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KUALA LUMPUR, SEPT. 3 (BERNAMA) — MALAYSIA HAS BECOME THE EIGHTH MOST INDUSTRIALISED COUNTRY AMONG DEVELOPING NATIONS SINCE THE LAUNCHING OF THE NEW ECONOMIC POLICY, (DATUK SERI DR. MAHATHIR MOHAMAD) SAID TODAY.

THE DEPUTY PRIME MINISTER SAID THE GOVERNMENT HAD BEEN STRIVING TOWARDS INDUSTRIAL DEVELOPMENT SINCE 1960 AND THE INDUSTRIAL SECTOR WAS EXPECTED TO ACCOUNT FOR AT LEAST 33 PER CENT OF THE GROSS NATIONAL PRODUCT BY 1990.

DATUK SERI DR. MAHATHIR, WHO IS ALSO TRADE AND INDUSTRY MINISTER, SAID THE PERFORMANCE IN THE EXPORT OF MANUFACTURES AT PRESENT WAS VERY ENCOURAGING.

OPENING THE SECOND CONFERENCE OF MALAYSIAN TRADE COMMISSIONERS HERE, HE HOWEVER SAID: +WE SHOULD NOT BE SATISFIED WITH OUR ACHIEVEMENTS SO FAR.

+WE MUST INTENSIFY OUR EFFORTS TO EXPAND AND INCREASE THE NUMBER OF INDUSTRIES IN THE COUNTRY.+ — BERNAMA MORE 1514/A1

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HE URGED THE TRADE COMMISSIONERS TO PLAY THEIR ROLE IN SECURING FOREIGN MARKETS FOR THE COUNTRY'S MANUFACTURED GOODS.

THIS WAS BECAUSE MALAYSIA HAD REACHED A LEVEL WHEREBY THE DOMESTIC MARKET COULD NO LONGER ABSORB ALL OF THE COUNTRY'S MANUFACTURES.

THESE GOODS MUST BE EXPORTED TO FURTHER IMPROVE THE COUNTRY'S ECONOMY, DATUK SERI DR. MAHATHIR SAID.

HE CALLED ON THE TRADE COMMISSIONERS TO STUDY IN DEPTH THE TYPES OF GOODS IMPORTED BY THE RESPECTIVE COUNTRIES THEY WERE ACCREDITED TO SO THAT LOCAL MANUFACTURERS COULD EXPLORE THE POSSIBILITY OF BECOMING SUPPLIERS OF SUCH GOODS.

HE TOLD THE TRADE REPRESENTATIVES TO BE MORE AGGRESSIVE IN PROMOTING MADE-IN-MALAYSIA GOODS.

THEY SHOULD BE FULLY KNOWLEDGEABLE ON THE TYPES OF GOODS BEING PRODUCED AND WHOSE PRODUCTION WAS BEING INCREASED BY MALAYSIA SO THAT THESE GOODS WOULD FIND A DEMAND WHEN THE COUNTRY ENTERED THE MARKET. — BERNAMA MORE 1631/A1

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MAHATHIR-INDUSTRY 3 KUALA LUMPUR

DATUK SERI DR. MAHATHIR NOTED THAT DATA COLLECTED BY MALAYSIAN OFFICIALS ON FOREIGN MARKET DEMAND FOR GOODS WERE NOT VERY COMPREHENSIVE AND OFTEN THE COUNTRY HAD TO WAIT FOR INFORMATION GATHERED BY FOREIGN INVESTORS.

+AS SUCH WE ARE TOO DEPENDENT ON FOREIGN INVESTORS IN OUR EFFORTS TO EXPAND EXPORT-ORIENTED INDUSTRIES IN THE COUNTRY,+ HE SAID.

INDUSTRIALISED COUNTRIES WERE PRODUCING GOODS FOR WHICH THEY DID NOT HAVE THE RAW MATERIALS BECAUSE THEY KNEW THE WORLD MARKET IN DEPTH.

IN THE EFFORTS TO PROMOTE MALAYSIAN PRODUCTS, POTENTIAL IMPORTERS SHOULD BE INFORMED OF THE TYPES OF GOODS AVAILABLE. THEY SHOULD ALSO BE CONVINCED OF THE QUALITY OF THE PRODUCTS.

THE DEPUTY PRIME MINISTER SAID THIS COULD BE DONE THROUGH PROMOTIONAL ACTIVITIES WHICH COULD BE UNDERTAKEN BY THE TRADE COMMISSIONERS.

AN EFFECTIVE WAY WAS TO HAVE PERMANENT DISPLAYS OF MALAYSIAN GOODS SO THAT POTENTIAL IMPORTERS COULD SEE FOR THEMSELVES THE TYPES AVAILABLE AND ASSESS THEIR QUALITY. — BERNAMA MORE 1638/A1

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HOWEVER, HE NOTED THAT SOMETIMES SUCH DISPLAYS WERE NOT WELL LOOKED AFTER BY THE TRADE COMMISSIONERS.

HE SAID HE HAD SEEN OLD PRODUCTS WHOSE LABELS COULD NO LONGER BE READ STILL ON DISPLAY AT SOME TRADE COMMISSIONS.

DATUK SERI DR. MAHATHIR SAID SUCH DISPLAYS WOULD NOT ONLY BE INEFFECTIVE IN TRYING TO ATTRACT BUYERS BUT ALSO KILL WHATEVER INTEREST SOME POTENTIAL IMPORTERS MIGHT HAVE.

HE TOLD THE TRADE COMMISSIONERS TO LOOK INTO THE MATTER AND DEVISE A SYSTEM TO ENSURE THAT THE DISPLAYS PRODUCED THE DESIRED RESULTS.

HE ALSO DISCLOSED THAT A PERMANENT INFORMATION AND DISPLAY CENTRE FOR MADE-IN-MALAYSIA PRODUCTS WOULD BE SET UP HERE.

—BERNAMAMORE 1718/AH

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THE DEPUTY PRIME MINISTER SAID MALAYSIA SHOULD NOT DEPEND ENTIRELY ON THE DEVELOPED COUNTRIES TO EXPORT ITS PRODUCTS TO BUT ALSO SEEK MARKETS IN WEST ASIAN COUNTRIES AND OTHER DEVELOPING NATIONS.

EXPORTERS SHOULD ALSO CARRY OUT MARKET STUDIES ON THEIR OWN IN ADDITION TO GOVERNMENT EFFORTS.

THE GOVERNMENT HAD BEEN AND WAS HELPING THE PRIVATE SECTOR EXPAND ITS EXPORT MARKETS THROUGH SUCH EFFORTS AS THE SENDING OF TRADE MISSIONS ABROAD.

THE TWO-WEEK CONFERENCE IS BEING ATTENDED BY 24 TRADE COMMISSIONERS.—BERNAMA 1720/AH