

# Supermarkets, stores to promote local goods

By LIM MING HAW

SALES of locally-made goods will be given a boost during the nationwide 'Buy Malaysian Goods Week' as they are to be promoted in supermarkets and department stores.

The promotion at these outlets will be the highlight of the week from Aug 24 to 31 that is part of the 'Buy Malaysian' campaign to be launched by Prime Minister Datuk Seri Dr Mahathir Mohamad on April 4.

The promotion week, which will be held every year, is organised by the Federation of Malaysian Manufacturers whose committee will meet soon to decide on the details.

Emporium & Supermarket Holdings is the first company to contact the federation for details of participation.

Its various outlets will also have their own promotion of local products in conjunction with the campaign.

A spokesman of the group said some 70 to 80 per cent of goods sold in its outlets are locally-made. They include clothing, foodstuff, household items and kitchen utensils.

Kimisawa supermarkets will hold a 'Discover Malaysia' month as its contribution to the promotion campaign.

An official said several organisations dealing in local handicraft will be invited to take part in the promotion scheduled to be held before August.

Yuyi Supermarket organised two 'Buy Malaysian' promotions last year and it is keen to take part in the official promotion week.

Its managing director Koh Pak Ngee said selling and buying local products was good for the country.

A spokesman for another department store said most department stores and supermarkets would

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be anxious to cash in on the publicity generated by the campaign.

The promotion week will also see discount sales and special prizes.

Several other firms contacted said they are interested and are awaiting details.

At official level, activities during the week include debates, essay-writing and poster-drawing contests for schoolchildren.

The contests, organised by the Education Ministry, will be held at State and national levels. The preliminary rounds have started and the finals will be held during the week itself.

Meanwhile, winners of the logo design contest for the campaign have been decided and will be announced soon.

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promotion week