roadmap in conjunction with Phygital Accelerator Program, Brandpreneur Network conceptual business community by having immediate live show platform equipped with full scale branding and media facilities. Partner PR Newswire will be able to escalate all respective brands' publicity and recognition worldwide. The idea was a huge success of the flagship campaign better known as 100 Series Entrepreneurship Live Pitching which was organized by and Cooperatives Malaysia (\*Formerly known as Ministry Entrepreneur Development Malaysia) in October 2019. Brand 21 Asia anticipated Brandpreneur Network to go major mainstream media both locally and internationally. Brand 21 Asia collaborated with Quill City Mall KL to strive to disrupt the entire brand owners' ordinary branding and media market. The mall had been identified and will be transformed into full scale Brandpreneur Network platform tapping on youth in 2020. Till date, Brand 21 Asia has identified 5 strategic spots within Klang Valley, Johor, Penang, Pahang and Sabah. The establishment is under licensing arrangement with premise owners and operators. The respective owners shared their vision for entrepreneurship development and determined to shape the landscape collaboratively.

Both Phygital Accelerator Program and Brandpreneur Network will soon become the primary spot for majority brands by utilizing all supporting ecosystem partners' resources. The official ceremony for Phygital Accelerator Program is yet to be further scheduled due to current Movement Control Order regulated by the Malaysian government. Despite the current MCO period, the entire momentum is indeed going strong due to the ecosystem objectives and has been executed till date. Special credit goes to supporting ecosystem partners namely PR Newswire, Marketing In Chapter, BNI Klang Valley South Chapter, Proventus Capital, GTR Ventures, pitchIN, Ata Plus, NEXEA and Mind Capital.

Besides the ecosystem development, Brand 21 Asia will be launching 100 Series Entrepreneurship Live Pitching schedule revised for year 2020 due to COVID-19) as well as Empowerment Movement Gala Dinner scheduled to celebrate emerging young entrepreneurs and aspiring women entrepreneurs for Special Recognition key highlights. Two dignitaries from the Philippines and UAE (Dubai) will be attending the prestigious gala dinner together with respective VVIP guests and other prominent organizations.

PR Newswire are the Official News Release Distribution Partner of Phygital Accelerator Program & Brandpreneur Network.

For more information, kindly contact the official secretariat- PR Extraordinary Management at [xtraordinaryco@oi.com.my](mailto:xtraordinaryco@oi.com.my)

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