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U E564 AAE

MAHATHIR - INDUSTRY

(EMBARGO: FOR AUTOMATIC RELEASE AT 11PM)

BM

KUALA LUMPUR, NOV 9 (BERNAMA) -- MALAYSIAN MANUFACTURERS SHOULD TAKE INTO ACCOUNT THE NEED TO USE LOCAL RAW MATERIALS AND COMPONENTS, THE LATEST TECHNOLOGY AND COME UP WITH BETTER DESIGNS TO IMPROVE THE QUALITY OF THEIR PRODUCTS, PRIME MINISTER DATUK SERI DR MAHATHIR MOHAMAD SAID TONIGHT.

MALAYSIA BEING A COUNTRY RICH IN NATURAL RESOURCES, THERE WAS VAST POTENTIAL FOR INCREASED USE OF LOCAL RAW MATERIALS, HE SAID.

+PART OF THE PROGRESS OF THE LOCAL MANUFACTURING INDUSTRY HAS BEEN ATTRIBUTED TO THE USE OF LOCAL RESOURCES WHICH ARE DEFINITELY CHEAPER,+ HE SAID AT THE PRESENTATION OF THE +INDUSTRY EXCELLENCE AWARD 1990+ HERE.

AT THE SAME TIME, HE SAID HIGH QUALITY COULD NOT BE IGNORED IN EFFORTS TO STEP UP THE USE OF LOCAL MATERIALS.

+WITH EARNEST EFFORTS, THERE WAS NO REASON WHY THE USE OF LOCAL MATERIALS SHOULD RESULT IN LOWER QUALITY,+ HE SAID. -- MORE  
2016MST 09 11 90

U E569 AAE  
MAHATHIR - INDUSTRY 2 KUALA LUMPUR (EMBARGO)

THE PRIME MINISTER SAID MALAYSIA'S MANUFACTURING SECTOR WAS THE MOST DEVELOPED INDUSTRY FROM THE ASPECT OF GROWTH AND ACCOUNTED FOR ABOUT 25 PER CENT OF THE GROSS DOMESTIC PRODUCT AND 54 PER CENT OF THE COUNTRY'S EXPORT REVENUE.

THE MOST VITAL FACTOR FOR THE SECTOR'S SUCCESS WAS ITS ABILITY TO PRODUCE QUALITY PRODUCTS WHICH SATISFIED THE NEEDS AND TASTES OF CONSUMERS.

TO ENSURE THE CONTINUED EXPORT EXPANSION OF MANUFACTURED GOODS PRODUCT DEVELOPMENT WAS A VITAL FACTOR, HE ADDED.

DATUK SERI DR MAHATHIR REMINDED MANUFACTURERS THAT ALL THEIR EFFORTS SHOULD HAVE LONG TERM OBJECTIVES.

+THE GREATEST ENEMY TO CONTINUED SUCCESS IS THE YEARNING FOR SHORT TERM GAINS,+ THE PRIME MINISTER SAID. -- MORE  
2030MST 09 11 90

U E570 AAE  
MAHATHIR - INDUSTRY 3 KUALA LUMPUR (EMBARGO)

+GOODS OR SERVICE WHICH ARE OF LOW QUALITY AND CHEAP CAN PROBABLY GIVE BIG PROFITS BUT ONLY ONCE OR FOR A SHORT WHILE. THE MARKET WILL REJECT THEM THE SECOND TIME AND THEREAFTER.+

+ON THE OTHER HAND, GOOD QUALITY PRODUCTS AND SERVICES, EVEN THOUGH THIS WILL INCREASE COSTS AND REDUCE PROFITS, WILL HAVE PERMANENT MARKETS AND GIVE LONG TERM PROFITS VERY MUCH HIGHER THAN THE SHORT TERM GAINS.+

DATUK SERI DR MAHATHIR SAID EVERY INDIVIDUAL BE HE FROM THE MANAGEMENT OR THE WORKFORCE HAD THE RESPONSIBILITY TO GIVE HIS BEST TO ACHIEVE THE HIGHEST LEVEL OF EXCELLENCE.

+EXCELLENT SERVICE IS IN ITSELF A SATISFYING REWARD AND WILL BRING MATERIAL GAINS EITHER DIRECTLY OR INDIRECTLY.+ -- MORE  
2042MST 09 11 90

U E574 AAE  
MAHATHIR - INDUSTRY 4 KUALA LUMPUR (EMBARGO)

DATUK SERI DR MAHATHIR SAID MANAGEMENT SHOULD ALSO UNDERSTAND THE IMPORTANCE OF COST IN THEIR VARIOUS EFFORTS AS EXCELLENCE AT VERY HIGH COST RESULTING IN THE GOODS OR SERVICES BEING NO LONGER COMPETITIVE WOULD NOT MEAN REAL EXCELLENCE.

+WHILE THE QUALITY OF SERVICE SHOULD BE GOOD, COSTS SHOULD BE CLOSELY CONTROLLED. THE PRESENT COMPETITION IS NOT ONLY BASED ON THE LEVEL OF EXCELLENCE BUT ALSO COSTS,+ HE SAID.

ON THE TOURIST INDUSTRY, THE PRIME MINISTER SAID 5.8 MILLION TOURISTS VISITED MALAYSIA IN THE FIRST NINE MONTHS OF THIS YEAR COMPARED WITH THE EARLIER ESTIMATE OF 4.3 MILLION FOR THE WHOLE OF THIS YEAR.

ON THE HOTEL INDUSTRY, HE SAID IF ROOM RATES WERE TO BE INCREASED THIS SHOULD BE ACCOMPANIED BY IMPROVED SERVICE COMMENSURATE WITH THE INCREASE IN RATES.

+INCREASING RATES JUST TO GAIN MORE PROFITS REPRESENTED SHORT TERM GAINS AND IN THE END WILL LEAD TO LOSSES,+ THE PRIME MINISTER SAID. -- BERNAMA  
2058MST 09 11 90

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U E583 AAE  
MAHATHIR - INDUSTRY 5 KUALA LUMPUR (REOPENS)

DATUK SERI DR MAHATHIR THEN HANDED OVER THE +INDUSTRY EXCELLENCE AWARD+ IN THE FORM OF A TROPHY AND CERTIFICATE TO COMPANIES WHICH WON THE AWARD UNDER FOUR CATEGORIES.

THE +ANUGERAH PRESTASI ANTARA HOTEL+ WAS WON BY RASA SAYANG HOTEL OF PULAU PINANG (AMONG HOTELS WITH MORE THAN 300 ROOMS), HOTEL CITY BAYVIEW OF PULAU PINANG (100 TO 299 ROOMS) AND HOTEL SURAYA, Kuantan (FEWER THAN 100 ROOMS).

THE +ANUGERAH PENGURUSAN BERMUTU+ WAS WON BY MOTOROLA OF PULAU PINANG AND HEWLETT-PACKARD SALES (M) SDN BHD.

THE SYARIKAT HEVEAFIL SDN BHD AND LEADER CABLE INDUSTRY BERHAD WON THE EXPORT ACHIEVEMENT AWARD WHILE SYARIKAT INDUSTRONICS SDN BHD, PK ELECTRONIC INDUSTRIES SDN BHD AND NESTLE (M) BHD WON THE AWARD FOR PRODUCT EXCELLENCE.

INTERNATIONAL TRADE AND INDUSTRY MINISTER DATUK SERI RAFIDAH AZIZ WAS ALSO PRESENT. -- BERNAMA  
2324MST 09 11 90