

MAHATHIR  
BM

KUALA LUMPUR, JUNE 22<sup>8)</sup> (BERNAMA) — (DATUK SERI DR. MAHATHIR MOHAMAD) TODAY REMINDED MANUFACTURERS AND EXPORTERS TO PAY ATTENTION TO THE QUALITY OF THEIR PRODUCTS TO PROMOTE MALAYSIA'S IMAGE AS AN EXPORTER OF QUALITY GOODS.

HE DEPUTY PRIME MINISTER SAID THAT IF THERE WAS DISREGARD FOR QUALITY AMONG MANUFACTURERS AND EXPORTERS, MALAYSIA'S EXPORT TRADE COULD BE ADVERSELY AFFECTED AND THE NATION WOULD EXPERIENCE A BIG LOSS.

INAUGURATING THE MALAYSIAN ASSOCIATION OF MALAY EXPORTERS HERE, HE SAID THAT IN THE FIELD OF EXPORT BUSINESS, QUALITY CONTROL AND SUPERVISION WERE IMPORTANT TO ATTAIN PROGRESS.

AS SUCH, EXPORTERS HAD TO ENSURE THAT THEIR PRODUCTS WERE OF QUALITY EVEN IF THEY HAD TO BEAR HIGH PRODUCTION COSTS AND OBTAIN LOW PROFITS, HE ADDED.

DATUK SERI DR. MAHATHIR, WHO IS ALSO TRADE AND INDUSTRY MINISTER, HOPED THAT THE ASSOCIATION WOULD TAKE THE INITIATIVE TO ENSURE THAT THE MEMBERS IMPOSED QUALITY CONTROL ON THEIR PRODUCTS. —  
BERNAMA MORE 1350/MK  
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HE SAID THAT IT WAS A MISCONCEPTION TO THINK THAT JUST BECAUSE A THING WAS CHEAP ITS QUALITY WOULD HAVE TO DROP.

HE ALSO DREW ATTENTION TO THE ACTIVE EFFORTS OF CONSUMERS' ASSOCIATIONS LATELY TO SAFEGUARD THE INTERESTS OF THE PUBLIC AND HELP THEM OBTAIN QUALITY PRODUCTS.

DATUK SERI DR. MAHATHIR ALSO SAID THAT HE WAS NOT VERY SATISFIED WITH THE QUALITY OF PRODUCTS MANUFACTURED BY MALAYS.

FOR EXAMPLE, HE SAID, IN THE PRODUCTION OF SAUCE THEY DID NOT PAY ENOUGH ATTENTION TO THE CLEANLINESS OF THE BOTTLES AND DID NOT KNOW THE TECHNIQUE OF ATTRACTIVE LABELLING.

HE SAID HE HAD FOUND BOTTLES CONTAINING IMPURITIES AND WITH POOR LABELLING. — BERNAMA MORE 1354/MK

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IN THIS CONNECTION, HE PROPOSED THAT THE ASSOCIATION, ON A VOLUNTARY BASIS, SET UP A PANEL TO SCRUTINISE AND RECOMMEND WHICH PRODUCTS COULD BE EXPORTED AND WHICH COULD NOT.

DATUK SERI DR. MAHATHIR SAID MALAYSIA HAD NOT YET BEEN RECOGNISED AS AN EXPORTER OF QUALITY PRODUCTS AND MANY OVERSEAS IMPORTERS DID NOT KNOW THAT MALAYSIA WAS THE SOURCE OF THEIR GOODS.

HE FELT THAT MALAYSIA SHOULD FOLLOW THE EXAMPLE OF JAPAN IN IMPOSING STRICT QUALITY CONTROL ON EACH ITEM EXPORTED.

JAPAN WAS TODAY WELL-KNOWN THROUGHOUT THE WORLD AS AN EXPORTER OF QUALITY PRODUCTS BECAUSE IT EXPORTED ONLY GOOD PRODUCTS AND THOSE THAT WERE OF INFERIOR QUALITY WERE FOR LOCAL CONSUMPTION ONLY, HE ADDED.

DATUK SERI DR. MAHATHIR ALSO REMINDED MALAY EXPORTERS TO BE BOLD IN FACING CHALLENGES BECAUSE IN THE FIELD OF EXPORT BUSINESS ONE REQUIRED A HIGH LEVEL OF SKILL AND COMPETENCY. —  
BERNAMA MORE 1418/MK

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MAHATHIR 4 KUALA LUMPUR

HE SAID THAT IN ANY FIELD, ONE WOULD HAVE TO FACE CHALLENGES AND STRUGGLES.

HE SAID THE GOVERNMENT WOULD ALWAYS GIVE ASSISTANCE AND PROVIDE INFORMATION AND DATA ON FOREIGN TRADE TO ENSURE THAT THEY WERE SUCCESSFUL. — BERNAMA 1420/MK

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