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B E115 AAE  
MAHATHIR-FOOD R'R'R'  
BM

BANGI, JULY 16 (BERNAMA) -- PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD SAID TODAY MALAYSIA HAS VERY GOOD POTENTIAL IN THE PRODUCTION OF FOOD PARTICULARLY IN PROCESSING OF READY-TO-EAT FOOD. THE COUNTRY HAD A UNIQUE GASTRONOMIC RANGE COMPRISING OF THE FOOD OF THE THREE MAJOR RACES, MALAYS, CHINESE AND INDIANS, AND THIS MADE ITS CULINARY DIFFERENT FROM OTHER COUNTRIES. WITH SUCH A VARIETY, THE FOOD PROCESSING INDUSTRY IN MALAYSIA SHOULD HAVE BEEN BIGGER AND MORE WELL-KNOWN, HE SAID WHEN OPENING THE FOOD PROCESSING FACTORY SYARIKAT DEWANA FOOD INDUSTRIES BHD HERE.

THE PRIME MINISTER SAID +WHILE WE ARE IMPORTING A LOT OF FOOD FROM ABROAD, WE ARE NOT USING OUR INGENUITY TO PROCESS AND PRODUCE MORE FOOD FOR OURSELVES AND FOR EXPORT.+

HE SAID THE TIMES HAD NOW CHANGED WITH PEOPLE TRAVELLING MORE EXTENSIVELY AND BECAUSE OF THIS, THEIR TASTES HAD ALSO CHANGED AND SOME WOULD WISH TO SAMPLE THE FOOD OF THE EAST. -- MORE  
1537MST 16 07 88

0866

B E128 AAE  
MAHATHIR-FOOD 2 BANGI

DATUK SERI DR MAHATHIR SAID THAT IN THE PAST, IT WAS DIFFICULT TO FIND AN ASIAN RESTAURANT IN EUROPE AND THE UNITED STATES BUT TODAY, INDIAN, CHINESE, THAI, VIETNAMESE AND JAPANESE RESTAURANTS COULD BE FOUND ALMOST ANYWHERE IN THE TWO PLACES.

THIS HAD GIVEN EUROPEANS AND AMERICANS THE OPPORTUNITY TO TRY ASIAN OR EASTERN FOOD, JUST AS MALAYSIANS WERE NOW USED TO WESTERN FOOD.

+WE FIND THAT EUROPEANS NOW HAVE DEVELOPED A TASTE FOR FOOD SUCH AS CURRY AND TOMYAM AND THIS AUGURS WELL FOR THE FOOD BUSINESS IN COUNTRIES LIKE MALAYSIA, THAILAND AND INDIA.+

HE STRESSED THAT IF THE PEOPLE FAILED TO MAKE USE OF THIS OPPORTUNITY THEY WOULD LOSE A GOOD CHANCE OF MAKING MONEY BECAUSE WESTERNERS HAD BEGUN TO DEVELOP A PREFERENCE FOR EASTERN FOOD.

THE PEOPLE SHOULD CAPITALISE ON THE SITUATION SO THE FOOD INDUSTRY COULD BECOME A LARGE BUSINESS PROFITTING THE COUNTRY. -- MORE

1624MST 16 07 88

0887

B E139 AAE  
MAHATHIR-FOOD 3 BANGI

DATUK SERI DR MAHATHIR SAID THE SOCIAL PATTERN IN THIS COUNTRY HAD ALSO CHANGED AND WAS BECOMING MORE LIKE THE WEST WHERE PEOPLE WERE TOO BUSY AND HAD TIME ONLY TO HEAT FOOD FOR THEIR MEALS.

THIS RESULTED IN MORE PEOPLE LOSING THEIR COOKING SKILLS DUE TO WIVES ALSO WORKING AND THE HIGH COST OF ENGAGING A COOK AT HOME.

ACCORDING TO HIM, THIS TREND IS BOUND TO IMPROVE PROSPECTS FOR PROCESSED FOOD PRODUCTION IN MALAYSIA.

THE PRIME MINISTER SAID THE MAJORITY OF COMPANIES IN THIS SECTOR WERE CURRENTLY SMALL ENTERPRISES BUT IT WAS NOT IMPOSSIBLE FOR THEM TO GROW IN THE FUTURE.

THE GIANT FOOD CHAINS WHICH HAD NOW MADE A NAME FOR THEMSELVES THROUGHOUT THE WORLD HAD STARTED AS SMALL CONCERNS.

HE HOPED FOOD PROCESSING COMPANIES HAD THE CAPACITY TO ALSO MEET DEMAND FROM OVERSEAS. -- BERNAMA  
1704MST 16 07 88