

PM TO LAUNCH + BUY MALAYSIAN + CAMPAIGN ON APRIL 4

KUALA LUMPUR, MARCH 6 (BERNAMA ES)-- DATUK SERI DR. MAHATHIR MOHAMAD WILL OFFICIALLY LAUNCH THE + BUY MALAYSIAN + CAMPAIGN HERE ON APRIL 4, IT WAS ANNOUNCED TODAY.

DEPUTY TRADE AND INDUSTRY MINISTER, HAJI MUHYIDDIN HAJI MOHAMAD YASSIN, IN MAKING THE ANNOUNCEMENT SAID THE VENUE FOR THE FUNCTION WAS YET TO BE FIXED.

HAJI MUHYIDDIN, WHO IS HEAD OF THE STEERING COMMITTEE ON THE + BUY MALAYSIAN + CAMPAIGN, SAID ONE WOULD NOT BE ABLE TO ASCERTAIN THE EFFECTS OF THE CAMPAIGN IMMEDIATELY.

IT WOULD TAKE SOME TIME BEFORE MALAYSIANS WERE CONVINCED OF THE BENEFITS OF BUYING LOCALLY-MADE GOODS WHICH WERE REASONABLY-PRICED AND OF GOOD QUALITY.

HE SAID THE STEERING COMMITTEE WAS STILL STUDYING THE POSSIBILITY OF AWARDING +SEALS OF APPROVAL+ TO GOODS WITH HIGH STANDARD.

HAJI MUHYIDDIN CALLED ON LOCAL MANUFACTURERS NOT TO ADOPT +DOUBLE STANDARDS+ IN THEIR MANUFACTURE.

HE SAID THERE WAS CASES OF LOCAL MANUFACTURERS WHO ADOPTED DIFFERENT STANDARDS FOR THEIR EXPORTS AND FOR THOSE MARKETED LOCALLY

HOWEVER, HE SAID THE STANDARD OF MOST LOCALLY-MADE PRODUCTS HAD IMPROVED OVER THE YEARS ALTHOUGH THERE WAS PLENTY OF ROOM FOR IMPROVEMENT.

QUITE A NUMBER OF FIRMS HAVE BEEN ABLE TO EXPORTS THEIR PRODUCTS BECAUSE THEY HAD ATTAINED QUALITY STANDARDS WHICH ENABLE THEM TO COMPETE IN OVERSEAS MARKETS, HE ADDED.

ONE OF THE AIMS OF THE CAMPAIGN, HE SAID, WAS TO ENCOURAGE GREATER USE OF LOCAL MATERIALS IN PRODUCING END-PRODUCTS.

HE SAID THE ROLE OF THE STANDARDS AND INDUSTRIAL RESEARCH INSTITUTE OF MALAYSIA (SIRIM) WOULD ALSO BE REVIEWED TO GIVE MORE BITE TO THE CAMPAIGN.

THE CAMPAIGN WILL CULMINATE IN A + BUY MALAYSIAN + WEEK FROM AUG. 24 TO 31 AND A + BUY MALAYSIAN + EXHIBITION AT STADIUM NEGARA WERE FROM SEPT. 4 TO 23.--BERNAMA ES