

▼12/11/14-25MST

CNS3313

U GE 12-11 00135 ED454

aae tbe

Mahathir - competitive ( with pix)

DEFEND COMPETITIVE EDGE, MAHATHIR TO PRIVATE SECTOR

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KUALA LUMPUR, Nov 12 (Bernama) - Prime Minister Datuk Seri Dr Mahathir Mohamad wants the private sector to defend its current competitive advantage in the international market and not just rest on its laurels over encouraging economic indicators.

The current competitive advantage was temporary and hence efforts should be continued to sustain it, he said when presenting the Industrial Excellence Award 1993 here.

Malaysia had been placed in the 23rd position in terms of export performance among some 100 countries who are members of the General Agreement on Tariffs and Trade (Gatt) and this was not much to be proud of, he said. -- more

JO AAM

▼12/11/13-01MST

CNS3318

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Mahathir - competitive 2 Kuala Lumpur

"If we are not vigilant, our performance will decline even before our potential is fully exploited," the Prime Minister said.

Saying there was no end to the innovative process, Dr Mahathir reminded the private sector of the obstacles in international trade with only those who could offer the highest value for money in a position to control the market.

Hence, the private sector should be innovative and offer new products and come up with new approaches towards achieving excellence, he said. -- more

JO AAM

▼12/11/13-14MST

Mahathir - competitive 3 Kuala Lumpur

Dr Mahathir suggested that local industrialists export their new expertise in building roads, buildings, houses, installing telecommunication facilities, hotel management and design as many countries aspiring to develop fast looked towards Malaysia as the source for planning and the technique towards achieving their objectives.

He said to complement the private sector's efforts, the government had taken various measures to help enhance its performance such as by setting up the Malaysian Technology Development Corporation (MTDC) and the Malaysian Foreign Trade Development Corporation (Matrade)

"The Cabinet had also approved the setting up of the National Design Council to lead and co-ordinate national design activities to enhance the competitive advantage of the country's manufactured products in the local and international markets," he said. -- more

JO AAM

▼12/11/13-27MST

CNS3338

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Mahathir - competitive 4 Kuala Lumpur

The Prime Minister said a Design Centre would be set up under the council to act as the focal point for all design activities.

To enhance the ability of the private sector, Dr Mahathir wanted it to acquire new forms of competitive edge such as knowledge, experience, credibility, market and entrepreneurial efficiency as "we can longer depend on our traditional base as supplier of raw materials and cheap labour."

Dr Mahathir said in view of the advances in manufacturing technology, transport and communication, the selection of raw materials was no longer critical in the international trade pattern and moreover the rate of labour cost in Malaysia was no longer considered low when compared to other countries in the region.

On the other hand, competitive advantage could be anybody's provided one was willing to make investments from the aspect of time and energy and hence there was no reason for anyone to say he was unable to compete with others. -- more

JO AAM

▼12/11/13-50MST

CNS3340

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Mahathir - competitive 5 (last) Kuala Lumpur

The Prime Minister also reminded the private sector of the formation of trading blocs which were becoming an important feature in current international trade and therefore it should be able to identify and take prompt action to grasp the opportunities arising from them.

"The Government through its active involvement in various regional forums and negotiations is co-operating closely with the international trading community to enforce stricter discipline on unfair trade practices so that there will be more liberal international trade," he said. --

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JO AAM

▼12/11/13-52MST