

U E455 AAE
MAHATHIR-MANUFACTURERS
BM

(P)

KUALA LUMPUR, APRIL 4 (BERNAMA) -- THE +BUY MALAYSIAN+ CAMPAIGN WAS LAUNCHED TODAY WITH PRIME MINISTER (DATUK SERI DR MAHATHIR MOHAMAD) CALLING ON THE MANUFACTURING SECTOR TO VENTURE INTO THE SPHERE OF PRODUCT DEVELOPMENT TO SATISFY THE NEEDS AND TASTES OF LOCAL CONSUMERS.

EFFORTS MUST BE MADE TO PRODUCE VARIOUS KINDS OF GOODS, HE SAID IN A SPEECH DELIVERED BY TRADE AND INDUSTRY MINISTRY TENGKU RAZALEIGH HAMZAH.

+I AM CONVINCED THAT CONSUMERS WILL BEGIN TO TRUST LOCAL GOODS MORE IF LOCAL MANUFACTURERS EMULATED THE MEASURES TAKEN BY FOREIGN MANUFACTURERS,+ HE SAID.

DATUK SERI DR MAHATHIR SAID HE BELIEVED THAT IF LOCAL MANUFACTURERS DID THIS, THEY WOULD HELP WIDEN THE COUNTRY'S MANUFACTURING BASE AND ENABLE THE COUNTRY TO OFFER MORE GOODS, BOTH LOCALLY AND OVERSEAS.

HE REITERATED THE GOVERNMENT'S ASSURANCE TO LOCAL MANUFACTURERS TO PROVIDE THE FACILITIES AND INCENTIVES NECESSARY TO ENHANCE THE QUALITY OF THEIR GOODS. -- MORE

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THE PRIME MINISTER WANTS LOCAL MANUFACTURERS TO PRODUCE GOODS THAT SATISFIED STANDARDS SET BY THE STANDARDS AND INDUSTRIAL RESEARCH INSTITUTE OF MALAYSIA (SIRIM). THE INSTITUTE HAS SET NOT

LESS THAN 1,000 STANDARDS.

HE SAID THAT IN DEVELOPED COUNTRIES, THE STANDARDS AND QUALITY CONTROL WERE NORMALLY SET BY THE INDUSTRIAL SECTORS THEMSELVES WITHOUT ENFORCEMENT OF ANY REGULATION COMPELLING THEM TO DO SO.

CABINET MINISTERS AND OTHER VIPS ATTENDED THE FUNCTION AT WHICH THE LOGO ADJUDGED THE WINNER OF THE +BUY MALAYSIAN+ LOGO COMPETITION WAS UNVEILED.

THE WINNING LOGO SHOWS A BOX OR PACKET IN THE FORM OF A +KETUPAT+ (DRIED COCONUT LEAF) WRAPPING, A CRESCENT AND A 14-POINT STAR.

THE DESIGNER OF THE LOGO, ENCIK ISMAIL HASHIM, A LECTURER IN GRAPHICS DESIGN OF THE UNIVERSITI SAINS MALAYSIA (USM), RECEIVED \$3,000 AND AN AIR TICKET FOR FOUR FOR A HOLIDAY IN SABAH OR SARAWAK.

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SECOND WAS THE DESIGN BY ENCIK AHMAD HAJI ZAINUDDIN, A LECTURER IN GRAPHICS DESIGN OF THE MARA INSTITUTE OF TECHNOLOGY (ITM), WHILE THE THIRD PRIZE WAS WON BY PUAN ROBAAH DAUD, A CLERK OF THE AGRICULTURE DEPARTMENT.

TENGKU RAZALEIGH ALSO GAVE AWAY PRIZES TO EIGHT FIRMS WHICH WON THE 1985 FMM (FEDERATION OF MALAYSIAN MANUFACTURERS) AWARD FOR EXPORT ACHIEVEMENT AND EIGHT OTHER FIRMS WHICH WON THE 1985 FMM AWARD FOR NEW AND IMPROVED PRODUCT DEVELOPMENT. -- BERNAMA

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