

Mahathir-publicity
PUBLICITY USEFUL TO MALAYSIA, SAYS MAHATHIR

KUALA LUMPUR, Jan 21⁹³ (Bernama) -- The Prime Minister ¹²Datuk Seri Dr Mahathir Mohamad today said the publicity given by international publications to Malaysia will be extremely useful in putting across to investors the opportunities available here.

Speaking at the launch of a major international promotion of Vision 2020 by Newsweek International magazine here, he said the publicity would also be useful to promote tourism which had grown into a major industry in Malaysia since 1990.

Vision 2020 is a national objective to make Malaysia an industrialised nation by the year 2020.

The magazine's Jan 25 edition, featuring the inauguration of Bill Clinton as the new President of the United States, published a 40-page special section entitled "Malaysia - Forward to 2020" which includes interviews with Dr Mahathir and Finance Minister Datuk Seri Anwar Ibrahim.

Describing Malaysia as a country with a vision, the Prime Minister said that Malaysians were all keen to realise the vision.-- more

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"A lot of work has to be done, a lot of work has already been done, but a lot more work needs to be done and the publicity that we received will be extremely useful in getting investors to know better about Malaysia and the opportunities available here," he said.

Saying that he was very impressed with Newsweek's coverage and the support it had been given, Dr Mahathir said Malaysia had made a very big step forward in terms of publicity as it had been tagged to Clinton's inauguration.

He was sure that the coverage would go a long way towards introducing or making the country better known to a lot of people abroad especially in Asia since, according to him, Malaysia was the least known of the Asean countries.

The President of Newsweek International, Peter J. Luffman in his speech said that the magazine recognised that Malaysia was now a major player not only in the regional scene but also the global arena as it had become an international force to be reckoned with.

He said the special section was the largest promotion for a single country undertaken by the magazine in the Asia-Pacific region.-- more

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The edition, carried in both English and Japanese, would be circulated with the Hong Kong, Singapore and Malaysia editions of Newsweek Asia and in the Japanese edition Nihon Ban with a total circulation of 210,000 copies.

Luffman said that Newsweek was planning a European promotion of Malaysia which would be published later this year.

The special section was coordinated by Malaysian Design Marketing Sdn Bhd led by Puan Marina Mahathir and Newsweek representative, Mediaplus (M) Sdn Bhd. -- Bernama