

MONEY

80 (P)
KUALA LUMPUR, JAN. 15 (BERNAMA)—THE GOVERNMENT IS WILLING TO STEP IN AS A PARTNER TO HELP LOCAL INVESTORS WHO ARE APPREHENSIVE OF VENTURING BIG-TIME INTO THE INTERNATIONAL MARKET, SAYS (DATUK SERI DR. MAHATHIR MOHAMAD).

HE FEELS MOST MALAYSIAN BUSINESSMEN DO NOT REALISE THE VAST POTENTIAL THERE IS TO SELL MILLIONS OF PIECES INSTEAD OF JUST A FEW HUNDRED OR THOUSAND -- "THIS (ATTITUDE) HAS TO CHANGE."

THE REMARKS OF THE DEPUTY PRIME MINISTER AND MINISTER OF TRADE AND INDUSTRY ARE CONTAINED IN AN ARTICLE, BASED ON AN INTERVIEW WITH HIM, ON MALAYSIA'S INDUSTRIAL STRATEGY FOR THE 1980S.

THE ARTICLE IS IN THE LATEST ISSUE OF UMBC ECONOMIC REVIEW, PUBLISHED BY THE UNITED MALAYAN BANKING CORPORATION.

DATUK SERI DR. MAHATHIR WAS QUOTED AS SAYING THAT THERE ARE FEW MALAYSIANS WILLING TO INVEST IN MANUFACTURING OPERATIONS FOR EXPORT UNLESS THERE IS A FOREIGN PARTNER TO BRING IN THE TECHNOLOGY AND MARKETING SKILLS.

--BERNAMA MORE HM 1700

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+FEW MALAYSIAN BUSINESSMEN, + HE ADDS, +KNOW OR HAVE A FEELING FOR THE INTERNATIONAL MARKET.

+THEY DO NOT REALISE THE VAST POTENTIAL THERE IS TO SELL MILLIONS OF PIECES INSTEAD OF JUST A FEW HUNDRED OR THOUSAND.

+WHEN THEY ARE OFFERED, SAY, AN ORDER FOR A MILLION PROOM HANDLES, THEY DO NOT BELIEVE THE ORDER CAN BE GENUINE, OR THAT IT CAN BE REPEATED AND SO THEY VIEW THE RISK AS BEING TOO HIGH FOR THE INVESTMENT. THIS (ATTITUDE) HAS TO CHANGE.

+ONLY A FEW MALAYSIANS HAVE REALISED THIS, PEOPLE WHO HAVE AN UNDERSTANDING OF INTERNATIONAL MARKETS AND WHO HAVE DARED TO GO INTO THEM AND HAVE PROSPERED. +

GOVERNMENT'S ENCOURAGEMENT OF INVESTMENT IN LOCAL RESOURCE-BASED MANUFACTURING CONCERNS BY LOCAL INVESTORS IS ONE OF THE OBJECTIVES OF MALAYSIA'S INVESTMENT POLICIES. -- BERNAMA MORE 1702/A1

ND43: (F)
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IN LINE WITH THIS, DATUK SERI DR. MAHATHIR SAYS, +THE GOVERNMENT IS WILLING TO GO INTO JOINT-VENTURES WITH BOTH LOCAL AND FOREIGN INTERESTS TO OVERCOME THIS (ATTITUDE).

+COMING TOGETHER IMPLIES CONTRIBUTION BY ALL PARTIES, SUCH AS CAPITAL, TECHNOLOGY, MARKETING AND MODERN MANAGEMENT, BUT ALL IN A SETTING THAT CAN COPE WITH LOCAL CONDITIONS. +

ACCORDING TO THE DEPUTY PRIME MINISTER, IT IS EASY TO MAKE MONEY IN MALAYSIA THESE DAYS.

+HOWEVER, + HE ADDS, +LOCAL INVESTORS ARE ONLY WILLING TO INVEST IN WHAT THEY KNOW BEST.

+IN SUCH AREAS AS PLANTATIONS, WHERE MALAYSIA HAS THE HIGHEST MANAGEMENT PERFORMANCE IN THE WORLD, THERE IS NO SLACKENING OF INVESTMENT.

+IN MANUFACTURING, HOWEVER, LOCAL INVESTORS ONLY WANT TO SELL LOCALLY AND WANT THE GOVERNMENT TO ERECT TARIFF BARRIERS TO PROTECT THEM. THERE IS A LIMIT TO SUCH REQUESTS. + -- BERNAMA MORE 1705/A1

ND44: (F)
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THE ARTICLE SAYS THAT IN THE EIGHTIES, DATUK SERI DR. MAHATHIR EXPECTS TO ATTRACT HEAVY ENERGY-USING INDUSTRIES TO MALAYSIA, AS IN TODAY'S WORLD ENVIRONMENT, MALAYSIA'S ABUNDANT ENERGY RESOURCES ARE CRITICAL FOR SUCH PROJECTS.

MANY GOVERNMENTS ARE NOW ASKING HEAVY ENERGY-USING PROJECTS TO GO OVERSEAS TO ENERGY AREAS AND THERE ARE LOTS OF OPPORTUNITIES FOR THIS IN MALAYSIA.

IN CASES WHERE MALAYSIA SERVES AS A SERVICE CENTRE FOR EXPORT INDUSTRIES, EVEN 100 PER CENT FOREIGN OWNERSHIP IS POSSIBLE, IT ADDS.

+THE KEY IS WHETHER THERE ARE ADEQUATE SOCIAL AS WELL AS PRIVATE ECONOMIC RETURNS, + SAYS THE ARTICLE. -- BERNAMA 1707/A1